

MOBILE

Do mobile campaigns belong in fashion marketers' windows?

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By TRICIA CARR

Luxury brands and retailers can engage passersby with mobile touch points on their window displays as long as the effort reflects the entire brand experience.

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As affluent consumers become more comfortable interacting with luxury brands and retailers via mobile, marketers are looking for ways to trigger engagement while consumers are on the go. Therefore, window displays seem to be a missed opportunity for mobile engagement.

"I'll venture to say that the great majority of window visitors have a mobile phone in hand, maybe two," said Jeff Hasen, Seattle-based mobile marketing consultant.

"We know that the passive has become interactive – who wants to stand outside a window and just look?" he said. "It is often wise to engage via mobile and send would-be shoppers to Web sites with information, offers, rich media and more."

Window to mobile

Mobile touch points on store windows that lead to rich media experiences can trigger repeat business, per Shuli Lowy, marketing director at [Ping Mobile](#), Beverly Hills, CA.

Luxury department stores and brand boutiques are typically located in metropolitan areas rather than indoor malls.

Consumers who pass these retail locations are going about their daily lives and might be too preoccupied to enter a store. However, they might glance at a beautiful window display as they walk by.

In reality, the majority of those who view windows displays are seeing them on a daily or weekly basis, per Ms. Lowy. This is where mobile touch points come into play to potentially liven up the experience.

Mobile experiences can give passersby access to an optimized brand platform that they can browse as they go through their day.

Additionally, stores that experience repeat foot traffic to their windows from locals can use mobile touch points to lead them to rich mobile content that is constantly updated with new campaigns or products.

For example, precision-crystal maker Swarovski began a cross-channel push last quarter to connect its in-store, digital and mobile properties.

One part of the campaign is mobile touch points on window displays and inside Swarovski boutiques.

Consumers must download the new “Swarovski Mobile” iOS and Android application and use it to scan the “AR” symbols when visiting Swarovski locations to have access to seasonal videos and styling tips ([see story](#)).



Swarovski app

“As more and more brands fight to grab consumers’ attention, we find that our general surroundings are becoming increasingly more engaging,” Ms. Lowy said. “Luxury brands have had to step up their game to keep up with the times and add an extra kick to their once stagnant display of products in a window.

“Some brands are adding mechanical components to displays, others use overhead projectors to create eye-catching shadows, and others will include television screens,” she said.

“Mobile extensions provide another way of creating a more engaging window previewing experiences.”

Proper placement

Despite what brands and retailers can gain from adding mobile touch points to window displays, they must execute each campaign in a way that does not dilute the artistic value.

QR codes are recognizable by many consumers. Since they know to scan, marketers can provide content that is updated more than the display, per Ms. Lowy.

However, the look of the touch point in windows as well as the mobile content's usability on smartphones is of the utmost importance.

Swarovski, for example, developed its own mobile touch point and is controlling the content by making it only accessible through its app. But the brand must be sure that consumers are aware of how to access the augmented reality content or risk them overlooking the campaign.

Furthermore, marketers should refresh their mobile touch points on windows with different content that aligns with the 360-degree brand experience.

For example, luxury marketers can vary the technology they use to engage consumers such as augmented reality and SMS, per Ms. Lowy.

"Properly featured mobile touch points provide endless extension opportunities to a store front window and positions a brand as fast paced, with the times, and in touch with consumers' interests," she said.

Luxury marketers that want to take advantage of the smartphone in most consumers' hands should consider mobile touch points.

Marketers should test the accessibility of the touch points and make sure the campaign is worthwhile for its target audience to get the most from each effort and avoid consumer frustration.

"In this case as well as many others, it's smart for the marketer to think well after the interaction," Mr. Hasen said. "How can I show value and perhaps gain an opted-in, involved consumer?"

Final Take

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