

MOBILE

Are luxury mobile ads effective without a call to action?

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By ERIN SHEA

There are two schools of thought on this, but the emerging debate is whether the luxury brand's name is draw enough to encourage click-through on mobile ads.



With the limited space on a mobile ad, luxury marketers should only keep crucial information to not overwhelm or confuse consumers. Although a call to action may not be absolutely necessary, marketers should make their mobile ads appealing enough so that consumers want to find out more.

"I think a call to action can be very important and paramount to success, but in some instances I think great brands can get the message across loud and clear without saying a single word," said Melody Adhami, president and chief operating officer of [Plastic Mobile](#), Toronto.

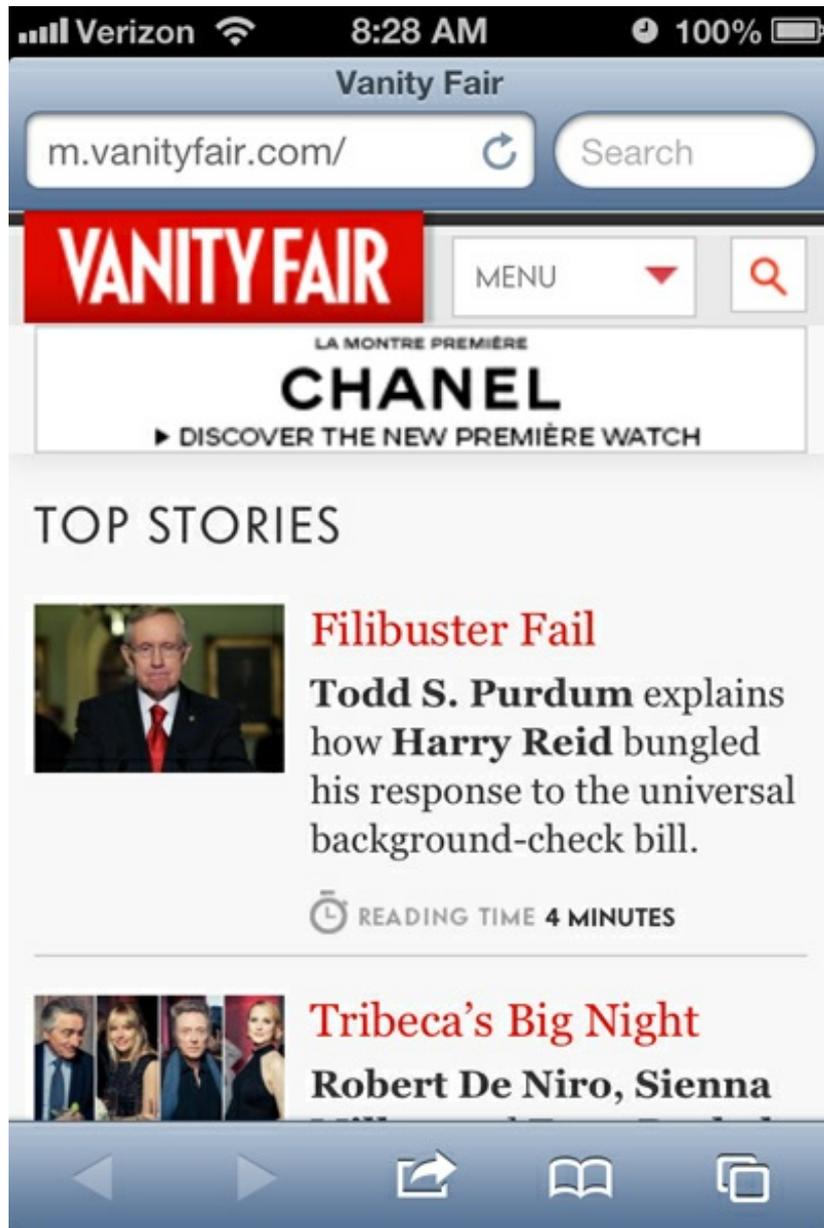
"Luxury brands fall in the category of great brands that can get away with this," she said.

Calling on the consumer

If a marketer uses a call to action on a mobile ad, it should not clutter the space or confuse the consumer.

“Because of mobile’s inherent screen limitations, brands need to pare down ads to the most basic essence and every pixel needs to be accounted for,” Ms. Adhami said.

“Since words take up valuable screen real-estate, a call to action should be short, direct, clear and easy for the user to act on or follow,” she said.



Chanel's mobile ad

Mobile ads that are simple and have a clear message will be the most effective.

“When it comes to a luxury brand’s mobile ad, I recommend keeping it minimal, simply including the brand logo, an impressive image of the brand’s product or service and a short call to action highlighting the campaign’s objective,” said Matt Hunter, channel manager at **Impact Radius**, Santa Barbara, CA.

“If the advertiser is looking to pull that consumer through the banner to click through, they must make the call to action as compelling as possible, knowing they have a limited space to expose it,” he said.

A call to action also depends on the marketer's campaign goals.

If a marketer is looking to sell a product, then a call to action is necessary. But, if a marketer is looking to generate brand awareness, a call to action is not an essential component.

“Mobile ad campaigns must be aligned with the campaign goals,” said Shuli Lowy, marketing director at [Ping Mobile](#), Beverly Hills, CA.

“Sometimes, campaign goals are to drive immediate sales of a certain product,” she said. “In such a case, the most appropriate ad would include a strong and alluring call to action.”

In addition, a call to action is extremely important for brands that are new to the marketplace.

“Brands that are fairly new to the market or are trying to increase their visibility amongst users who have most likely not interacted with the brand cannot simply place their name on an ad,” Ms. Lowy said.

“In that case, the name of the brand is meaningless to the user, which renders the ad ineffective,” she said. “The ad will have to include some sort of slogan or image to further illustrate the purpose and focus of the brand.”

What’s in a name

The decision to use a call to action can often depend on where the ad is placed.

For instance, a call to action is not necessary for a BMW ad on an auto-focused mobile application or Web site since the readers there are most likely already interested in the brand and are likely to click through, per Impact Radius’ Mr. Hunter.

“If the luxury mobile ad is being served to the right audience, there will be a certain percentage of consumers that tap through,” he said.



Burberry ad

Also, a call to action may not be necessary for those brands that have an established fan base.

“A brand name is enough to get consumers to click on a mobile ad only if that brand name is known and liked by the consumer,” Ping Mobile’s Ms. Lowy said.

“If the consumer is familiar with the brand name and is currently interested in a product that the brand delivers, then the name itself is certainly enough to trigger a click-through,” she said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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