

MOBILE

Bergdorf promotes “Scatter My Ashes” via mobile ad

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By ERIN SHEA

New York department store Bergdorf Goodman promoted its 2013 documentary film “Scatter My Ashes at Bergdorf’s” through an advertisement on The Cut’s mobile site.



The mobile ad led consumers to the movie’s mobile-optimized site that shows the trailer and additional information about the film. Bergdorf likely caught the eyes of the film’s target audience by placing the ad on a fashion- and culture-based site.

“The target audience for 'Scatter my Ashes at Bergdorf's' is a fashion-forward audience that appreciates the breadth of beauty, the endless vitality and exquisite class provided by true fashion,” said Shuli Lowy, marketing director at **Ping Mobile**, Beverly Hills, CA.

“We can assume that those who are taking the time to read the The Cut, which features the latest in the world of fashion, align with that desirable audience,” she said.

Ms. Lowy is not affiliated with Bergdorf, but agreed to comment as an industry expert.

Bergdorf was unable to comment by press deadline. The store is owned by Neiman Marcus Group.

Mobile movies

The ad appeared at the bottom of an article May 10 on The Cut's mobile-optimized site.

The ad showed the outline of the Bergdorf building, the movie's tagline, the premiere date and a call to action "Click for trailer."



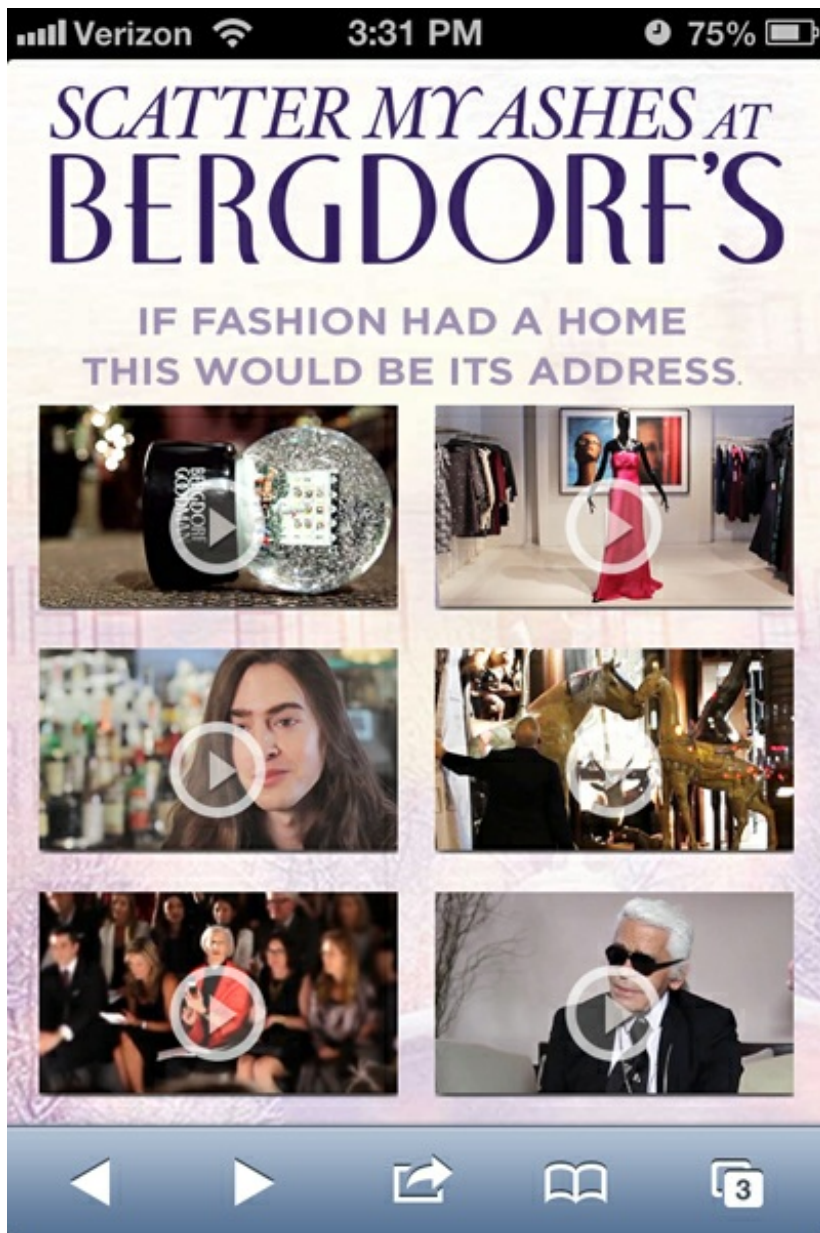
Bergdorf ad

A click-through on the ad took consumers to the film's site, which is optimized for a mobile device. The site can be accessed at <http://www.bergdorf-movie.com>.



Movie mobile site

Through the movie's site, consumers were able to view the trailer, read a short synopsis, view still images, watch clips, see the latest news on the film and connect to the filmmaker Entertainment One Group through Twitter and Facebook.



Video clips

The ease of using the mobile site and the content available likely engaged consumers and encouraged them to see the film.

“What I like best about the mobile site is the prudent placement of both the video and the additional options to explore the film,” Ms. Lowy said. “If a picture is worth a thousand words, then a video is worth a million.

“When promoting a film, the trailer is pretty much the make-it-or-break-it sampling that will either get the viewer interested or not,” she said. “The mobile site also provides a great sampling as it allows viewers to learn more about the film and interact with it by choosing from a menu of options.

“The creation of a mobile site with the video prominently featured at the top is a great way to incorporate both paths to promotion.”

Big screen debut

A few other luxury marketers have been promoting their placement in upcoming films.

For instance, Audi of America is again boosting brand awareness through a role in Disney and Marvel's Iron Man 3 film that opened May 3.

Audi is featured throughout the entire third installment in the Iron Man series, after having a prominent place in the first two ([see story](#)).

Also, jeweler Tiffany & Co. transformed its New York flagship store to show off its collaboration with the 2013 film adaptation of F. Scott Fitzgerald's "The Great Gatsby."

Tiffany worked with the film's Academy Award-winning costume and production designer Catherine Martin to create this year's Blue Book windows in which items from The Great Gatsby Collection and other one-off pieces are displayed. The brand announced in 2011 that it was working with Ms. Martin to provide exclusive jewelry pieces inspired by its archives for the characters to wear in the film ([see story](#)).

Since Bergdorf is the subject in the documentary it was promoting, the ads were looking to entice those who want to feel connected to the store and its legacy.

"The mobile site is well designed and will certainly make a fashion-loving audience see the movie," Ms. Lowy said.

"It will not only promote the film, but also promote the retailer itself as worthy of having ashes scattered on it," she said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/Um0EnAa9lYo>

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