

MOBILE

Christopher Ward aims for mobile sales via QR code

May 15, 2013



By ERIN SHEA

British watchmaker Christopher Ward is aiming to trigger mobile sales through a QR code on its print advertisement in the spring issue of Aston Martin magazine.

The QR code links to Christopher Ward's U.S. Web site, which allows consumers to learn more about the C900 Harrison Single Pusher Chronograph and make a purchase. Although the site is not mobile-optimized, it contains images and a video that can be viewed from the pinch-and-zoom site.

[Sign up now](#)

Luxury Daily

"We currently place QR codes on all our ads," said Mike France, cofounder of **Christopher Ward**, Berkshire, England.

"We know that those in our target market are high users of smartphones and also like to use mobile technology for both researching and buying luxury products, so the QR code allows immediate access to more information about our watches and, if necessary, a purchase," he said.

"The Aston Martin magazine has an upscale readership that correlates very closely with the upper quartile of our market."

Print to purchase

Christopher Ward placed the QR code on the top right of its print ad, so that it is easily accessible to consumers. The ad shows the C900 Harrison Single Pusher Chronograph, priced at \$3,365.



Swiss movement, English heart

C900 HARRISON SINGLE PUSHER CHRONOGRAPH - Limited Edition

Bespoke Unitas 6497 hand-wound movement (Calibre J92) from master watchmaker, Johannes Jahnke / Each piece, of only 250, personally assembled by Johannes in our Swiss atelier / Supremely engineered, 43mm, 316L stainless steel case with full diameter transparent case-back / Unique serial number engraved on case and movement / Premium Lenzano alligator deployment strap / 5 year movement guarantee

EXCLUSIVELY AVAILABLE AT christopherward.co.uk

CHR.WARD
LONDON

Print ad

Scanning the code brings consumers to the watchmaker's U.S. Web site, which is not mobile-optimized. The landing page shows the same watch in the ad.

From the Web site, consumers can explore close-up images of the timepiece, watch a short video, read about the product's features, read reviews and make a purchase.

Verizon 12:10 PM 85%

CHR.WARD LONDON

Men Women Limited Editions New Releases Straps Accessories CW360 Clearance Account

Home > Men > Dress/Classic > C900 Single Pusher > C900 Harrison Single Pusher Chronograph

C900 HARRISON SINGLE PUSHER CHRONOGRAPH
C900HWR

\$3,385.00
Availability: In stock

★★★★★ 4 Review(s) / Add your review / Add to Wishlist

"The C900 Single Pusher Chronograph is beyond question our most complicated watch to date and will make an entirely new level of sophistication accessible to more people than ever before because of the unique Christopher Ward value equation.

However, it's the magnificence of the movement that really moves me. I was completely transfixed when I first saw what Johannes Jahnke had accomplished and I don't mind admitting that I almost cried with a combination of joy and pride. We may produce even more complicated watches in the future but the C900 will always be a very special watch for me".
Chris Ward

For the full story of how two extraordinary watchmakers, 28-year-old Johannes Jahnke and 87-year-old Jean Fillion, bridged the generation gap to create this incredible new movement click here.

This version of the C900 Single Pusher will be restricted to only 250 pieces world-wide.

FREE 60 DAY RETURNS
5 YEAR MOVEMENT GUARANTEE
CW360 CARE PROGRAMME

Upgrade your order?
 Deluxe Box \$40.00
 Gift Wrap \$12.95

BUY NOW



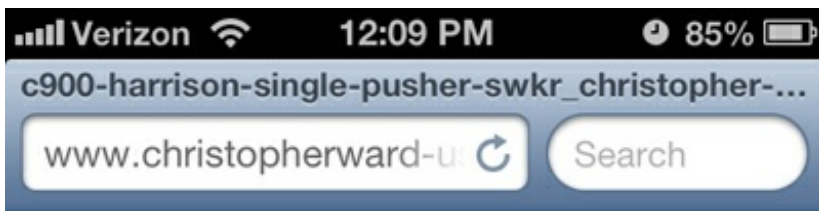
Christopher Ward site

The 56-second video shows a quick overview of the timepiece and its details.



Video still

The images show multiple views of the product.



Product image

However, since there is no call to action on the ad, consumers may not even scan the QR code.

"If there is no call to action or any meaningful reason for a consumer to scan the code then I do not believe the code will generate many scans," said Roger Marquis, expert on print-to-digital technologies and author of [2D Bar Code Strategy](#), New York.

Buying dilemma

Many watchmakers use QR codes on their print ads, but few offer a purchase option through the code.

Hublot, Bell & Ross, Franck Muller and other watchmakers use QR codes to drive consumers from print to mobile, but this effort could be ineffective since often products cannot be purchased online.

QR codes can effectively take magazine readers from a print ad to a mobile site where products can be explored and purchased. However, luxury marketers need to up their strategy to engage consumers with QR codes, experts say ([see story](#)).

Even though Christopher Ward offers a purchase option on its Web site, consumers are likely going to use their computers to purchase since the site is pinch-and-zoom on a mobile device.

“For a company all about time, Christopher Ward inexplicably takes mobile users back with a non-mobile-optimized site that disappoints,” said Jeff Hasen, Seattle-based mobile marketing consultant.

“Magazine readers who go there have no clear path to educate themselves, learn more about the products and, most importantly, buy,” he said.

“Rather than drive purchases, I think that it puts a huge hurdle in the way.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/pqPR8q-5cPQ>

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.