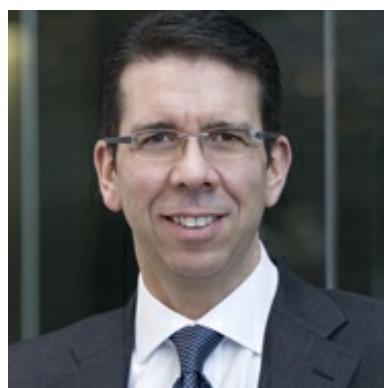


MOBILE

## Vertu exec: Mobile consumers desire sensory brand experience

June 17, 2013



By TRICIA CARR

High-end smartphone manufacturer Vertu is rapidly expanding its physical retail presence to reach high-net-worth, mobile-savvy consumers in established and emerging markets.

**Sign up now**

**Luxury Daily**

Riding on its third consecutive annual sales turnover increase in 2012 and the launch of the Vertu Ti, the brand's first smartphone with the Android operating system, Vertu is aiming to reach global consumers by combining its original brand values with a modern twist. The brand plans to open 49 new boutiques and stores this year around the world to further tailor the brand experience to global markets.

"Since its inception, the Vertu boutique experience has been central to the company's overall proposition," said Massimiliano Pogliani, chief marketing officer of **Vertu**, Milan.

"When a customer walks into a Vertu boutique, we want their experience to reflect the premium and luxurious nature of a Vertu phone," he said.

"The same attention to detail that you see in Vertu product design and craftsmanship is apparent in both our boutique design, as well as in our customer service before, during and after purchase."

In this Q&A, Mr. Pogliani discusses Vertu's new game-changing smartphone, the brand's

vigorous retail strategy and how it engages with mobilized affluent consumers. Here is the dialogue:

What are the factors responsible for Vertu's third consecutive rise in sales turnover in 2012?

Vertu is a unique proposition and there is no other product that combines the materials, craftsmanship, services and technology in the way that we do.

While a Vertu phone is not designed to win the mobile technology race, every component, function and service is part of an overall customer experience, perfectly balanced in a luxury product that our customers appreciate.

With a growing global mobile market, geared toward disposable products, there are many buyers that find that Vertu is exactly what they have been looking for.

How did the launch of the Vertu Ti change the brand?

Vertu Ti was the first product launched by Vertu under new ownership. It marks a new direction for the company, as we are developing a strong product roadmap to ensure that we continue to appeal to our global customer base by producing relevant, stylish and well-crafted products.

Vertu Ti is the culmination of more than 15 years' knowledge and experience at the forefront of the luxury mobile phone market.

Vertu Ti is our first phone utilizing the Android platform, a system recognized, understood and enjoyed by tens of millions around the world.

Vertu Ti is our most rounded product, combining an elegant and contemporary design philosophy with our fundamentals of craftsmanship and services and the Android operating system.



*Vertu Ti*

Why is there a focus on physical retail locations now?

Since its inception, the Vertu boutique experience has been central to the company's overall proposition.

When a customer walks into a Vertu boutique, we want their experience to reflect the premium and luxurious nature of a Vertu phone.

The same attention to detail that you see in Vertu product design and craftsmanship is apparent in both our boutique design, as well as in our customer service before, during and after purchase.

Our boutiques have established a rounded customer experience that delights at every step and we are continuing to expand that proposition globally.

Additionally, the company's continued success along with new ownership under EQT Corporation allows Vertu to increase its expansion program, both in established as well as emerging markets.

We anticipate this will continue, supported by the global demand for English craftsmanship, quality and materials and appreciation for the elegant design characteristics of Vertu.

How will Vertu's updated boutique strategy help it gain sales from its target audience?

Increasing customer engagement in the Vertu experience starts with the boutique.

With greater global access to these beautiful show rooms, Vertu anticipates a strong sales increase. This will be combined with a strong online strategy that is in development now.

How would you describe Vertu's 2013 marketing strategy?

Vertu offers customers a complete sensory experience through the materials they touch, the quality audio they hear, to the services they enjoy.

Our marketing strategy will continue to convey those principles in a very targeted way.

The new boutique openings of 2013 combined with another significant product launch in 2013 will allow Vertu to retain its pinnacle position in the luxury mobile space and pave the way for a fourth consecutive annual rise in sales turnover.

How is Vertu responding to affluent consumers' current wants and needs on the mobile platform?

Vertu Ti is the first Vertu handset that can genuinely act as your sole device, meaning that you can leave the house in the morning with only this and still stay in constant contact across email, Instant Messaging, Skype and telephone.

Our handsets are a sensory experience for our customers – the materials that touch, the clarity of the screen and the quality of the audio.

Alongside the strong physical attributes of Vertu, is the service proposition – a set of curated services and offers, in many cases unique to our customers fulfilling all of their needs, and beyond.

How is Vertu planning for future innovations in mobile, in terms of both product technology and marketing?

Vertu will continue to develop new products and services that deliver on the brands core offers of design, materials, quality, performance and service.

Vertu has a strong product roadmap for the next three years that will keep the company at the head of the luxury mobile space.

Vertu is keeping pace with wider technological developments, but our customers are looking for something more than the latest trend.

Stable and relevant technology combined with craftsmanship, design, and materials and service is far more important than simply pursuing cutting edge technology.

Vertu made the decision to focus our differentiation efforts on our services and technology integration, not on changing the core Android Open Source Project apps.

We may make changes, however, in the future based on the continual customer feedback.

#### Final Take

*Tricia Carr, associate reporter on Luxury Daily, New York*

---

© Napean LLC. All rights reserved.

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