

MOBILE

Tiffany makes ad pitch for Elsa Peretti collection on Vanity Fair mobile site

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TIFFANY & CO.



By JOE MCCARTHY

Jeweler Tiffany & Co. is engaging users on Vanity Fair's mobile site with a large advertisement that aims to spur consumer curiosity about its Elsa Peretti jewelry collection.

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Luxury Daily

The trim ad allows consumers to directly browse products and tailor their experience according to their desires and budget. Such brevity in a mobile advertisement is a refreshing alternative to bulky ads that mask products behind loads of information.

"In this ad Tiffany's sticks to their mobile motto of 'Keep it simple'," said Shuli Lowy, marketing director at [Ping Mobile](#), Beverly Hills, CA.

"Tiffany's has maintained this signature style consistently in their mobile activity demonstrating that they truly understand how to facilitate powerful mobile engagement via mobile," she said.

"The ad placement is strategic as readers of Vanity Fair coincide with Tiffany's target market—namely, an aesthetically attuned young female adult."

Shuli Lowy is not affiliated with Tiffany & Co., but agreed to comment as an industry expert.

Tiffany declined to comment directly.

Unless its more

Tiffany catches mobile users' eyes with a suspended ad at the top of the page.

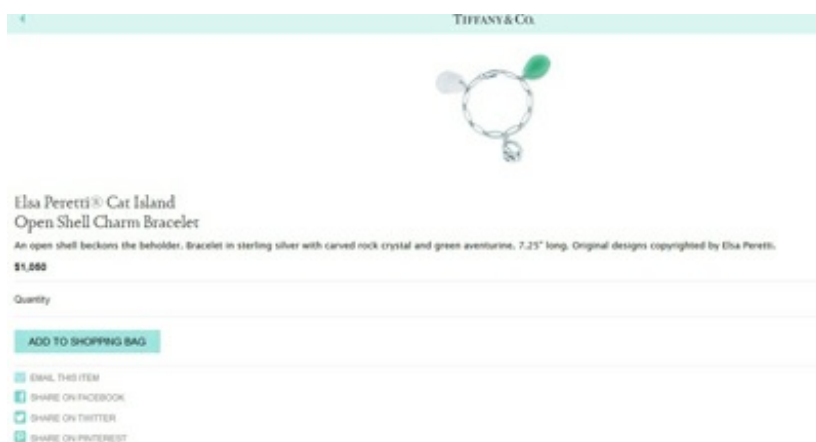


Tiffany mobile ad

Once clicked, the user arrives at a bare landing page that displays 12 products in a cross-hatched box.

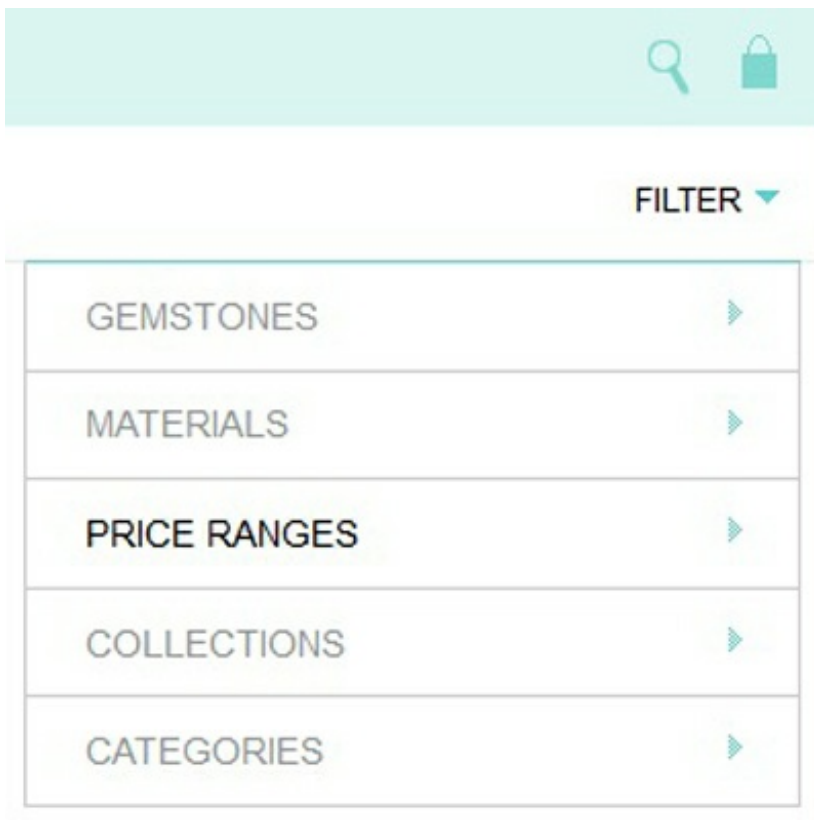
If users click on a particular item, an adjacent box is veiled with information listing the price and a simple description.

More details can be attained if a consumer is interested on a page that is still trim but which offers a larger image and more deliberate options.



Detailed information from ad

A filter option resides at the far right of the ad which includes options such as gemstones, materials, price ranges, collections and categories.



Filter on mobile landing page

A consumer can narrow the selection to precisely fit their preferences.

If a consumer elects to use the filter, the cross-hatched box is reconfigured with appropriate products.

Unobtrusive search and shop options sit above the filter.

The simplicity of the ad may be embraced by time-crunched, mobile consumers curious to check out prices and essential product information.

The ability to remain on the same page after each click lets consumers see dozens of products instantaneously.

"Placing a digestible amount of inventory on a page along with relevant filtering options often serves as the tipping point at which the mobile user decides to stay on a site instead of continue on elsewhere," Ms. Lowy said.

Don't break it

Although it may seem like the most sensible approach, several luxury brands eschew simplicity and go with cluttered mobile ads.

Tiffany's decision to gauge how consumers use mobile devices and create an appropriate ad may bring increased traffic.

The mobile ecosystem has grown by leaps and bounds over the past few years and with new technologies emerging, marketers are given endless opportunities to reach consumers in unique ways. However, now is the time to fully leverage the full power of the medium to stay ahead of competition ([see story](#)).

Perhaps one way to stay ahead is with a commitment to simplicity and Tiffany may be comfortable with how their mobile strategy is working based on its consistency.

"The other interesting aspect to note is that the ad itself has no call to action on it," Ms. Lowy said.

"While many marketers hold steadfast in their opinion that mobile ads must have a call to action, others disagree," she said.

"Those that choose to bypass the mobile call to action usually do so for a number of reasons—primarily to filter out the people who will ultimately engage with their product."

For further coverage of this particular topic, read Shuli Lowy's column "[Why luxury brands skip the call to action in mobile banner ads.](#)"

Final Take

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