

MOBILE

## The Bellevue Collection showcases expansion via QR code content

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By ERIN SHEA

Upscale shopping and residential development The Bellevue Collection in Bellevue, WA, is showcasing the expansions to its three-part property via content accessible through a QR code.

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**Luxury Daily**

The QR code is found on the brand's multi-page ad in the September issue of Condé Nast's *Vogue* and links consumers to a video that highlights the collection's Bellevue Square, Lincoln Square and Bellevue Place. Adding a video component to mobile content can help brands provide information to consumers in an engaging way.

"We felt that using the September issue would be a great way to promote our fashion week event and our expansion," said Jennifer Leavitt, vice president of marketing at the [Bellevue Collection](#), Bellevue, WA.

"The video is a really exciting way to show what we are doing with the collection," she said. "There is a retail focus, office focus, dining and hotels."

"People need to have a feel of where Bellevue is and what the collection is, so we felt like video really tells this story."

A look inside

The Bellevue Collection took out a multi-page, pullout ad in Vogue. The first pages mention the fashion week event that is taking place at the collection Sept. 25-29.



*Multipage ad*

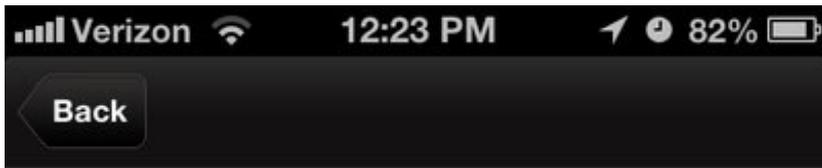
The last page mentions the expansion and what will come out of it including new street-front boutiques, restaurants and bars, two hotels and a luxury apartment building.



*Ad*

Under the expansion description, there is a plain QR code with a call to action next to it that reads “Download for a view of our exciting expansion plans.”

Scanning the code takes users to a landing page that contains a video.



## Lincoln Square | EXPANSION



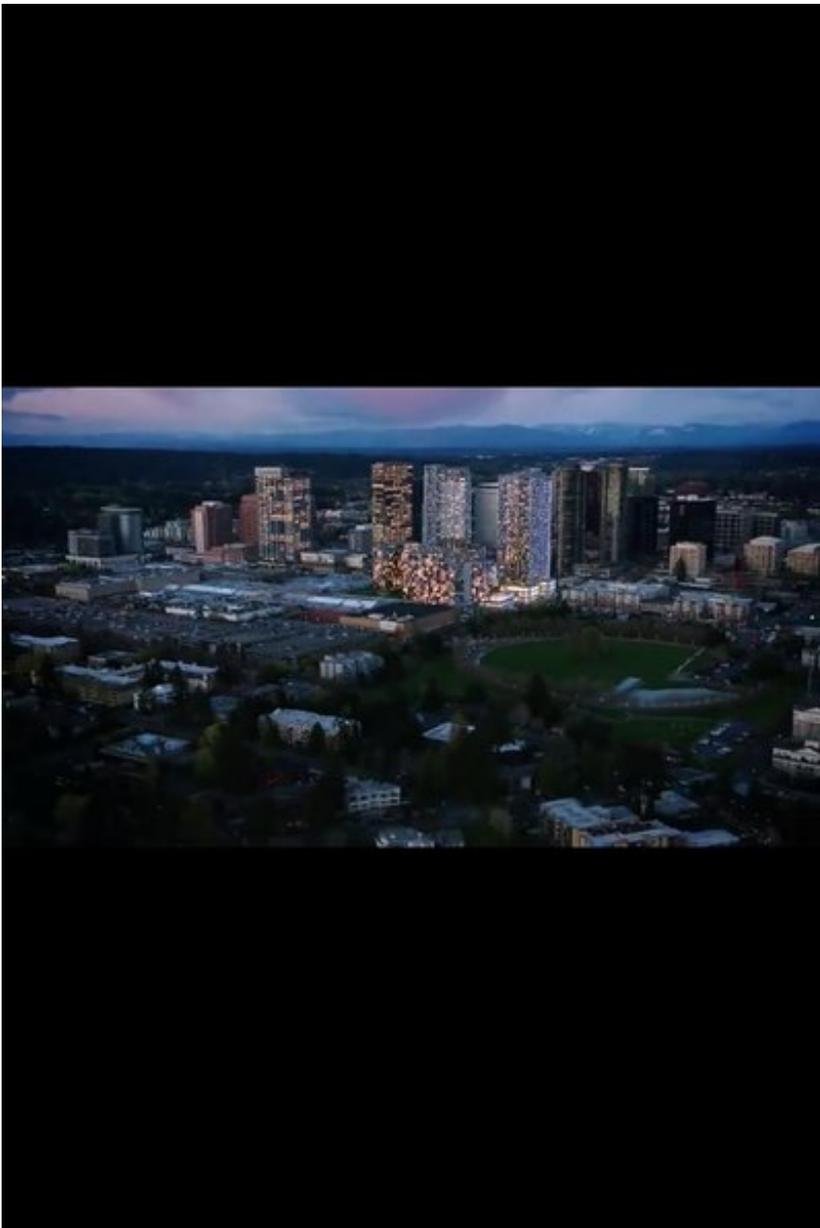
The Bellevue  
Collection  
Expansion



### *Landing page*

The four-minute long video gives an overview of the Bellevue Collection and what it offers in shopping, dining, entertainment and living.

The video lets consumers observe the entire property through overhead shots and explores the inside of people living, working and shopping at the property.



### *Video still*

Also, there is an overview of the expansion and how areas for retail, office spaces and nightlife will grow.

The video ends with a succession of quick shots that show off shopping, living and working at the collection. It ends by showing the brand's logo and the names of its three properties as it fades out.

The video can be viewed at: <http://vimeopro.com/user14720078/the-bellevue-collection-expansion-overview>.

### Show and tell

Other luxury brands have incorporated video components into their QR code landing sites.

For instance, French fashion house Givenchy seamlessly connected consumers to its mobile-optimized site and Le Rouge campaign through a QR code on lipstick packaging.

The brand placed a QR code on the box of its Le Rouge lipstick that leads consumers to its

mobile site where they can discover more about the product and the campaign. Consumers can browse images and videos from the campaign, view stores and promotions, find shades of the lipstick, read a description of the product and learn how to properly use it ([see story](#)).

Furthermore, Swiss watchmaker TAG Heuer printed a QR code on its advertisement in the May issue of Vogue to bring readers to mobile-optimized content that showcases its women's timepieces.

The watchmaker engaged readers with a call-to-action that takes smartphone users to a mobile-optimized Web site for its Formula 1, Aquaracer and Link women's collections. TAG Heuer's mobile content offers information on each collection, a video, a store locator, ecommerce partners and a Twitter feed ([see story](#)).

For the Bellevue Collection, the video component allows the brand to show off its expansion more than what the print ad can do.

"I think it helps us read consumers," Ms. Leavitt said. "We are doing a lot of video since it helps give people the understanding of what we're doing, especially from the consumer standpoint."

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/1UXVXqNYfsU](http://www.youtube.com/embed/1UXVXqNYfsU)

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