

MOBILE

## Nordstrom pushes fall products via multi-layered mobile ad

August 22, 2013



By ERIN SHEA

Department store chain Nordstrom is pushing a new collection of Ugg boots through a mobile advertisement that allows consumers to swipe through different products without leaving the original site.



The ad appeared as a banner on American Media's Shape magazine's mobile-optimized site. By allowing consumers to browse products easily without losing their page, consumers are likely to be more inclined to make a purchase.

"I feel the use of images with the ability to browse products and shop or buy is one of the better uses of mobile," said Jeff Gunderman, president of Eye, New York.

"Nordstrom does a fantastic job of tantalizing the audience with attractive product shots and then offering a clear simple path to purchase," he said. "Consumers like to see price and it can be used to entice the sale.

"Nordstrom also makes on-line purchasing simple with a very easy return policy."

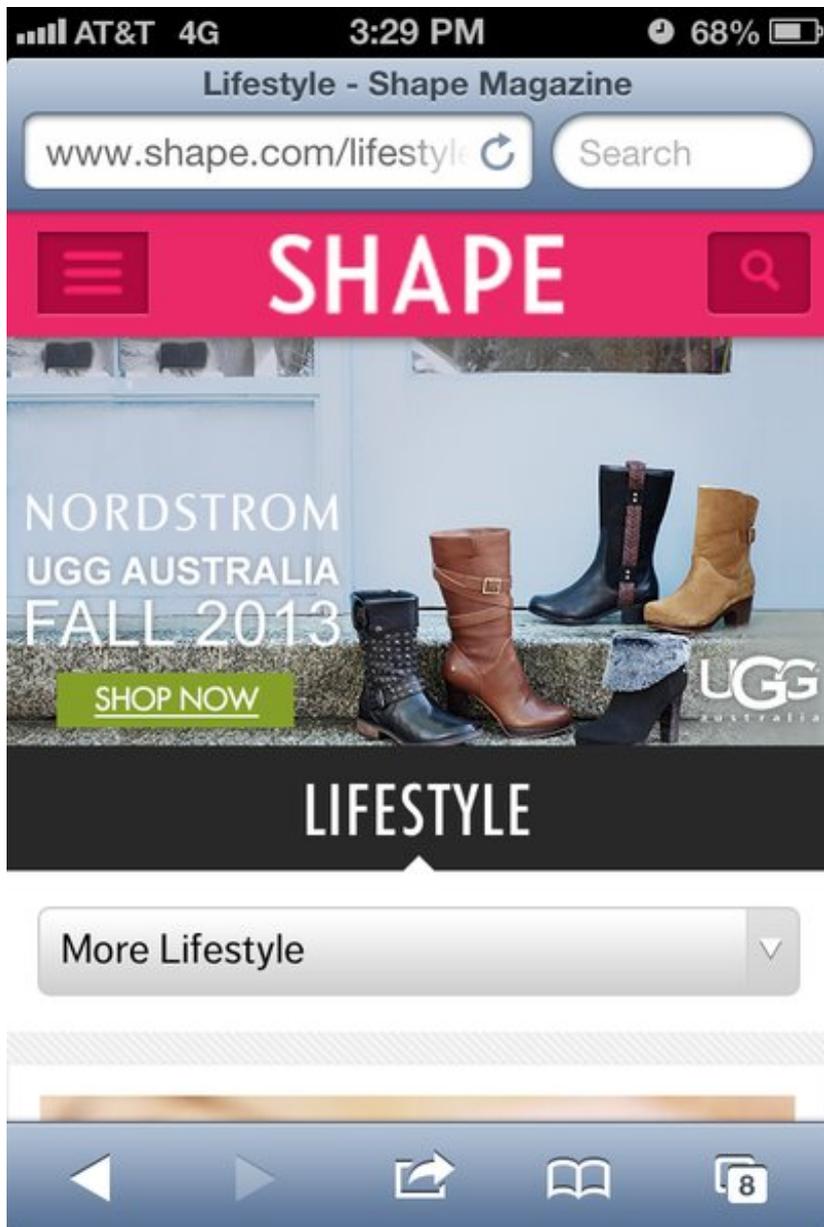
Mr. Gunderman is not affiliated with Nordstrom, but agreed to comment as an industry expert.

Nordstrom was unable to comment before press deadline.

The campaign was put together by Kargo.

Fall looks

The banner ad was placed on Shape's mobile site and had the Nordstrom logo and an image of the Ugg fall collection. It also contains a call to action that says "Shop now."



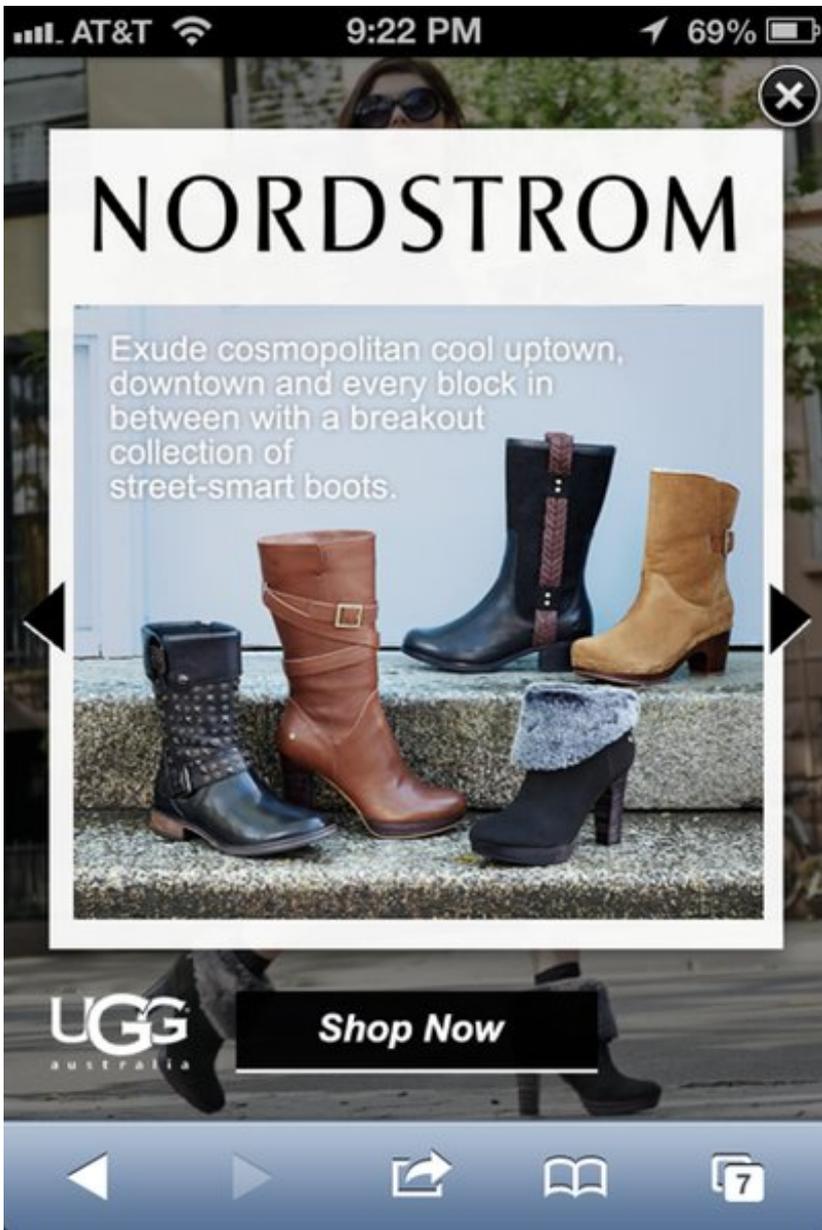
*Banner ad on Shape*

Clicking on the ad leads to a full-page expansion that first shows an image of a model wearing the Ugg boots.

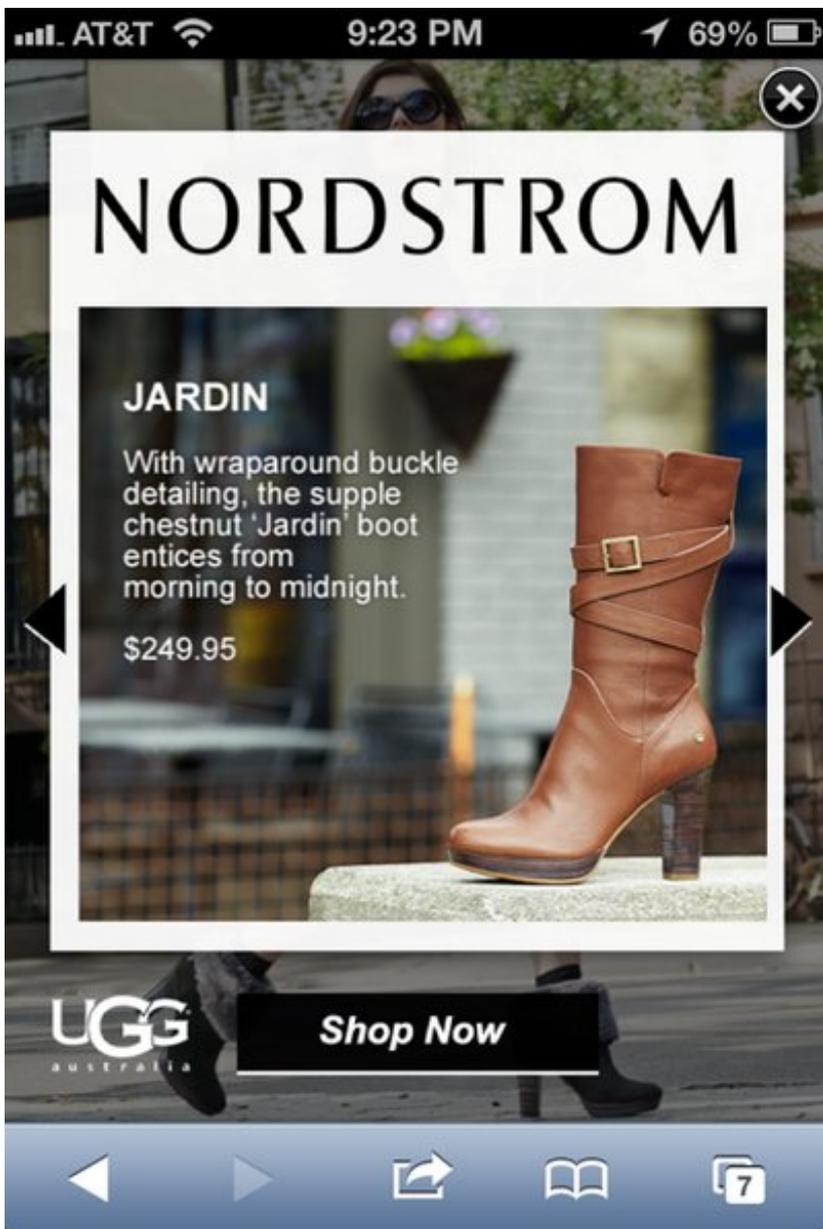


*Nordstrom Ugg ad*

Then, a box appears that shows the Nordstrom logo with a picture of the boot collection and a short description. The Ugg logo and a “shop now” button are underneath the box.

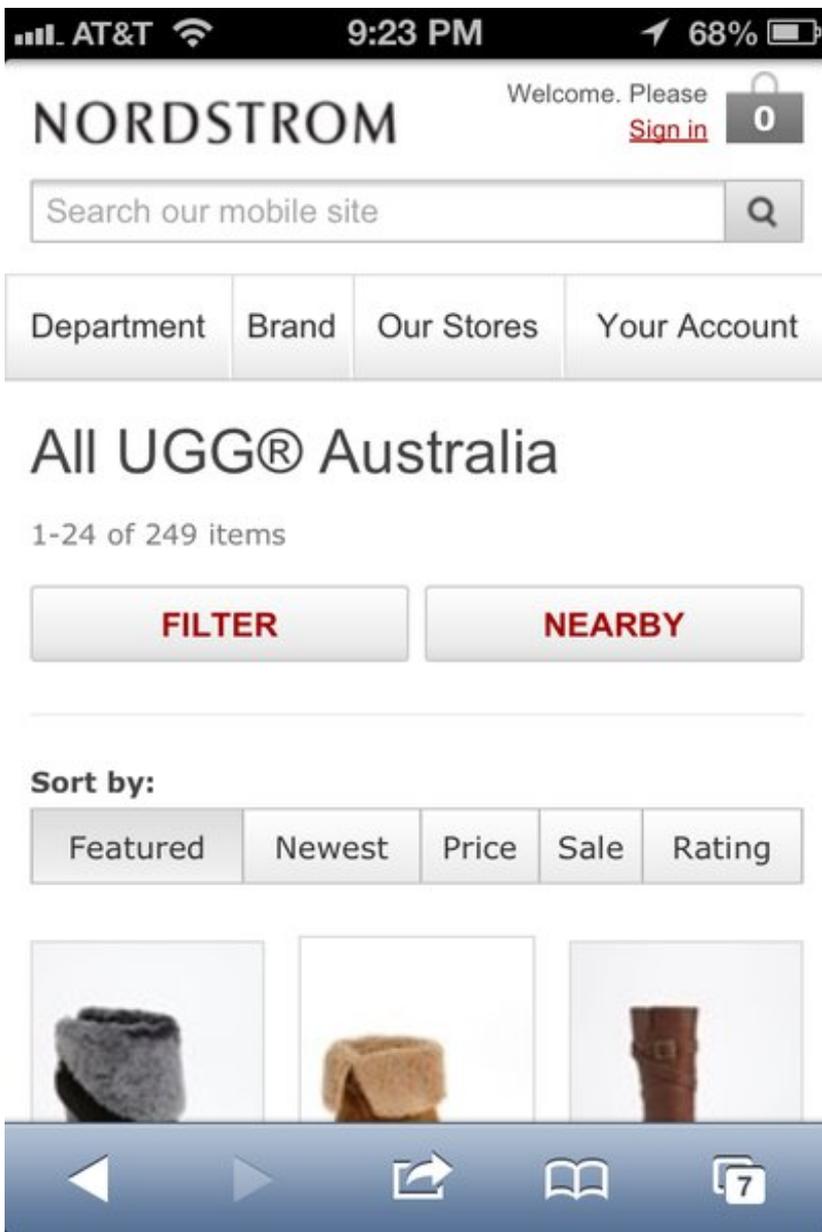


A click through on the arrows on the sides of the white box allow consumers to browse the various products that are offered at Nordstrom and includes an image of the product, a short description and a price.



*Product information*

Consumers are able to click on the “Shop Now” button that takes them to Nordstrom’s mobile site to shop the new Ugg collection.



*Nordstrom's mobile site*

Through this ad, Nordstrom gives consumers an overview of the products and a clear path to purchase, which will likely encourage consumers to buy via mobile.

"Nordstrom's feels that the boots have a reasonable chance of getting purchased on a mobile device," said Shuli Lowy, marketing director at [Ping Mobile](#), Beverly Hills, CA.

"Therefore, the retailer cut right to the chase by providing the specific details about the product offering and allowing mobile users to immediately purchase the boots," she said.

#### Mobile showcase

Nordstrom has previously showcased products from other brands on mobile ads to give consumers an idea of what its stores offer.

For instance, the retailer partnered with Estée Lauder to tease high-end beauty products through a banner ad on The New York Times mobile application to lure consumers to its mobile commerce site.

The ad featured Estée Lauder's Re-Nutriv products took consumers to the Estée Lauder

product page on Nordstrom's mobile-optimized site. Retailers should aim to make their mobile commerce efforts as simple as possible so that consumers do not become frustrated during the purchasing process ([see story](#)).

Furthermore, Nordstrom aimed to increase traffic to its mobile site through an advertising initiative that enticed affluent consumers to shop the latest winter products.

The retailer ran the advertising campaign within Pandora's iPhone application. Nordstrom has relied on mobile ads in the past to not only drive in-store traffic and increase sales, but bolster brand awareness as well ([see story](#)).

In some cases, placing products on mobile ads that customers are more likely to buy using their mobile devices can be more effective than placing a general ad for the store or store location information.

"In order to use mobile to propel customers along the purchase path, mobile marketers need to understand at which point in that path they are encountering the customers," Ms. Lowy said.

"If consumers are only interested in looking up a location of a retailer on their device then it is important to put that information in front of them and make it easily accessible," she said. "While marketers for these brands wish to push sale completions as well, they understand that mobile is not the time and place to do that, the suggestion is premature.

"However, the consumer may, with reasonable probability, purchase the product on a mobile device it is important to make that process as smooth, direct and enticing as possible."

Final take

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

Embedded Video: [//www.youtube.com/embed/\\_wmhD0yrv3Q](https://www.youtube.com/embed/_wmhD0yrv3Q)

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