

MOBILE

Chanel eyes fashion-conscious women with fragrance mobile ad

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By JEN KING

French fashion house Chanel is promoting its Coco Noir fragrance and its mobile-optimized beauty boutique through a mobile advertisement on New York magazine's The Cut.

Sign up now

Luxury Daily

The ad shows the fragrance bottle with a short call to action that says "Shop now." Advertising on The Cut is likely to attract fashion-forward women who may already be brand enthusiasts, but are unfamiliar with the Chanel fragrance released in fall 2012.

"Savvy luxury brands like Chanel are targeting media readerships that are aligned with their customer demographics to advertise specific products to those specific audiences," said Melody Adhami, president of [Plastic Mobile](#), Toronto.

"By advertising Chanel Noir on The Cut - an online magazine known for its predominantly female, affluent, educated and sophisticated readership - and sending customers to the mobile site, Chanel not only advertises their fragrance, but has the opportunity to create a halo effect on the rest of the product line," she said.

"Providing the convenience of purchasing on the spot certainly enhances the overall customer experience, specifically when it comes to the affluent audience."

Ms. Adhami is not affiliated with Chanel, but agreed to comment as an industry expert.

Chanel was unable to comment directly.

The night of Coco

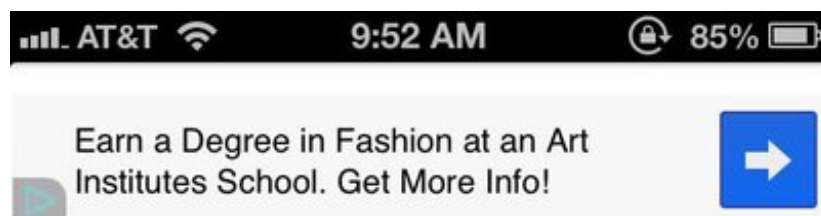
Chanel's mobile ad for its women's fragrance Coco Noir is located below the content of The Cut's mobile-optimized site.

Ad placement is key for marketers to stay top of mind to consumers and by placing the ad below editorial content it is likely to get the reader's attention before moving on to the next article.

The mobile ad shows a bottle of Coco Noir against an all black background. The black bottle with gold accents is illuminated, but only enough to create a slight shadowy effect.

The use of lighting produces a dark ambiance relative to the fragrance's name.

Underneath the bottle, readers are prompted to "Shop now."



Chanel mobile ad

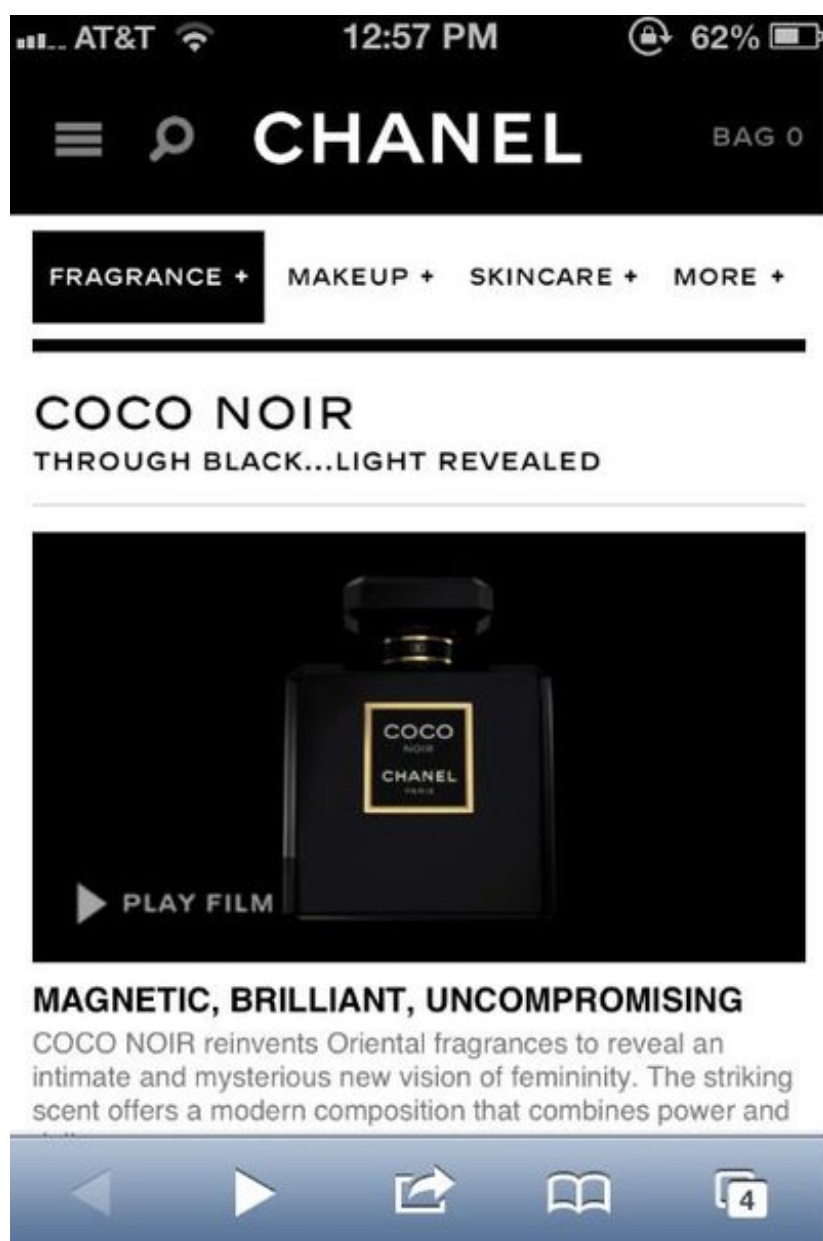
By clicking the prompt, readers are redirected to Chanel's mcommerce site which mimics the beauty section of Chanel's Web site.

When the reader is brought to the mobile site they are directed to the Coco Noir section.

Below, readers are invited to watch a 20-second video displaying the fragrance bottle as it is illuminated from different angles.

The light shifts to allow the viewer to see the label as a narrator speaks aloud the fragrance name and brand.

A short description of the fragrance and purchasing options are found under the video content.



Chanel mcommerce site

The collection includes the fragrance, a shower gel and body lotion ranging in price from \$50-\$98.

When a product is selected, the consumer is brought to a dedicated mcommerce site where they can zoom in on the product, select a size and ultimately make a purchase.

COCO NOIR

EAU DE PARFUM SPRAY



SELECT A SIZE ▼

PURCHASE THIS TIME ONLY ▼

QTY. 01 ▼ **From \$98.00**

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Purchasing options

The dedicated product site also recommends other beauty products that complement the fragrance such as Chanel’s Sublimage la Crème and Rouge Allure lipstick.

Mobile marketplace

Mobile ads can draw attention to a product or promotional program that brand enthusiasts and general consumers may be unfamiliar with.

The location of a mobile ad allows specific audiences to be targeted for ultimate exposure. Many luxury brands have secured prominent placements for mobile ads to attract consumers.

For example, Dubai, U.A.E.-based airline Emirates promoted its first-class private suites available on board its planes beginning on Oct. 1 through a mobile ad on New York magazine’s The Cut.

The ad displayed Emirates current promotion for non-stop flights from New York’s John F. Kennedy International Airport to Milan. The promotion was likely to attract reader’s of The Cut as both the starting and final destination are fashion hubs (see story).

Similarly, Italian fashion house Gucci promoted the efforts of its charity organization Chime for Change through an advertisements on the mobile site of New York magazine's The Cut.

The ad featured the Chime for Change logo and a click through lead consumers to the charity's mobile-optimized site. Gucci was likely targeting the social and conscious audience of The Cut through the ad ([see story](#)).

Social videos have proved useful for fragrance marketers and may potentially drive sales.

"We all know that watching video is one of the most popular actions on mobile - growing views 300 percent last year thanks to the rapid adoption of tablets and their added screen real estate," Ms. Adhami said.

"Mostly, I think that the benefit of adding a short video to your mobile site is that it keeps your user engaged longer - like the store greeter to your online shopping experience, she said.

"It's just logical that adding a mobile video option to the home page of a mobile site - and keeping it short and sweet - will enhance the overall experience and further encourage viewers to shop."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/O-WFa43CsAY](http://www.youtube.com/embed/O-WFa43CsAY)

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