

MOBILE

Jaeger-LeCoultre educates target consumers via mobile ad, app

September 23, 2013



By JEN KING

Swiss watchmaker Jaeger-LeCoultre is using a mobile ad found on the New York Times' mobile site to advertise its ladies' collection, while encouraging brand enthusiasts to download the brand's mobile application.



The banner ad on the side of the New York Times' Style Section is found among additional content that readers may be drawn to as they scroll through the day's news. Placement of ads is important for marketers looking for increased exposure, since a badly placed ad will not receive many click-throughs.

"By encouraging app downloads, Jaeger-LeCoultre is encouraging consumers to connect with the brand in an ongoing way," said Rachel Lewis, senior strategist at [iProspect](#), Fort Worth, TX.

"Ideally, upon downloading the app, users would not only spend time engaging with the brand, but would also re-engage after the initial contact," she said. "This is a strategy that could work well for both brand loyalists looking to discover new content, as well as new consumers connecting with the brand for the first time.

"The Style section of the New York Times attracts a fashion-conscious consumer looking

for information on the latest trends and tastemakers and this site also tends to skew to a more affluent and perhaps younger consumer, also attractive attributes to Jaeger-LeCoultre.”

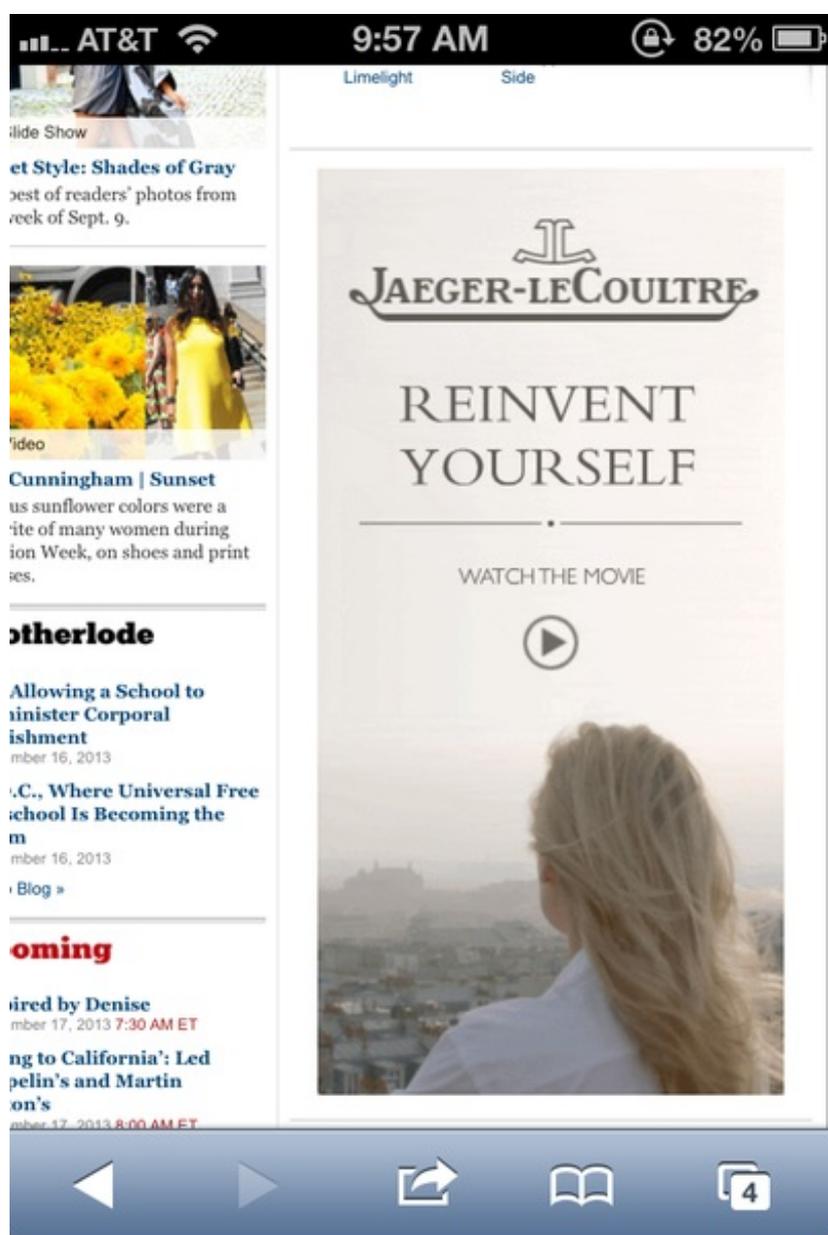
Ms. Lewis is not affiliated with Jaeger-LeCoultre, but agreed to comment as an industry expert.

Jaeger-LeCoultre was unable to comment directly.

Clicking in

While browsing the New York Times’ mobile-optimized site, readers are likely to see the large rectangle ad and may be enticed by the ad’s play button. The ad appears larger than other photographs found on the page, allowing it to stand out.

Jaeger-LeCoultre’s ad features brand ambassador and actress Diane Kruger’s “Reinvent Yourself” campaign (see story).

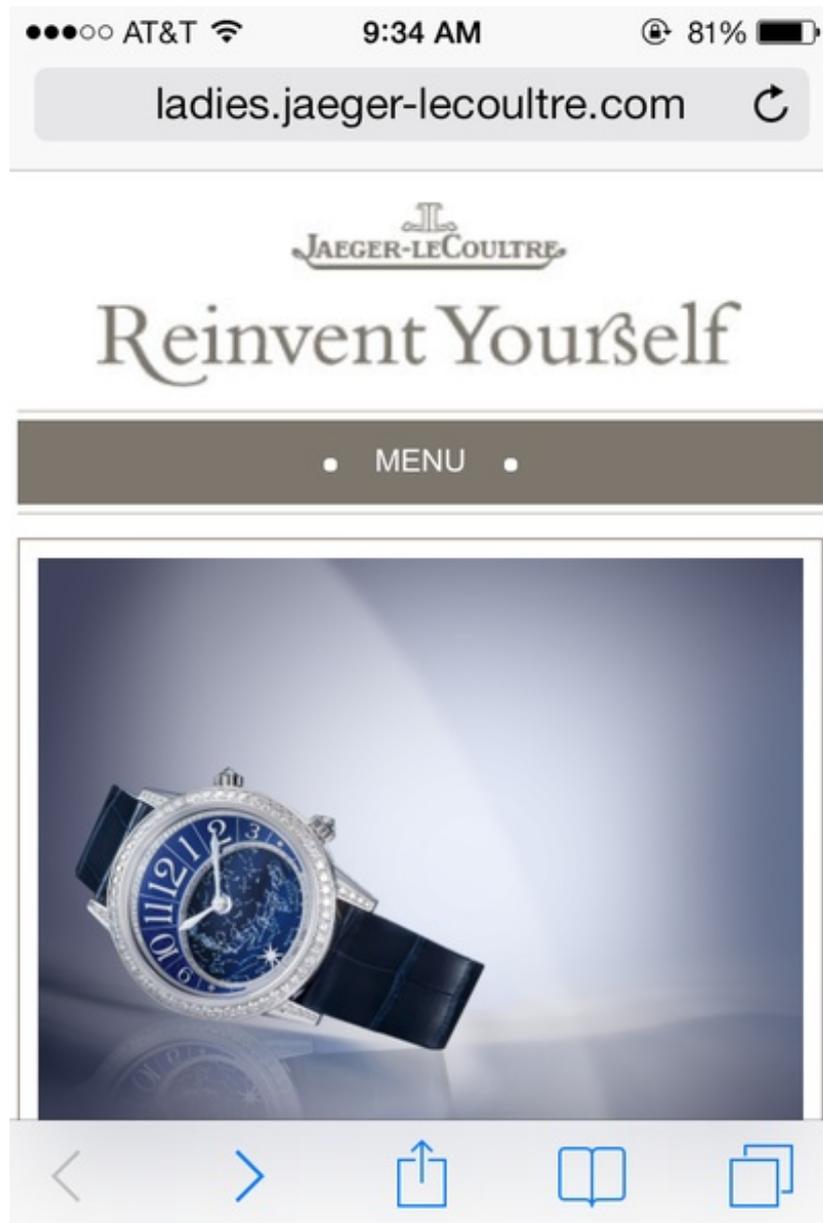


Jaeger-LeCoultre mobile ad on the New York Times mobile site

A click-through brings the reader to the watchmaker’s mobile site dedicated to the ladies’

section and the Reinvent Yourself campaign.

After clicking on the menu option, users can explore the brand's history, view the Reverso and Rendez-Vous collections, watch Ms. Kruger's campaign and behind-the-scenes footage and learn about the watchmaker's partnership with film festivals around the world.



Jaeger-LeCoultre's mobile-optimized site

The mobile site gives users the options to proceed onto the watchmaker's full mobile-optimized site or download the free application from the [iTunes store](#).

Once downloaded, app users can view Jaeger-LeCoultre's complete collection of timepieces, learn about the timepiece's features, use a personalization simulator and find the nearest retailer using the store locator.



Jaeger-LeCoultre app homepage

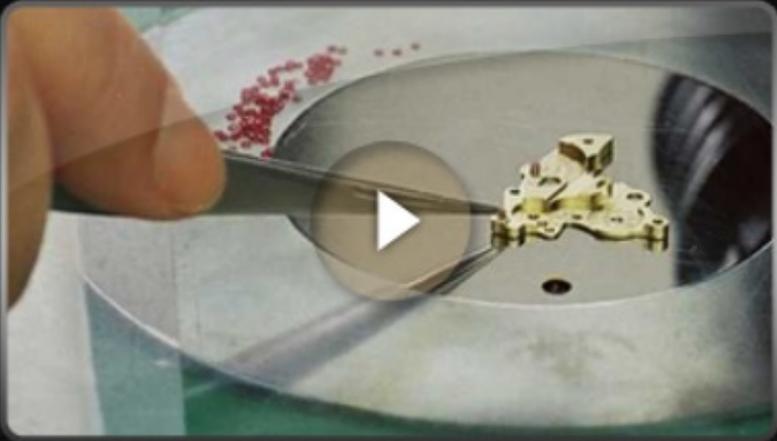
In the bottom left corner Jaeger-LeCoultre has featured a lessons tab for timepiece enthusiasts to enjoy.

The section features an introduction and nine lessons ranging from bluing screws to gem-setting. The app will continually feature new lessons during updates.

Each lesson features a short video to engage consumers and a small blurb below describes the topic. For example, Lesson 4: Jewelling is a 27-second video clip of a watchmaker setting rubies into a watch face, while the accompanying blurb explains the role of rubies in watchmaking.

Lessons **Lesson 4**

Jewelling



In addition to their aesthetic function, the tiny synthetic rubies known as watch jewels serve to position the gear wheels on the plates, to reduce friction and to prolong the life of the parts.

Play

Lessons Collection Store Locator Share

Lesson 4: Jewelling

In the collection section of the app, users can explore interactive models. Some display the timepiece's mechanisms moving and hands ticking. Each timepiece is accompanied by a small description.



Interactive timepiece

A mobile site accompanied by an app gives the brand more exposure by adding interactive content.

Engagement

Brands that take an extra step to engage consumers on their mobile devices are likely to generate more brand awareness.

For example, online retailer Net-A-Porter is looking to increase engagement among brand enthusiasts and tech-savvy consumers through The Netbook, a new invite-only social network application available for Apple devices.

Resembling a diary, The Netbook is free for download from the iTunes store, allowing users to follow friends and fashion trendsetters and share their favorite looks and pieces curated by Net-A-Porter. Creating a sense of community among brand enthusiasts will likely benefit the brand as it continues to grow ([see story](#)).

Additionally, British fashion house Burberry partnered with Apple to showcase its upcoming spring/summer 2014 collections through images and video captured on the

new iPhone 5S.

Leading up to Burberry's spring/summer show Sept. 16, the brand has been posting images and videos from the iSight camera on the iPhone 5S. Burberry is likely to see an increased interest in its spring/summer show due to its partnership with Apple during the hype of a new iPhone release ([see story](#)).

Educational content provided by the brand can give users a reason to explore further.

"Jaeger-LeCoultre leverages the lessons within the app to educate consumers on the exquisite craftsmanship of the product," Ms. Lewis said.

"Affluent consumers are motivated by quality and artistry of luxury goods, and, by highlighting the process, Jaeger-LeCoultre is emphasizing the brand's value proposition to its consumer base," she said.

"Furthermore, the video lessons create a prolonged interaction between consumer and brand, potentially strengthening the relationship with the two."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/gQW0gQjM1aA](http://www.youtube.com/embed/gQW0gQjM1aA)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.