

MOBILE

Ferragamo mobile ad leverages social film to rejuvenate brand image

October 9, 2013



By JEN KING

Italian footwear label Salvatore Ferragamo is diverging from the commerce-laden norm of mobile advertisements by promoting its new social video series “Walking Stories” through a banner ad found on the New York Times' mobile Web site.



The ad displays stills from the videos that are likely to attract the attention of readers as it will be among the first images seen when the New York Times Web site loads. Although ad placement is important, campaign aesthetics often play a greater role in piquing interest.

"Positioning of banner ads on a mobile device is critical given the smaller screen size, this placement is ideal," said Philippe Poutonnet, vice president of marketing at [Hipcricket](#), Kirkland, WA.

"Right below the publication's title on the homepage is prime advertising real estate and it is instantly noticeable to readers," he said.

"They don't have to scroll down or across to see the image or interact with its messaging, Ferragamo should see increased engagement with this 'above the fold' placement."

Mr. Poutonnet is not affiliated with Ferragamo, but agreed to comment as an industry

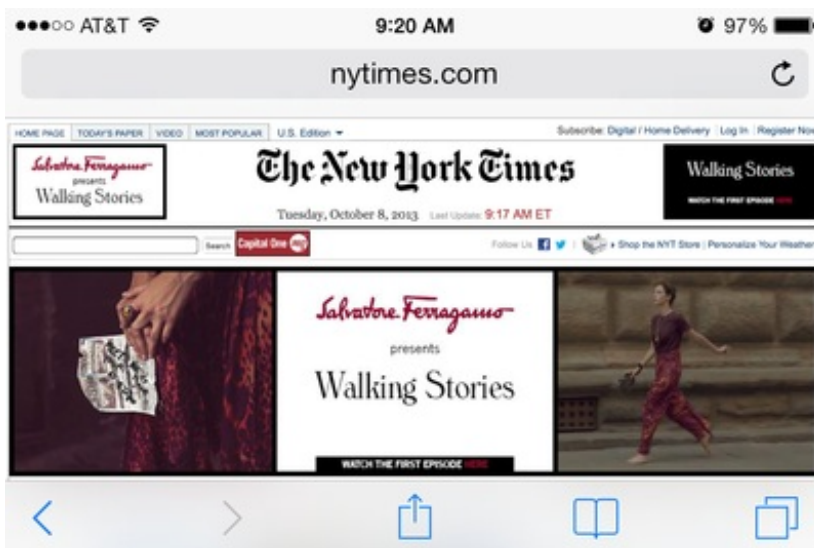
expert.

Ferragamo was unable to comment directly.

Walk this way

The ad features red text and is located to the right and left of the New York Times logo as well as below and before the paper's articles begin.

Using red text allows the ad to stand out from the New York Times' blue font for hyperlinks and black font for featured content. The red draws the consumer's eye to the ad as the site launches.

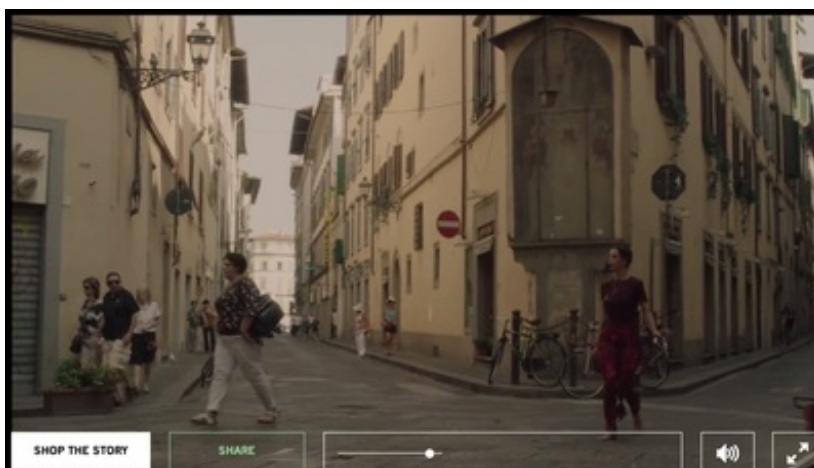


Ferragamo mobile banner ad on the New York Times

A click-through on any of the five parts of the ad brings the consumer to Ferragamo's Web site.

By clicking "Discover More" the consumer is brought to the main page for Walking Stories, a film series directed by Italian film director Luca Guadagnino. The first part of a three episode series begins with different angled shots of Florence, Italy.

Jazz music begins as a brunette woman, Sara, is seen running barefoot down a staircase. She continues to run through the city looking disoriented yet determined.



Walking Stories Episode 1 still

As she runs she drops a piece of paper saying to “Meet me at your place at 7:15” until she runs into a blonde woman as the woman, Alicia, is turning a corner. The viewer then realizes that women know one another as the Alicia asks to go grab a drink with the Sara to catch up but doesn’t notice she isn’t wearing shoes.

Once at a cafe, the women begin to chat but are interrupted by a phone call from the Alicia’s. While the Alicia speaking to her husband about who she ran into, Sara takes a marker out of her handbag and begins to draw on the top of her foot.

When Sara moves her hand, the viewer can see that she has drawn a scene of a man and women kissing. Alicia ends her phone call and asks why Sara is drawing on her feet and asks where her shoes are.



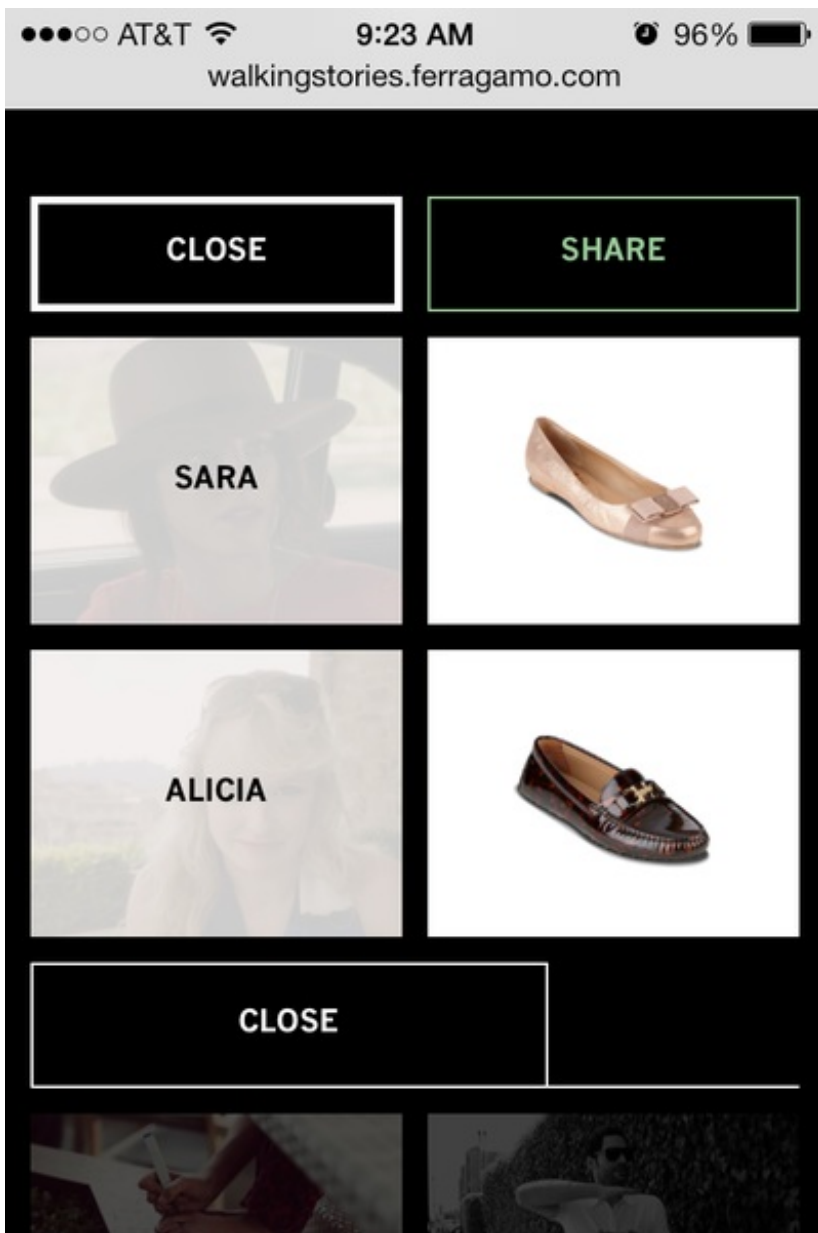
Walking Stories Episode 1 still

Sara explains that drawing makes her more comfortable and continues to tell Alicia about a man she met at Echo Park in Los Angeles as a prelude to where her shoes are. The video ends as “to be continued” appears on the screen and a loud “hey!” is heard.

Embedded Video: [//www.youtube.com/embed/Z6IGGRTHaY8](https://www.youtube.com/embed/Z6IGGRTHaY8)

Ferragamo's Walking Stories Episode 1

Located next to the share link in Walking Stories episode 1, viewers are able to easily shop the story. A click-through presents readers with two different types of shoes, the metallic Varina and patent leather Driver, each symbolic of the character shown to the left of the shoe.



Ferragamo's shop the story option

Below the video is additional content such as Sarah's diary featuring video stills from episode one and the trailer for Walking Stories as a whole. Viewers also have the opportunity to meet the cast and view behind-the-scenes footage.

Mobile shoppers

A successful mobile ad does not always need to have commerce at the forefront.

For example, Italian fashion house Gucci is promoting 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 features the Chime for Change logo and a click through leads consumers to the charity's mobile-optimized site. Gucci is likely targeting the social and conscious audience of The Cut through the ad ([see story](#)).

In addition, 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 ([see story](#)).

A creative banner ad that leads to an entertaining feature is likely to stay top of mind.

"The more creative or engaging a banner can be, the more likely a consumer is to interact with it," Mr. Poutonnet said.

"This ad presents multiple visuals of an exotic location, changes tiles, and has an air of mystery to it and there is something intriguing about it that consumers will notice," he said.

"The fact that it offers entertainment shows it is designed for an audience that has free time and a larger screen and this points to good targeting of their key demographic, upper-income earners who are most likely accessing the site via a tablet.

"Providing direct links to the items featured in the video streamlines the path to purchase, it allows the creative to paint an evocative picture of the products without overwhelming the shopper with details. The shopper can enjoy the film and then quickly and easily browse and purchase their favorite items."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/h8h3Hrx7KUw](https://www.youtube.com/embed/h8h3Hrx7KUw)

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