

INTERNET

Louis Vuitton targets entry-level consumers with tech case arcade game

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By SARAH JONES

French leather goods house Louis Vuitton created an online game mimicking the classic arcade game Block Breaker to boost traffic to its tech cases category on its ecommerce site.

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Louis Vuitton's Technical Cases Retro Game uses the iPhone and iPad cases as the blocks in the game, meaning players are constantly seeing the merchandise as they play. By incorporating its entry-level products into a game and including large links to the entire selection, Louis Vuitton will be able to reach fans who may be making their first luxury purchase this holiday season.

"Mobile phone cases are a great entry point for Louis Vuitton for two reasons," said Christine Kirk, CEO of [Social Muse Communications](#), Los Angeles.

"It allows the brand to connect with a demographic who might not be able to afford Louis Vuitton handbags or luggage, but who want a piece of attainable luxury via a Louis Vuitton iPhone case," she said.

"It also allows Louis Vuitton the opportunity to connect with perhaps a younger consumer through the smartphone cases, in the hopes of turning them into long-time, loyal

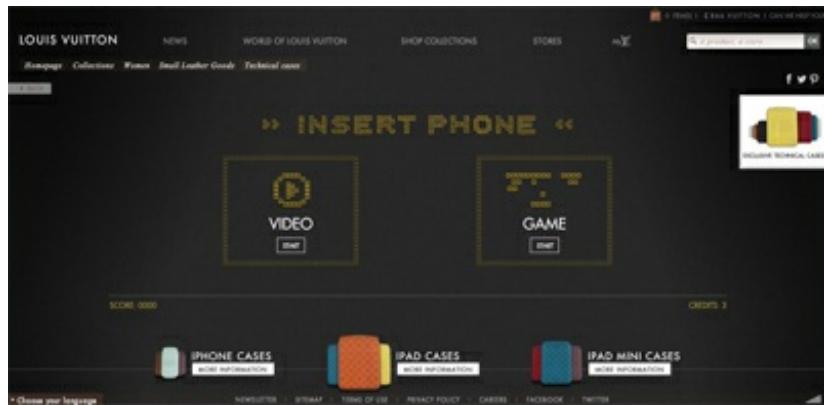
customers later in their life, and as their financial status changes to be able to afford the bigger ticket price items."

Ms. Kirk is not affiliated with Louis Vuitton, but agreed to comment as an industry expert.

Louis Vuitton did not respond by press deadline.

Breaking in

When consumers visit Louis Vuitton's tech accessories page, they are greeted with the option to play the game or watch a video.



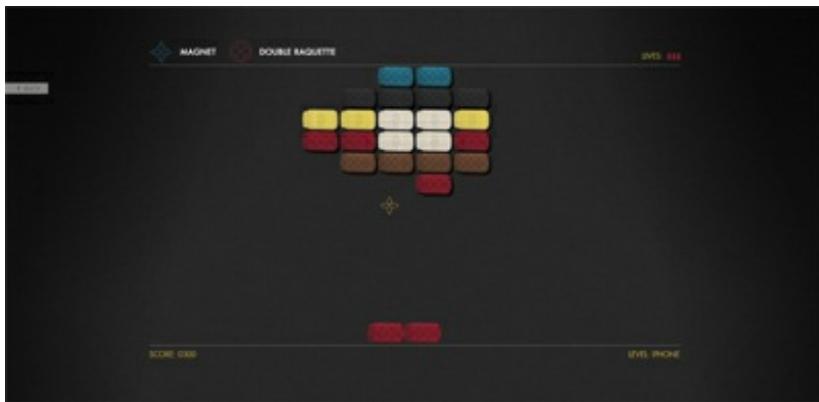
Louis Vuitton tech cases game

Once users click on the play game option, they can choose a level of difficulty by clicking on either an iPhone, iPad mini or iPad. This screen also gives instructions for the simple keyboard controls.



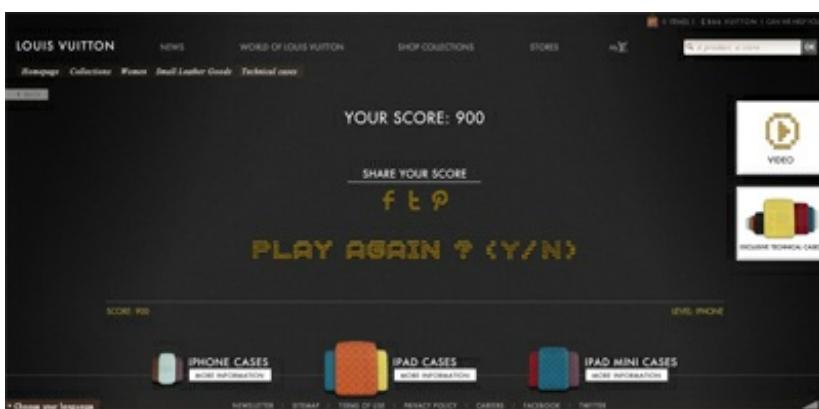
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The game has the player shoot a Louis Vuitton logo up into a collection of tech cases to make them disappear.



Louis Vuitton tech cases game

At the end of the game, users can share their score on Facebook, Twitter or Pinterest. They can also choose to play again.



Louis Vuitton tech cases game

At the bottom of the page are links to look at tech accessories for Apple products. Louis Vuitton is spotlighting its new cases.

The video features other retro games, such as Tetris and Space Invader.

Embedded Video: [//www.youtube-nocookie.com/embed/tioRwbVnxrA](http://www.youtube-nocookie.com/embed/tioRwbVnxrA)

Back to the Future with the New Louis Vuitton Technical Cases

To increase traffic to the game, Louis Vuitton posted the video to its Facebook page, including a direct link to the game. The video has seen positive results, with the post garnering almost 6,000 likes by press time.

The game is not accessible on Louis Vuitton's mobile site, which only gives the option to watch the video.



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Louis Vuitton tech cases page on its mobile site

Fun and games

Louis Vuitton has used interactive elements to showcase its products in the past.

The brand took the conventional gift guide a step further by creating an interactive game to help users find gifts for their loved ones.

“The Goose’s Game” is a digital board game that propels users across a calendar to view gift suggestions. By adding an interactive feature to the gift idea spread, Louis Vuitton is able to increase its customer engagement and reach entry-level consumers ([see story](#)).

Louis Vuitton is not alone in creating games to promote a product.

For instance, Swiss watchmaker Tag Heuer expanded its social media outreach with a new application available on its Facebook page that is likely to attract the attention of younger consumers while promoting the limited-edition Tag Heuer Aquaracer Glacier Express timepiece.

The watchmaker’s “Mystery on Board” social gaming app, created by French social media agency KRDS, is available via Facebook for desktop, smartphone and tablet users. A

playful app that engages consumers while still promoting products covers a lot of ground for marketers ([see story](#)).

Louis Vuitton's arcade-style game reflects what consumers are already doing on their mobile devices.

"Almost all smartphone users play a mobile game, so Louis Vuitton is appealing to the mobile gamer demographic and well as the 'geek chic' audience who want to use their technology but look good while doing it," said Ms. Kirk.

"Most smartphone users have cases on their devices which have become just as much about functionality in protecting the device, as they have about making a fashion statement," she said. "Many people change their mobile device case to fit their mood, outfit, the event they're attending, and more."

"It's an easy way to make a statement about your personality."

Final Take

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