

MOBILE

## Chandon appeals to fashionable party hosts with The Cut mobile ad

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By SARAH JONES

LVMH-owned Domaine Chandon incorporated the holiday season into its mobile advertisement on New York magazine's The Cut to become a part of its fashionable readers' party season.

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The ad features glasses of Chandon's sparkling wine in front of blurry lights, and directs users to the brand's featured "Pour on the Fun" Web page, rather than an ecommerce option. By giving users branded content instead of sending them to a shopping page, Chandon will increase consumer understanding of the brand.

"Chandon is selling the experience in this ad, betting that the consumer will buy into the feeling and ultimately the product," said Jeff Hasen, Seattle-based chief marketing officer of **Mobivity**.

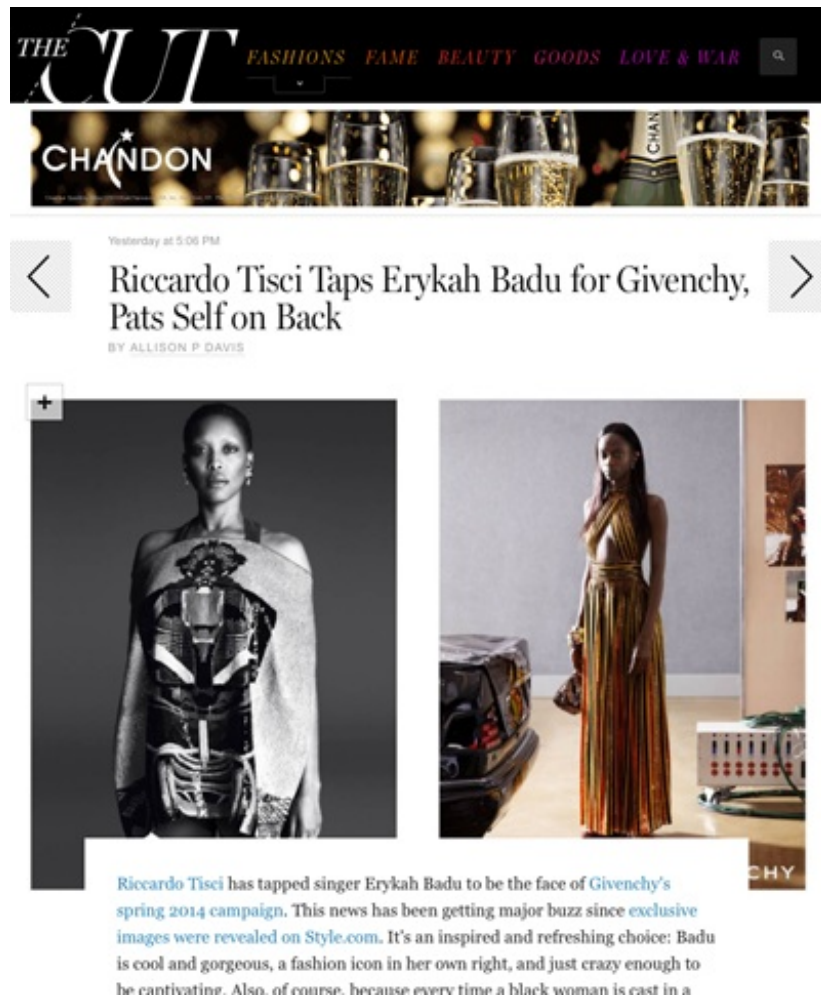
Mr. Hasen is not affiliated with Chandon, but agreed to comment as an industry expert.

**Chandon** was unable to comment by press deadline.

Party photos

Chandon's ad appeared on a fashion article from The Cut about Givenchy's new ad

campaign with Erykah Badu.



The screenshot shows a mobile news interface. At the top is a banner for 'THE CUT' with the tagline 'FASHIONS FAME BEAUTY GOODS LOVE & WAR'. Below this is a Chandon mobile advertisement featuring a row of glasses filled with sparkling wine and a Chandon bottle neck. The article headline is 'Riccardo Tisci Taps Erykah Badu for Givenchy, Pats Self on Back' by Allison P. Davis, dated 'Yesterday at 5:06 PM'. The article includes two images of Erykah Badu: one in a black and white Givenchy dress and another in a gold Givenchy dress. A text block below the images reads: 'Riccardo Tisci has tapped singer Erykah Badu to be the face of Givenchy's spring 2014 campaign. This news has been getting major buzz since exclusive images were revealed on Style.com. It's an inspired and refreshing choice: Badu is cool and gorgeous, a fashion icon in her own right, and just crazy enough to be captivating. Also, of course, because every time a black woman is cast in a

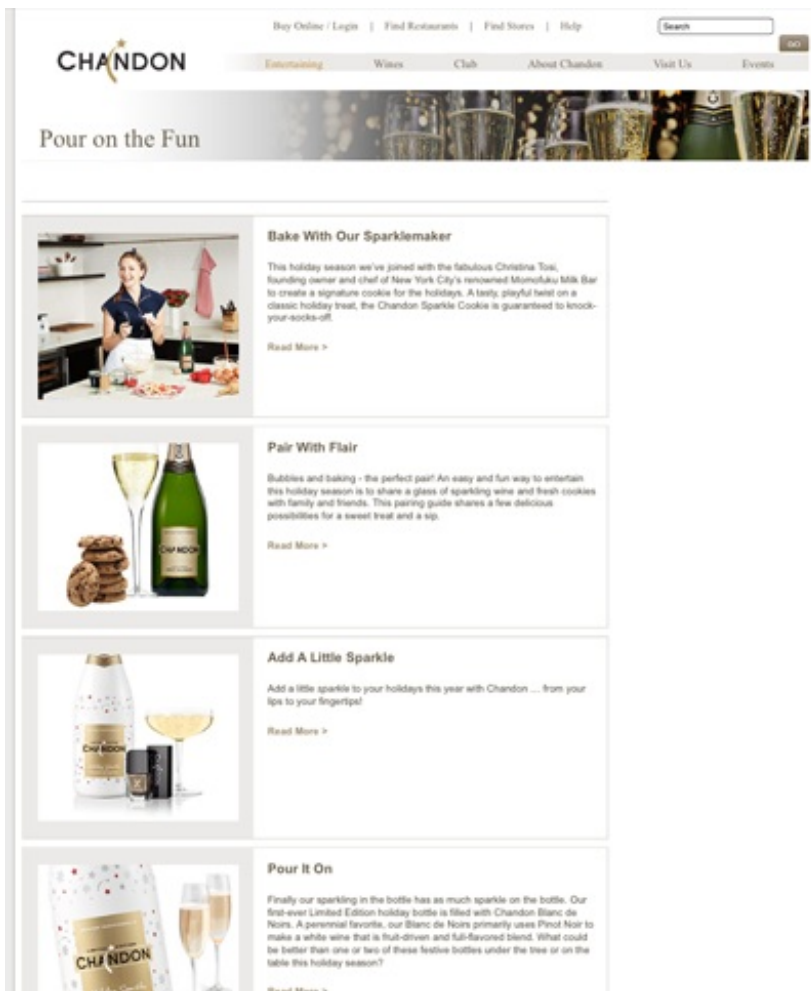
### *Chandon mobile ad on The Cut*

The banner ad shows a row of glasses filled with sparkling wine with out-of-focus twinkling lights in the background. One glass is being poured.

Amid the glasses, the neck of a Chandon wine bottle is seen, standing out from the glasses due to its green color.

To the left of the glasses is the Chandon logo, with its shooting star insignia.

When a user clicks through the ad, she is taken to Chandon's Pour on the Fun page, which features tips from the brand on general lifestyle topics. One article contains a video and recipe with Christina Tosi of Momofuku Milk Bar, who created a signature cookie for the brand.



### *Chandon mobile ad landing page*

Another article details Chandon's Sephora collaboration in which consumers will receive a bottle of the beauty retailer's Sparklebomb nail polish with a purchase of its holiday bottle of sparkling wine.

Both the Pour on the Fun page and a few of the articles from the page are featured on Chandon's Web site in the featured slideshow on its homepage.

### Enticing exploration

It can be more effective for a brand to send users to glean more information about the brand rather than an ecommerce site.

For instance, French atelier Céline aimed to attract readers to its mobile look book through a large advertisement featured on The New York Times' mobile Web site.

The bubble gum pink Céline ad likely posed a jarring contrast to the spare layout of articles. Due to the Céline ad's size, placement and attractive color, readers were more likely to become distracted from the article and click-through ([see story](#)).

Furthermore, Swiss brand Longines may have focused too heavily on its ecommerce site, instead of giving consumers the opportunity to explore its merchandise on its Web site or look up stores nearby to go see the brand's watches in person.

Longines is targeting affluent readers with its mobile banner advertisement on The New

York Times application.

The watchmaker's banner ads appear at the bottom of both the Fashion and Style and T Magazine sections, as well as on every article within the two categories, and link directly to the brand's ecommerce Web site. With this ad placement, Longines is staying top of mind with consumers this holiday season and boosting its mobile ecommerce presence ([see story](#)).

Choosing to focus on entertaining with its mobile ad was a smart move for Chandon, since parties are on consumers' minds this time of year.

"Seemingly everyone is looking for a party idea, something different or bigger than the rest," Mr. Hasen said.

"The brand is saying that it's just not the party without Chandon," he said. "This makes a lot of sense. Chandon certainly doesn't want to position itself as a commodity."

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

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