

MOBILE

Ralph Lauren continues Ricky handbag promotion with mobile effort

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By JEN KING

U.S. label Ralph Lauren is targeting last-minute holiday shoppers with banner advertisements for its Soft Ricky handbag found on New York magazine's fashion-focused blog The Cut's mobile Web site.



Ralph Lauren placed its ads in three locations on The Cut's Web site to ensure that the reader takes notice when scrolling through the day's content, a move that extends the label's ongoing promotion for the handbag collection. Ad placement is key for marketers looking to attract, and also distract, the reader away from their original task.

"An interactive Web site allows brands like Ralph Lauren to present far more information and gain much more consumer interaction than simply linking directly to an ecommerce site," said Simon Buckingham, CEO of [Appitalism](#), New York.

"The interactive Web site allows far more information such as color options and details such as the handbag's interior to be presented," he said.

"Also, an interactive Web site persuades the consumer to purchase the product and the ecommerce site then allows the purchase to actually take place."

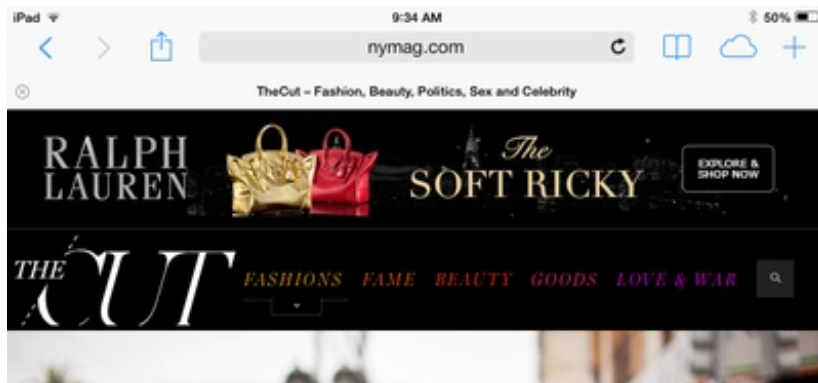
Mr. Buckingham is not affiliated with Ralph Lauren, but agreed to comment as an industry

expert.

Ralph Lauren was unable to comment directly.

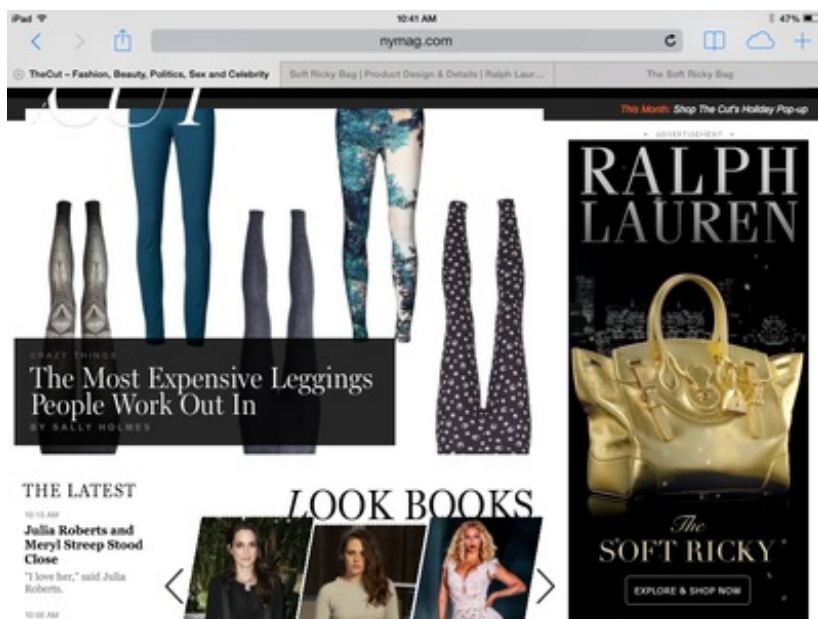
All about Ricky

The banner ads, located at the header and foot of The Cut's homepage, are identical. The ad features the brand's logo on the left side, a gold and red Soft Ricky handbag in the center and a call to explore and shop on the right.



Ralph Lauren banner ad

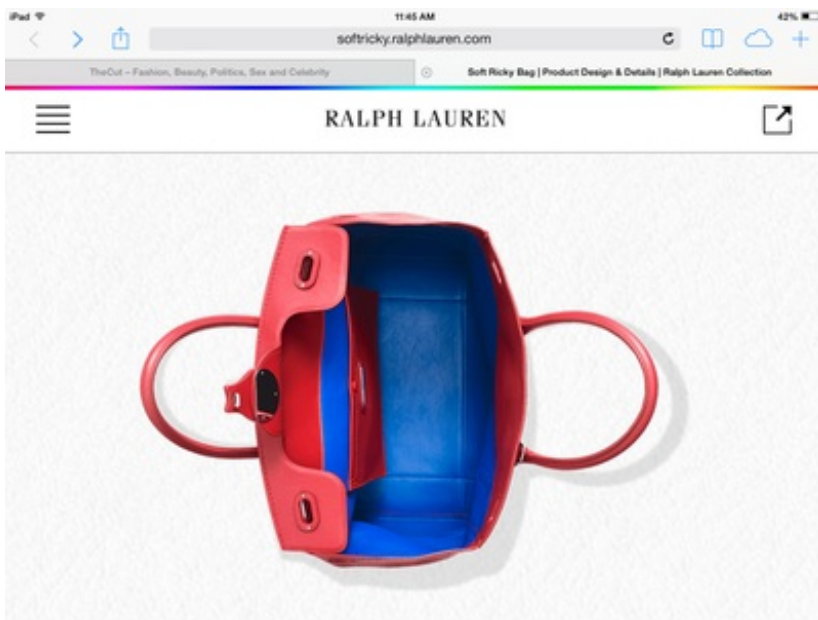
All the ads are set against a black background with pinpoints of light resembling a skyline. The larger mobile ad set among The Cut's articles shows the details of the gold Soft Ricky handbag with the same call to action as the head and foot banners.



Ralph Lauren mobile ad

A click-through lands on an interactive mobile microsite dedicated to the Soft Ricky bag where consumers are greeted by a large handbag that alternates colors including black, orange and lime green. Scrolling an information bar reveals further details such as the bag's color options.

If the consumer continues to scroll, she can explore the interior of the bag and learn more about the waxed cotton technique used to protect the Soft Ricky bag. The mobile microsite continues to show color options with a click.



Handbag's interior

With additional scrolls the consumer can see the details of the handbag's signature lock and key hardware, the leather used for its handles and a look book of current Ricky Bag campaign images. The microsite also includes a link to the Ralph Lauren Pinterest page where enthusiasts can browse storefront windows, campaign images and editorial content written about the bag.

The microsite also features the story behind the Ricky handbag collection. Consumers first see a black alligator leather version of the handbag with a quote from Ralph Lauren's founder Ralph Lauren ([see story](#)).

Below this section, consumers can watch a short video clip detailing the inspiration Mr. Lauren has found in his wife and muse, Ricky Lauren. The backstory behind the Ricky bag also notes its attention to fine craftsmanship and includes a short video allowing the consumer to see the creative process.



Craftsmanship section

Although the banner ads mention shopping, consumers cannot make a purchase directly through the microsite. The microsite directs the consumer to a store locator on Ralph Lauren's mobile commerce Web site with the intention of increasing in-store purchases.

Micro-focused

Ralph Lauren has used product-driven microsites in the past to engage consumers with interactive content and educational elements.

For instance, the label celebrated the 30th anniversary of its home collection with a microsite dedicated to the philosophy and craftsmanship behind its interiors.

Ralph Lauren's first endeavor into homewares was in 1983 when the brand launched its "Log Cabin," "Thoroughbred," "Jamaica" and "New England" collections. The home collection has grown and evolved to encompass many more facets of interior design that mirror the sensibilities of its core consumers ([see story](#)).

A mobile ad that leads to a microsite or dedicated Web site often holds consumer attention longer than if the landing page was solely commerce-based.

French jeweler Van Cleef & Arpels generated interest in its interactive Diamond Breeze effort through a banner advertisement found on New York magazine's fashion and style blog The Cut's mobile Web site.

Found at both the head and runner of an article, the ad first promotes the jeweler as a whole, then focuses its message on the Diamond Breeze campaign ([see story](#)).

Introducing a backstory rather than products can help introduce brands to a new audience of consumers.

"Consumers may not be familiar with this particular model of handbag so you can really present much more information on a mobile site," Mr. Buckingham said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/8fNP-iqrGzs](http://www.youtube.com/embed/8fNP-iqrGzs)

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