

MOBILE

Top 10 luxury brand mobile campaigns of Q4

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By JEN KING

Luxury marketers aimed to recreate the in-store experience through mobile applications that mimicked tutorials and touch points that a consumer would explore while in a physical boutique.

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Luxury Daily

Using apps to elevate product awareness allowed brands to expand on the traditional app to bring campaigns to life while simultaneously increasing consumer interaction. Above all else, luxury marketers that adapted mobile components to their campaigns were better equipped to meet the consumers' desires as they shift toward fully preferring mobile to purchase and learn about a favored brand.

Here are the top 10 luxury brand mobile efforts of the fourth quarter of 2013, in alphabetical order.



Bang & Olufsen

Danish audio and video company Bang & Olufsen continued to promote its B&O Play line of audio players and headphones with its “Sensory Spaces” mobile application that engages consumers with an exploratory use of sound.

Bang & Olufsen created the app in collaboration with the Danish alternative rock band, Mew. The audio and video company is likely to gain younger fans through its connection with the popular Danish band.

Sensory Spaces is a game that creates sound localization challenges with three different sensory levels. Each level, called “Sound Spaces” has the user maneuver their mobile device to locate the sound.

The user chooses clues such as intensity, spectral and timing to locate the source of the sound. When the user moves the device in the wrong direction, the sound weakens to signal to the user that she is not on target.

The Bang & Olufsen’s Sensory Spaces mobile app is available for free download for iPad and iPhone from the iTunes store at <https://itunes.apple.com/app/sensory-spaces-by-mew-b-o/id662017362?mt=8>.



De Beers

Jeweler De Beers unveiled an in-store iPad application that helps consumers create a customized engagement ring to promote its bespoke options.

The “For You, Forever” app was designed in collaboration with mobile specialist Somo and allows consumers to compare diamonds and settings while shopping for the perfect engagement ring. The app will likely create stronger ties between customers and De Beers associates, which may result in repeat visits.

De Beers' For You, Forever in-store service and accompanying app aids consumers in hand-selecting the features on their engagement ring.

With the help of a De Beers sales associate, the consumer uses the app to select specific elements of the ring such as setting and diamond shape. All diamonds featured in the app are selected by The De Beers Institute of Diamonds to ensure quality.



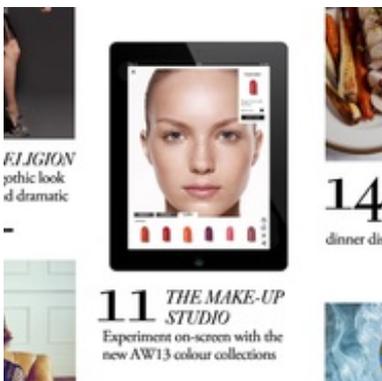
Four Seasons

Four Seasons Hotels and Resorts showed further social media plasticity with its early embrace of Pinterest's new "Place Pins" option that allows users to map out previous, planned or fantasized excursions.

The latest feature lets fans document locations by quickly jotting addresses or phone numbers correlating to a geographical spot that will then pop up on their map. Currently, the hotel chain allows followers to view four location-studded maps on the subjects of Gastronomic Travel, Concierge Recommends: Europe Uncovered, Extraordinary Honeymoons and Around the World by Private Jet.

The places function works with existing boards, so users can add this new dimension by going to settings and adding a map. Then, existing pins emerge with pinned icons when tagged with a location.

Travelers will likely turn to Pinterest places to sketch imminent trips.



Harrods

London department store Harrods used its iPad magazine application to mimic an in-store makeup trial to strengthen mobile commerce beauty sales.

Found in the December/January 2014 issue of Harrods' magazine app, the interactive "Makeup Studio" featured four high-end beauty lines carried by the retailer. Interactive

digital content that allows consumers to “try on” a product or see how an item works mirrors the in-store experience and empowers consumers with a better understanding of products.

Once the user has selected the appropriate skin tone and brand, a new page automatically loads. The new page displays the model’s face without makeup, with three tabs that read: skin, eyes and lips.

To test out a blush or bronzer the consumer selects a color from the season’s collection and drags a finger across the cheekbone of the model to make the product appear. The same is done for eyeshadows, eyeliners, mascaras and lip color for each featured brand.



Hermès

French leather goods and scarves maker Hermès showed off its iconic silk scarf collection through a whimsical mobile application that displays the brand’s lifestyle while creating awareness among younger consumers.

Hermès’ “Silk Knots” app uses brisk videos and animated how-to-pictures to teach users the many ways that a silk scarf should be tied. Creating a playful app engages consumers and the educational component can establish a relationship.

The app’s homepage comprises four sections: Knotting Films, Knotting Cards, Album and Collection Highlights.

Knotting Films, for example, features a model wearing a Hermès silk scarf six different ways. A click-through on a look brings users to a second page where they can add the look to favorites, search for size- and use-specific looks, discover the details of the scarf, watch two videos showing the steps in real-time or step-by-step and share it with friends via Facebook, Twitter or email.

The Hermès Silk Knot app is available for free download at the iTunes store at

<https://itunes.apple.com/app/hermes-silk-knots/id675298290>.



Lexus

Toyota Corp.'s Lexus secured a permanent spot for its IS 350 F Sport model in the popular Electronic Arts mobile video game Real Racing 3 that will reach a dedicated gaming cohort of car enthusiasts.

The IS model will be featured in two races within the game, giving fans time to observe the vehicle's traits and develop an interest. The immersive nature of video games gives automakers an unrivaled amount of time to form a bond with prospective consumers.

Normally, the IS model is not immediately available. Players must complete several challenges and accumulate money to unlock different models.

The first race that includes the Lexus IS will be an autocross, fastest-time challenge on the Catalunya National track. The Speed Snap race will become accessible in early November and will require players to cross the finish line of the Suzuka Grand Prix at a certain speed.

Real Racing 3 can be downloaded for free at <https://itunes.apple.com/app/real-racing-3/id556164008>.

Louis Vuitton

French fashion house Louis Vuitton layered its print campaigns with a new mobile application that brings together exclusive advertising content and mobile commerce.

Louis Vuitton's Pass app allows consumers to experience ads in new ways with behind-the-scenes content, featured product information and a store locator. The interactive elements of Louis Vuitton's Pass app engages consumers by curating a personal experience that fleshes out familiar ads.

Instead of disrupting the aesthetics of an ad campaign with a boxy QR code, Louis Vuitton will now include a branded icon that can be scanned by its new mobile app, Pass. By scanning the icon or the entire image from a particular campaign, the app directs users to exclusive photos, video and the mobile commerce page that details of the merchandise featured in the scanned effort.

This ability goes beyond just print advertisements to truly bring the Louis Vuitton world directly to consumers no matter their location or activity. For example, the app can be used on Louis Vuitton's Facebook cover image of the new "L'Invitation au Voyage Venice" campaign.



Michael Kors

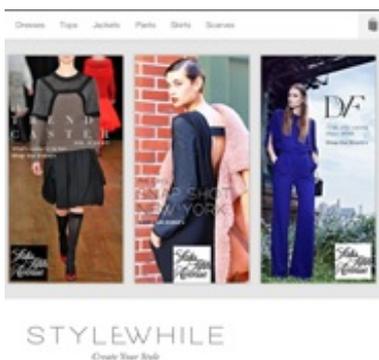
U.S. label Michael Kors is connected fans of its Selma handbag through an Instagram initiative that stimulates conversation and unites the brand's global tribe of enthusiasts.

The fan-fueled and city-focused #JetSetSelma effort builds upon Michael Kors' already diverse product-based digital presence. The label has successfully used key social media platforms, such as Tumblr and Pinterest, to solidify its relationship with core consumers.

Once uploaded to Instagram, the photograph joins the continually growing gallery on the the Destination Kors Web site. To entice more fans to participate, the brand gave away one Selma handbag per week between Oct. 18 and Nov. 18.

Michael Kors continued to take the Selma "on location" during an event at the Tokyo National Museum Nov. 13, an event that celebrated model Miranda Kerr's Michael Kors cover of Elle Japan magazine. As guests entered the museum event the #JetSetSelma Instagram initiative was brought to life by a projector displaying a "digital mosaic" of skylines around the world and a Selma handbag.

More than 5,000 images were projected at the event including Michael Kors imagery, fan submissions using the hashtag #MKTokyo and images live-streamed from the event's Photo booth which attendees could share via text and social media.



Saks Fifth Avenue

Saks Fifth Avenue is empowering consumers with the ability to digitally put together outfits on specific body types by joining up with a fashion-centric iPad application.

The app created by Stylewhile aggregates product images from participating retailers such as Diane Von Furstenberg and allows consumers to see how outfits look on an avatar with a similar body type. Since consumers will have an idea about how items mesh or clash

before making a purchase, the app will likely reduce the amount of returns.

Users can browse multiple brands available at Saks when first opening the app. Once a brand is selected, an array of products are displayed vertically alongside a model. Users then select between small, medium and large to determine the body type of the model. Next, users drag desired products over to the model to craft a look. Prices and availability are listed under products.

Recent outfits designed by users are stored near the model for future access. If consumers are pleased with an outfit, they can proceed to purchase the products from Saks ecommerce Web site.



Vacheron Constantin

Swiss watchmaker Vacheron Constantin paired brand history with horology education in a new mobile application that delves into its latest watch.

Vacheron's "The Sound of Time" app for iPhone combines interactive gaming elements with educational materials and a video dedicated to its latest watch the Patrimony Contemporaine Ultra-Thin Calibre 1731. Watchmakers that create apps capable of detailing watch movements foster a connection with consumers that resembles an in-store tutorial.

The app's introduction page has a game-like element for consumers to enjoy. When the app is opened for the first time it teaches the consumer the intervals and tones of the watches' hours, quarters and minute chimes.

This fun, yet educational, feature will help consumers who have bought the timepiece better understand the sounds of their watch. A similar function is found under "discover the new model" where consumers can set the watch to certain times to experience time-specific chimes.

The Sound of Time app is available for free download from the Apple iTunes store at <https://itunes.apple.com/us/app/vacheron-constantin-sound/id695436494?l=fr&ls=1&mt=8>.

Final Take

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Embedded Video: [//www.youtube.com/embed/FEs1w83XrEg](http://www.youtube.com/embed/FEs1w83XrEg)

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