

MOBILE

Burberry sends mobile readers to different landing pages to achieve multiple goals

December 30, 2013



By SARAH JONES

British fashion brand Burberry is continuing its holiday “With Love” campaign with different mobile advertisements on both New York magazine’s The Cut and Vogue’s Web site.

[Sign up now](#)

Luxury Daily

While both ads contain a similar theme, Burberry’s ads direct users to different landing pages on the click-through, one to the brand’s Web site, and the other to the gift guide page on the site. Each of these landing pages gives consumers a unique message from the brand, which each have their place.

“Both landing pages provide important but different brand experiences,” said Shuli Lowy, marketing director of [Ping Mobile](#), New York.

“The ad that leads directly to the homepage is focused on building brand engagement,” she said. “The first item featured on the site is a prominent display wishing visitors a Happy New Year. This is an extremely important aspect of building a consumer and brand relationship.

“The other ad leads to a gift exploratory page. It is clear that this ad is more focused on

specific product exploration and driving sales because the path to close is much more succinct.

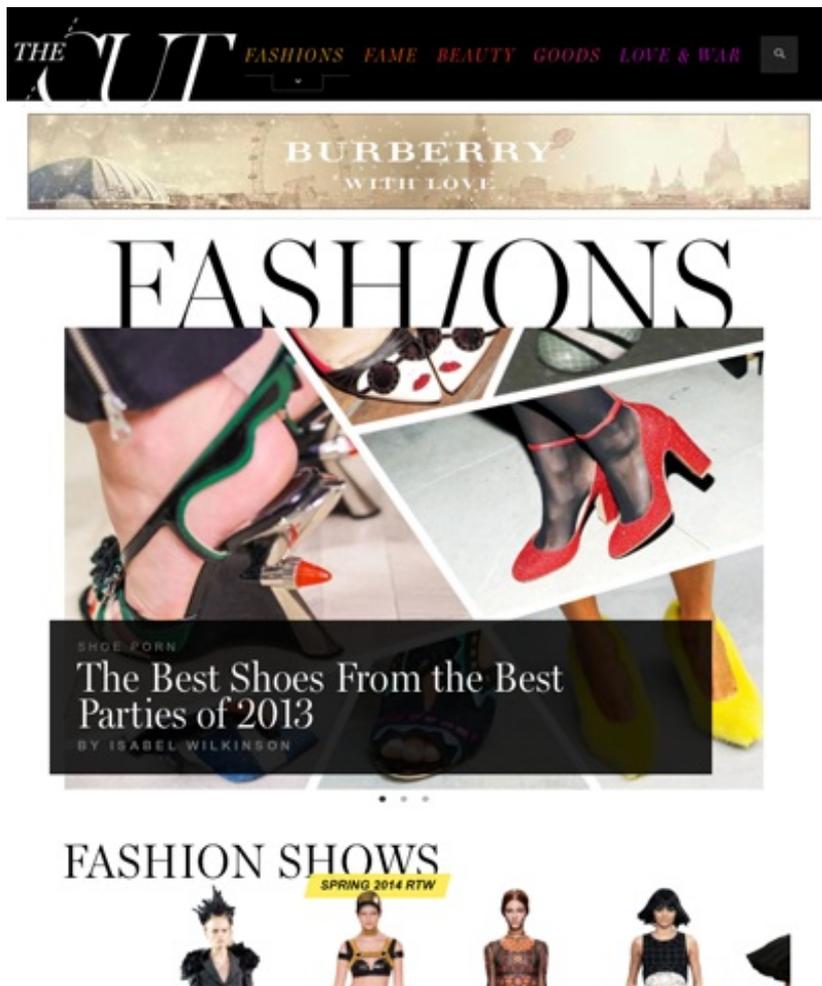
“When trying to drive consumers to take a specific action, it is important to keep as few steps in the process as possible. Every additional step in the route to the finish line will include drop offs.”

Ms. Lowy is not affiliated with Burberry, but agreed to comment as an industry expert.

Burberry did not respond by press deadline.

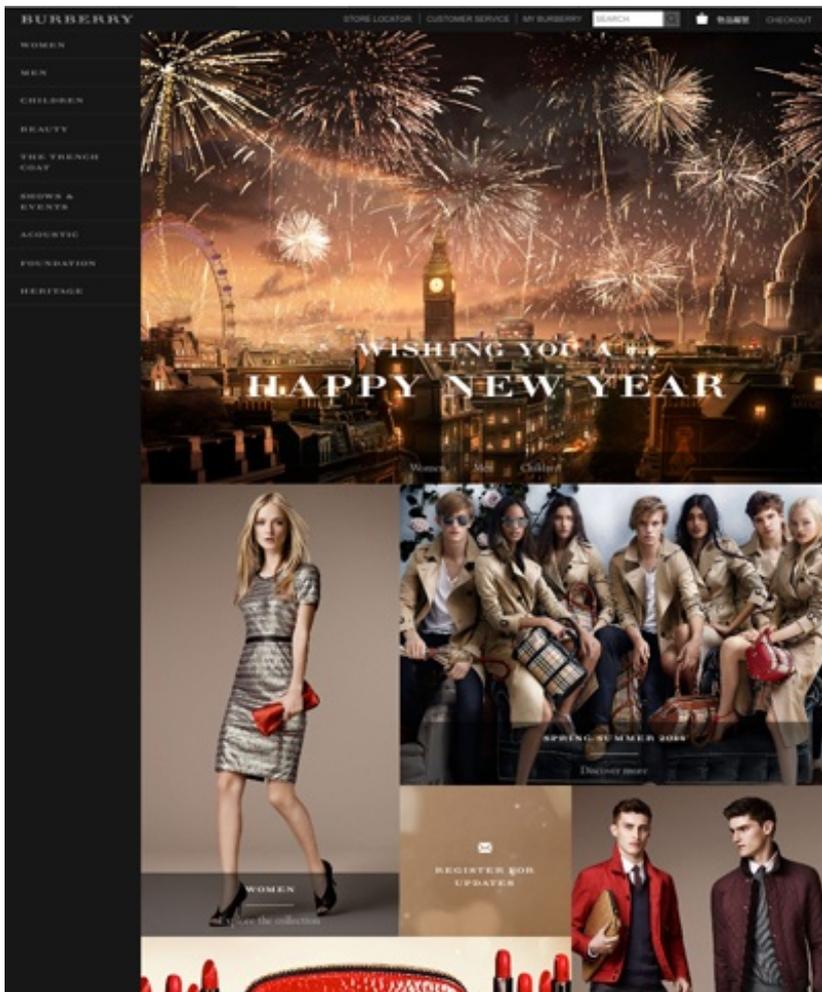
Continuing campaign

Burberry’s ad was placed on the fashion section of The Cut. The banner ad shows a muted London skyline with “Burberry with love” laid over the scene.



Burberry mobile ad

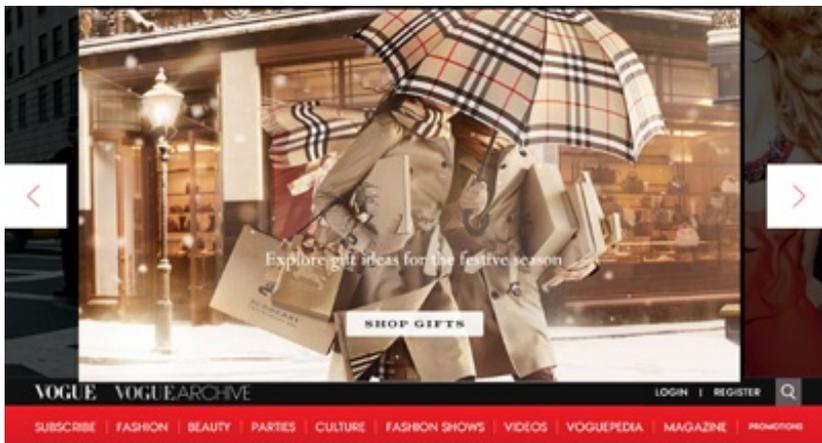
When a user clicks on the ad, they are taken to Burberry’s mobile-optimized Web site, which is currently showcasing a New Year’s greeting written on a large tile at the top of the page, with a background of London ablaze with fireworks.



Burberry mobile Web site

Burberry's ad on Vogue's Web site plays periodically on the homepage within the slideshow of featured articles.

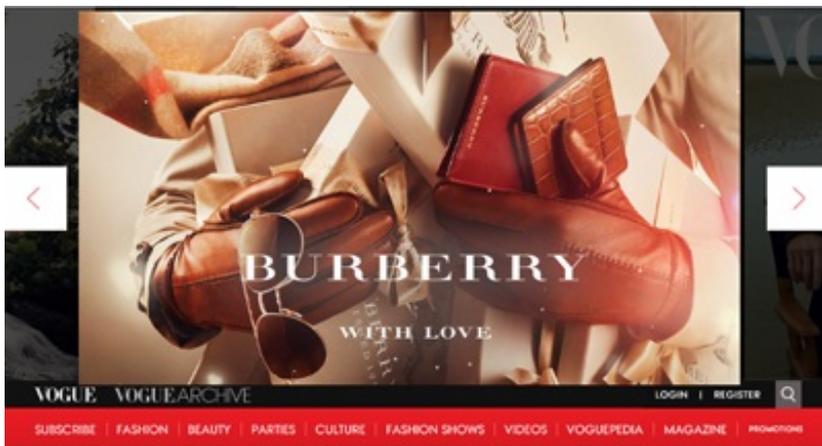
The ad begins with the image from the brand's "With Love" video, which shows a couple in trench coats huddled under a plaid umbrella, their faces hidden.



Burberry mobile ad

A button pops up prompting readers to click to shop festive gifts.

The ad then changes photos, and shows a woman in a trench and leather gloves holding a number of small gift items, including sunglasses, and then changes again to show a heart printed pouch in someone's hands.



JUST IN

BEAUTY
Need It Now: The Gilded New Year's Eve Party Compact

FASHION
Last-Minute Bags to Haul Your Holiday Lost Home

VOGUE DAILY

FASHION
Seven Floors of Paradise: A Preview of Dover Street Market in NYC

Dover Street Market began in London (on Dover Street, and that the name), there's a wonderful branch in Tokyo, and, this weekend, a seven-story edition will open in Manhattan on Thirtieth and Len. [read more >](#)

SUBSCRIBE
GIVE A GIFT
RENEW
INTERNATIONAL
VOGUE
WHAT ARE WE SAYING?
One one subscription, give another one FREE
Plus, get Vogue's exclusive 2014 Calendar
SUBSCRIBE NOW

Burberry mobile ad

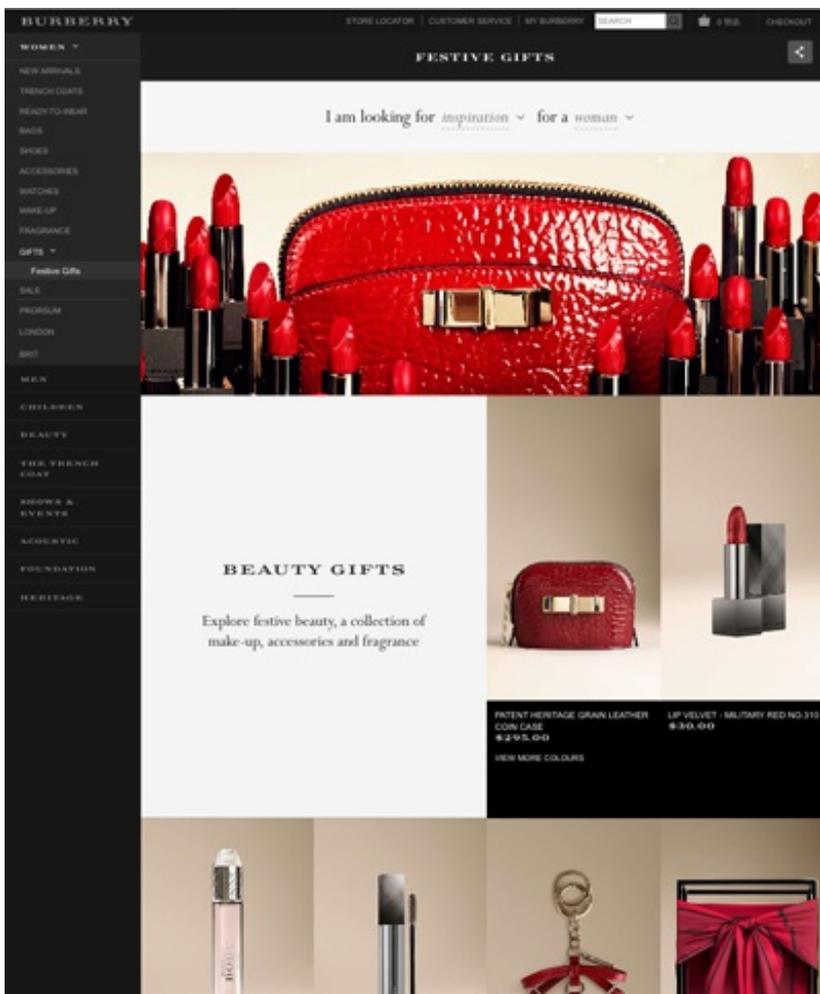
If a user clicks on the ad, they are taken to a pop-up over the mobile site, which shows a snowy London scene similar to the image used in the Banner ad on The Cut.



Burberry pop up

This pop-up contains two drop down menus with categories for the user to find a gift for their loved one. For instance, a user can select that they are looking for little gifts for a child.

Once their selections are made, a user can click a “go” button to access the curated gift guide on the brand’s Web site.



Burberry gift guide

From there, the user can select different options to show other assortments of products.

Burberry's ad on Vogue is more eye-catching because of its use of the Ken Burns effect, making the images used move through the frame. The colors are also more vibrant, and contrast better with the Burberry logo.

"The ad on The Cut features a white lettered Burberry name on a faded off white background," Ms. Lowy said. "Typically, marketers try to avoid that coloring in a creative unit as it will make the featured content less prominent and reduce the click through rate.

"Had Burberry made the background a shade or two darker, their name would have stood out more on the small screen," she said.

Mobile messaging

Burberry has previously advertised on Condé Nast mobile Web sites to reach a fashion-minded audience.

For instance, British fashion house Burberry is aiming for an increase in mcommerce with a banner advertisement on Vanity Fair's mobile-optimized site. The Burberry ad features the fall/winter collection and the brand's name in a rotating ad ([see story](#)).

Like the prior ad on Vanity Fair, this ad on Vogue moves, catching readers' attention as they browse articles.

With The Cut's mobile Web site layout, brands often stick to simple designs, which still attract readers since they pop against the basic black background.

French atelier Chanel is enticing readers of New York magazine's fashion and style blog The Cut to learn about the brand's iconic fragrance Chanel N°5 and a famous anecdote.

Chanel placed a straightforward banner advertisement on The Cut's mobile-optimized Web site that does not distract the reader with color but rather by asking a question ([see story](#)).

"Burberry is strategically targeting a fashion forward audience by placing ads on The Cut and Vogue," Ms. Lowy said. "Those that take the time to read up modern trends from industry leaders value quality fashion and therefore comprise an excellent audience for Burberry to connect with.

"Burberry will certainly build both brand engagement and sales with their well-executed tablet ad campaign," she said.

"Understanding the right places to reach consumers, the manner through which to build a brand relationship, and the hurdles that obstruct purchase conversions are all important components to a well-rounded marketing strategy."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.