

MOBILE

Top 10 luxury brand mobile campaigns of 2013

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Gucci mobile site

By JOE MCCARTHY

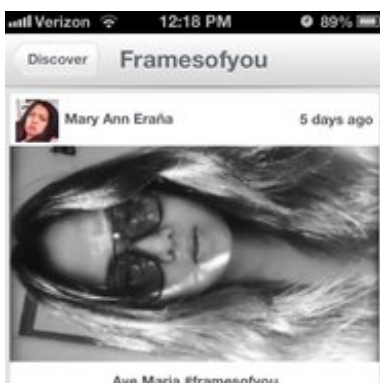
Luxury marketers wove mobile campaigns into larger operations to spark sustained engagement and showed the platform's capacity for entertainment in 2013.

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Luxury Daily

Louis Vuitton, Gucci and Starwood Hotels and Resorts bolstered their mobile infrastructure, while Harrods, Mercedes-Benz and Lexus leveraged mobile in innovative ways to delight fans. Overall, luxury marketers are continuing to fine-tune their approach to mobile, but substantive strides were made in 2013.

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



Armani's "Frames of Life" - Italian fashion house Giorgio Armani extended its "Frames of Life" eyewear campaign by encouraging fans to create short videos on mobile video-sharing application VideofyMe using its own branded filter.

Through VideofyMe, consumers created their own short videos using the Armani color filter and shared them using the hashtag #FramesOfYou for a chance to be featured on Armani's Web site. Launching campaigns that allow fans to create their own media can help strengthen relationships with brands and reach new customers through social sharing options.

VideofyMe allows users to create videos up to 10 minutes in length through their mobile devices. Once users have recorded the video, they can pick a color filter to add to the video and then share it via social media.

Armani partnered with VideofyMe to create its own black-and-white filter for videos that captures the attitude of its Frames of Life campaign. Armani chose the top three videos each week to display on its Web site.



Posts on Instagram under the hashtag #BGWindows

Barneys and Bergdorf Goodman holiday windows - Department stores Barneys and Bergdorf Goodman increased engagement with their highly-trafficked holiday window displays with Instagram components that raised global awareness.

Barneys revealed its windows by posting videos on Instagram, and Bergdorf Goodman hosted a contest on the photo-sharing application. Through Instagram both department stores expanded their holiday festivities and spirit beyond Manhattan.

Barneys decided not to host a big outdoor event in 2013, choosing instead to unveil its windows solely on its Instagram account.

At 10 a.m. on Nov. 20, the store posted five Instagram videos of its windows, highlighting the technology behind the lighting effects featured in the various panes.

The windows at Barneys this past holiday season had interactive elements for those who visit in person to increase foot traffic. While Barneys' strategy was entirely digital, Bergdorf Goodman took a different approach, using Instagram to enhance its outdoor window unveiling event.

Bergdorf Goodman hosted an Instagram contest where users submitted photos with the hashtag #BGWindows to enter to win a prize.

Gucci's mobile-optimized Web site - Italian fashion house Gucci quadrupled mobile revenue and experienced a 70 percent growth in mobile conversion in the first quarter of 2012 since the beta launch of its optimized Web site for iOS and Android devices.

Gucci rolled out its permanent mobile-optimized site to let consumers browse and purchase products on their smartphones. Since the beta test run in December, the fashion house saw mobile revenue increase to four times what it was during the same time last year in addition to a 70 percent increase in mobile conversion since December.

The homepage of the site showcases several collections of items. The images are stacked so that consumers can scroll up and down the page to view them.

When exploring a specific product, each page gives consumers multiple images and a detailed description. The site also contains a store locator that uses a smartphone's GPS to find nearby retail stores.

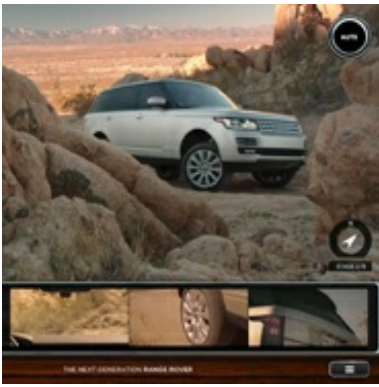


Harrods dancing Green Man

Harrods Scavenger Hunt - London department store Harrods targeted local shoppers through a city-wide mobile scavenger hunt to win approximately \$1,500 to spend in-store.

The retailer's ambassador, the Green Man, danced in the streets of London to promote Harrods annual sale and encouraged consumers to enter the contest by taking an image of him and posting it to Twitter. Not only did the contest create a social buzz for the retailer, but it also made use of out-of-home advertising since the Green Man likely drew attention on the streets.

Harrods promoted the contest and the sale through its social media channels. The retailer also gave away the Green Man's location to encourage more consumers to find him and upload images.



The Trail Less Traveled app

Land Rover's "The Trail Less Traveled" - Land Rover North America is promoting its next-generation Range Rover model features and driving capabilities through an interactive mobile app.

The "Range Rover: The Trail Less Traveled" app gives consumers the chance to virtually experience riding in the vehicle in a variety of different settings and viewpoints. Land Rover is likely aiming for aspirational owners rather than its customers with this app since it mainly shows off what the model can do.

The app gives users a full inside and outside look at the new Range Rover through eight different stages and four camera views, which show off the vehicles capabilities.

App users can choose their perspective, soundtrack and stage on which to drive the Range Rover.

The stages take users through interactive video courses that include winding roads, rough terrain, water, climbing up and down hills and an elegant arrival.



#Lexus InstaFilm still

Lexus Instafilm - Toyota Corp.'s Lexus promoted the 2014 IS vehicle with a collaboratively created, stop-motion Instagram film that draws on the perspectives of 212 fans to show the vehicle in a range of angles and tones.

Under the orchestration of a directorial team during Instagram's #WorldwideInstameet, car enthusiasts and Instagram users from a variety of background blended their personalities in a film that colorfully animates the IS. By leveraging Instagram in this unifying fashion, Lexus grabbed the attention of a younger demographic and may trigger more collaborative, stop-motion films.

Jacob Rosenberg and the Bandito Brothers directed the film that features the song “Hefe” by The Hit House. A 2014 Lexus IS F Sport weaved throughout the lot to permit a wide range of views and so the vehicle appeared in a natural setting.

Marks were drawn on the grounds to instruct people on where to stand and at what angle to take shots of the vehicle. Directors facilitated this process with 3-D mapping technology.

However, participants could edit the shots however they wanted. The directorial team then printed out each still, clipped them to a huge board and sequenced them to create a coherent film.

Louis Vuitton's Pass app - 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 engage 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 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.



Mercedes-Benz CLA

Mercedes-Benz USA CLA Instagram - Mercedes-Benz USA invited five of Instagram’s most lauded users to ignite interest in the CLA model among young consumers by touring the United States in the vehicle.

The automaker opened up the journey to a sixth entrant who was selected by the five recognized photographers to boost fan interest in the promotions. The contest appealed to Generation Y consumers by using Instagram and allowing fans to participate in the

campaign.

Each of the five photographers have a towering list of Instagram followers and photography backgrounds. Interested fans followed the journeys at the handle @mbusa, through contestant's personal feeds or Mercedes-Benz' other social media pages.

For five days the contestants had creative license to capture the spirit of their CLA-empowered journey. The sheer volume of Instagram followers eliminated unfair advantages that might have resulted from the contest's growing popularity.



Michael Kors event in Tokyo

Michael Kors #JetSetSelma - U.S. label Michael Kors connected fans of its Selma handbag through an Instagram initiative that stimulated conversation and united 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.



Mr Porter's spring/summer Style Wherever You Are campaign

Mr Porter "Style Wherever You Are" - Net-A-Porter's men's destination Mr Porter enhanced its "Style Wherever You Are" campaign in the first quarter with new creative assets and an Instagram challenge.

The Style Wherever You Are campaign began in fall 2012 with images shot in metropolitan and remote areas to show the span of where Mr Porter ships. In the first quarter, the retailer introduced consumers to the spring/summer campaign with the Global Style competition on mobile image-sharing application Instagram.

Consumers were able to participate in the fashion challenge by taking self-portraits via Instagram that emulate the campaign images and showing them in their most stylish attire.

The images had to be tagged with #MrPorterGS and a hashtag that states the subject's home city to enter the contest.

Consumers were able to view and "like" images through the microsite <http://www.mrporterglobalstyle.com>.



SPG's Chinese Android app

Starwood Hotels & Resorts SPG app for China - Starwood Hotels & Resorts kept up with the expansion of its Starwood Preferred Guest program in the brand's fastest-growing market by releasing an Android application for Chinese consumers.

The app allows guests to better organize and coordinate their travel experience and is modified to reflect Chinese sensibilities. Ensuring that the brand's multichannel advances in China enable a seamless experience will likely help the brand create loyal guests.

Starwood chose to design an Android app because Chinese mobile phones predominantly run on the Android operating systems. Members using the app have access

to account information such as Starpoint balance, upcoming and past stays, as well as the ability to send a confirmation or other details to other members via text or email.

Throughout a stay, the app provides relevant travel information including directions, property dining options and other hotel amenities. Integrated social media channels including Weibo allow users to virtually “check-in” to their stay, remain connected to family and friends and engage through SPG’s various social media channels.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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