

MOBILE

## Hugo Boss experiments with in-store mobile initiative

December 7, 2010



By PETER FINOCCHIARO

German designer Hugo Boss is testing out the analytical power of mobile as it draws consumers to special one-night events at its New York retail locations this month.

**Sign up now**

**Luxury Daily**

Consumers can register for access to special in-store sales of up to 40 percent off designer goods at select retail locations by visiting <http://www.corporateperks.com/vip>, while also unlocking additional perks by checking-in to the venues on their mobile phones. Ecommerce technology provider Next Jump is letting participating retailers track analytics from the event via its campaign measurement platform.

“The holiday shopping events extend Next Jump’s Overwhelming Offers program to put fun and value into merchants’ and consumers’ busiest shopping seasons,” Ms. Messenger said. “It’s a win-win for both shoppers and retailers because it drives new consumers and foot traffic to retailers, and delivers incredible value to shoppers on current merchandise in a way no one else can.”

**Next Jump** is an ecommerce and advertising technology provider.

Other retailers participating in the VIP Nights are Catherine Malandrino, Scoop NYC, Club Monaco and John Varvatos.

One set of sales events will take place on Dec. 9 at select locations New York's Meatpacking District, while another round will proceed on Dec. 16 in SoHo.

#### How it works

Participating retailers can use Next Jump's platform to view detailed traffic analytics from the event.

When consumers check-in to the store, their information is registered via either mobile social game Foursquare or Next Jump's "OO on the Go" application and delivered to brand managers through a corresponding iPad application in real time.

The platform monitors data such as customer demographics, time spent in the store, gender distribution and hour-by-hour traffic analysis, in addition to other measurements.

"Overall, Next Jump's unique data helps bring in preferred customers on an ongoing basis," Ms. Messenger said. "Our technology gives retailers the ability to quickly discover who their most influential customers are, plus easily maintain an healthy marketing campaign.

#### In-store and mobile mesh

Hugo Boss previously tapped Foursquare to promote the Guggenheim Foundation's 2010 Hugo Boss Award by giving away branded art books to consumers checking-in to the designer's New York locations ([see story](#)).

Similarly, Next Jump orchestrated a similar string of sales events with 43 brand-name retailers last September.

The technology company claims that more than 108,000 people made reservations for the events and retailers experienced an 80-percent increase in new customers and boosted sales.

The company said it plans to expand the events to other cities, while continuing to focus on New York.

"New York is the ideal place to host our event – it's a thriving hub where fashion, nightlife, dynamic culture and ease-of-mobility intersect unlike any other city in the nation," Ms. Messenger said.

#### Final Take

*Peter Finocchiaro, editorial assistant at 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.