

MOBILE

Balmain leverages Grammy buzz with Rihanna-centric mobile ad on Vogue

January 28, 2014



By SARAH JONES

French fashion house Balmain is leveraging the interest surrounding the Grammy Awards with an advertisement on Vogue magazine's mobile Web site.



The ad, which features pop star Rihanna, is for the label's spring collection, and appeared among the articles about the music awards. By placing the ad next to content about other music celebrities, Balmain is able to reach fans of its campaign model, and generate clicks.

"During Grammy season, many millions of consumers are consumed with the Grammy nominated musical stars," said Shuli Lowy, marketing director of [Ping Mobile](#), New York.

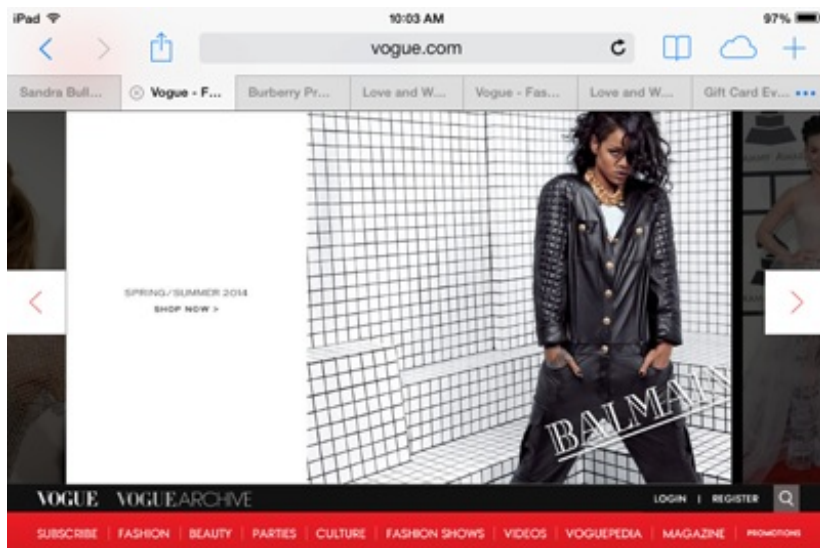
"Showing a brand-focused ad which features one of the nominees during this auspicious time provides a strong brand impact," she said.

"The strategic timing of Balmain's ad campaign will certainly create a more notable ad on Vogue."

Same tune

The Balmain ad appeared on Vogue's mobile homepage within the featured articles

slideshow at the top of the page.



Vogue mobile Web site

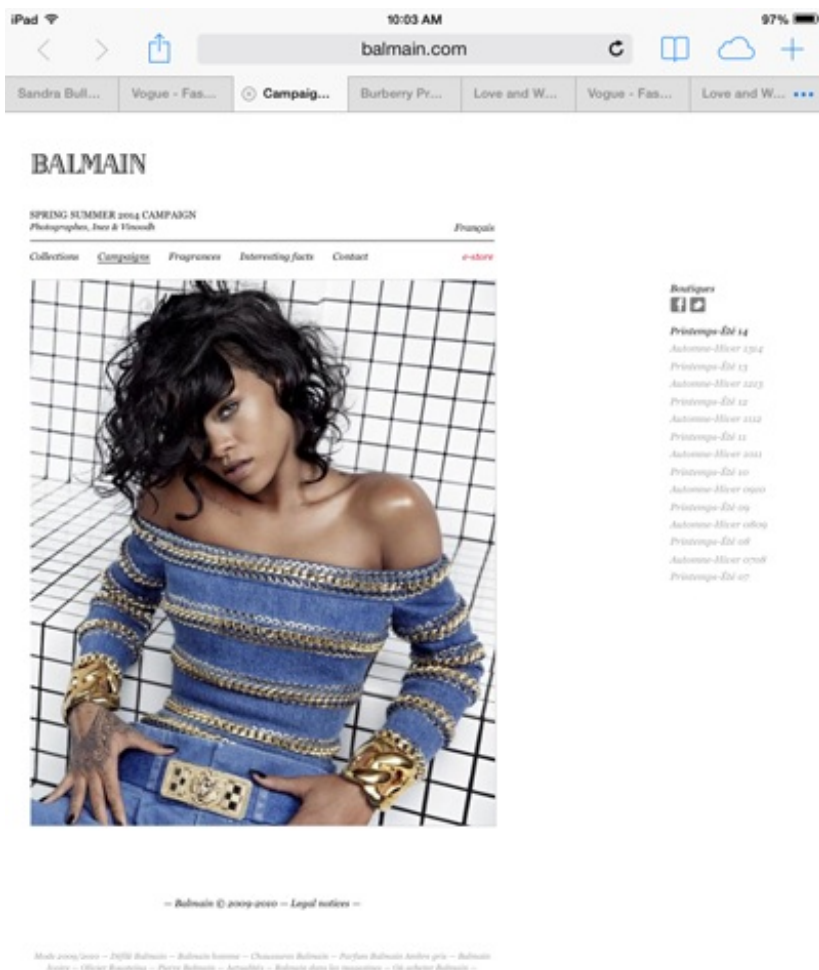
Balmain's ad shows one of its spring campaign photos of Rihanna, in which she wears an oversize leather jacket and pants, standing with her hands in her pockets.

This campaign is likely to bring a lot of attention to the brand due to the celebrity's large fan base ([see story](#)).

Directly below the ad is an article on the best-dressed celebrities on the red carpet at the Grammy Awards, with photos of singers Katy Perry, Madonna and Taylor Swift. This helps the ad blend in with the content, but since the photo of Rihanna is much larger than those of the other singers, it still catches readers' attention.

The ad includes a call to action, telling readers to "Shop now."

A click-through sends the consumer to a tab on Balmain's Web site featuring campaign images, with a large photo of Rihanna that differs from the one seen in the mobile ad. Here, consumers can look through past print ad campaigns, seeing the evolution of the brand.



Landing page

On this page, a link is provided to the brand's ecommerce store, but the primary focus of the landing page is to acquaint the consumer with the brand through print ads and runway photos.

Ads as content

Other brands have found a home on Vogue's mobile Web site, placing themselves within the content on the site.

For instance, British fashion brand Burberry continued its holiday "With Love" campaign with different mobile advertisements on both New York magazine's The Cut and Vogue's Web site.

Burberry's ad on Vogue's Web site played periodically on the homepage within the slideshow of featured articles. The ad began 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 (see story).

Like this ad, the Burberry ad looked as if it belonged with the content on Vogue's Web site without blending into the background.

Also, Burberry kept fashion enthusiasts up-to-date with its latest collections through a

mobile advertisement on New York magazine's The Cut.

The brand's ad meshes neatly with The Cut's content by minimizing text, abstaining from a call-to-action and featuring a campaign shot that could plausibly be seen on the magazine's homepage. By making these stylistic moves, Burberry seems to be more interested in using mobile as a platform to cultivate brand interest rather than ignite sales ([see story](#)).

"Balmain has several campaigns currently running, however, the brand specifically chose to feature the ad with Rihanna to leverage a powerful omni-channel opportunity," Ms. Lowy said.

"Creating an omni-channel impact, which has been a key focus and buzzword amongst large retailers this past year, requires hitting consumers with the same information through different channels," she said. "The basic theory behind the focus is that engaging a user via two different channels creates a more indelible brand experience than engaging a user through one channel twice.

"Similarly, brands also attempt to engage users with ads that connect to content consumers are already engrossed in via other media channels.

"The landing page provides limited opportunity for additional brand engagement. While Balmain was prudent to place this ad during the award season, the brand could have done a better job at extending the ad experience to expand the product discovery within the landing page."

Final Take

Sarah Jones, editorial assistant on Luxury Daily

Embedded Video: [//www.youtube-nocookie.com/embed/sP3T-8zLUNc](https://www.youtube-nocookie.com/embed/sP3T-8zLUNc)

© Napean LLC. All rights reserved.

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