

MOBILE

## Van Cleef & Arpels appeals to romantics with The Cut mobile ad

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By SARAH JONES

French jeweler Van Cleef & Arpels is playing off Valentine's Day with a rosy-hued mobile advertisement that leads to the brand's selection of bridal rings.



The banner ad on New York magazine's lifestyle blog The Cut keeps the copy to a minimum, relying on the Van Cleef & Arpels brand name to generate clicks. Due to the time of year, the ad will likely resonate with couples looking for wedding bands or engagement rings.

"With Valentine's Day just over two weeks away, jewelry is top of mind with many women," said Philippe Poutonnet, vice president of marketing at [Hipcricket](#), Kirkland, WA. "Who doesn't want to receive the engagement ring of their dreams on the most romantic day of the year?"

"Given the timing, landing page, color palette and placement of this mobile ad, this is likely the strategy behind the ad," he said.

"Van Cleef & Arpels knows the proper placement for this ad. The Cut's educated and affluent audience is the ideal consumers for the brand."

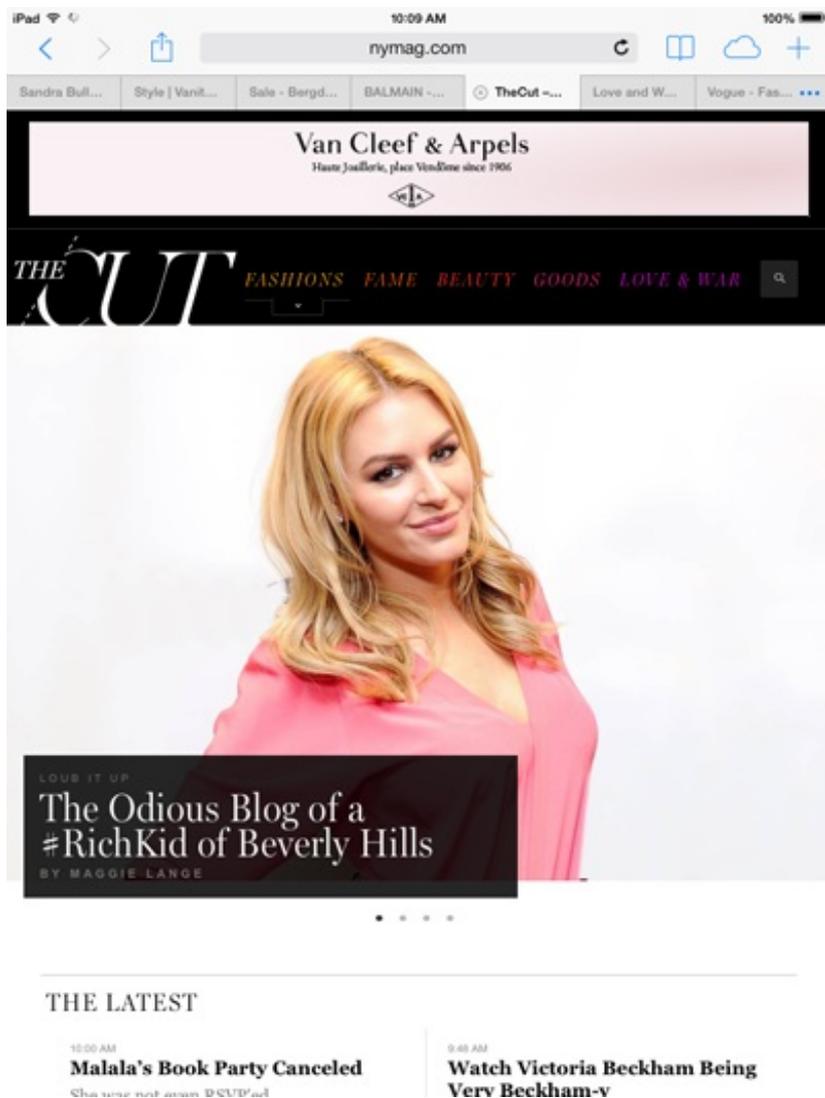
Mr. Poutonnet is not affiliated with Van Cleef & Arpels, but agreed to comment as an

industry expert.

Van Cleef & Arpels did not respond by press deadline.

Think pink

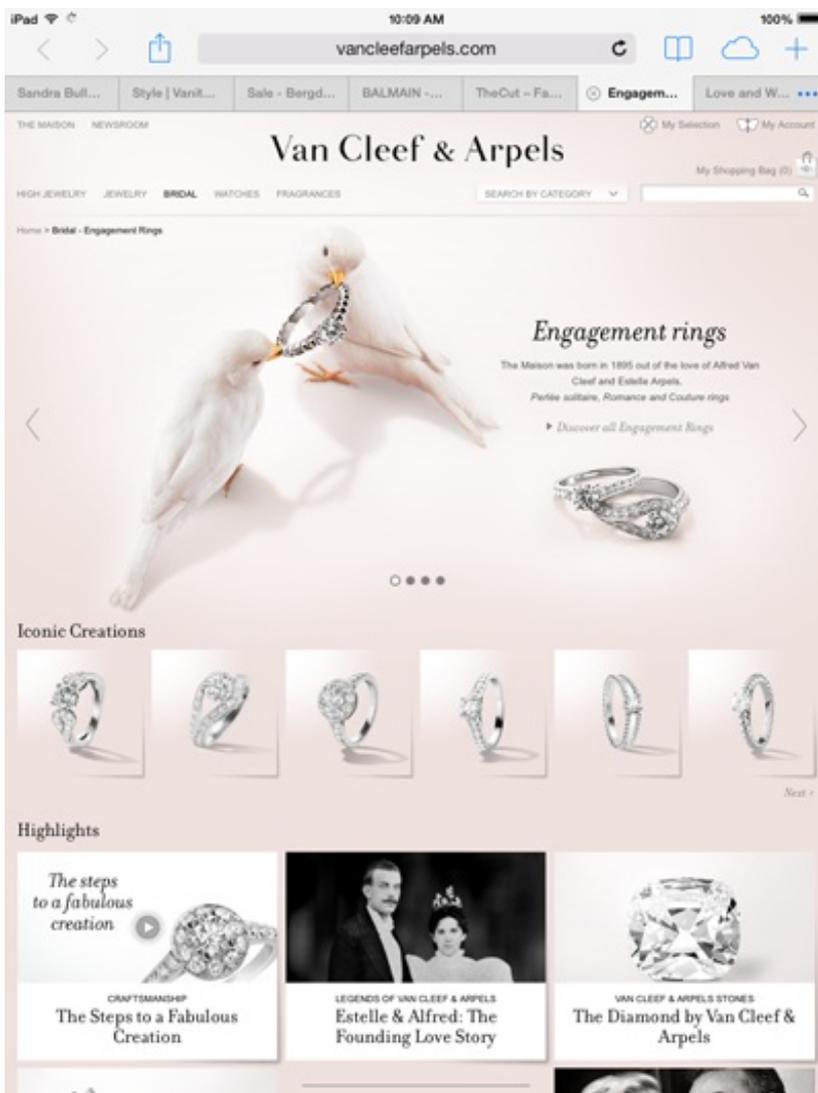
The Van Cleef & Arpels ad ran on The Cut's homepage in the banner position. The ad is light pink with black lettering spelling out the jeweler's name.



*The Cut homepage*

Below the Van Cleef & Arpels logo is a note about the brand's presence selling haute jewelry on Place Vendôme since 1906. There is no literal call to action, but this brief reference to the jeweler's heritage provides brand awareness.

When a consumer clicks through the ad they are taken to the bridal page of Van Cleef & Arpels' Web site. The full version of the Web site is optimized for a mobile device.



## *Landing page*

On the bridal page, engagement rings are featured, with a slideshow that tells the history of the house and the jewelry piece.

The first slide shows two birds holding a ring, telling how the jewelry house was founded by Alfred Van Cleef and Estelle Arpels out of love. Next, consumers are told that engagement rings have been part of their tradition since.

Each frame provides a link to the entire collection of engagement rings.

Below the slideshow, consumers can watch a video detailing the steps necessary to create an engagement ring.

Also included on the page is an article that delves deeper into the story of the couple who founded the house. It explains that Mr. Van Cleef was the son of a stone-cutter and Ms. Arpels was the daughter of a precious stone dealer.

Giving celebrity cachet to its engagement rings, the house also provided a slideshow and article about the famous women who wore the jeweler's diamonds on their left hand, such as actresses Grace Kelly and Elizabeth Taylor.

Consumers often use mobile devices to locate a brand's bricks-and-mortar store. In categories where ecommerce is not available or popular, having a mobile ad can

therefore lead to store visits, since it encourages research and location on a smart phone as the consumer is out of home.

## Research over commerce

This concept of mobile research rather than mcommerce is beneficial for brands selling big ticket items.

For instance, Swiss watch brand Longines targeted affluent readers with its mobile banner advertisement on The New York Times application.

Longines banner ads appeared at the bottom of both the Fashion and Style and T Magazine sections, as well as on every article within the two categories, and linked directly to the brand's ecommerce Web site. With this ad placement, Longines stayed top of mind with consumers this holiday season and boosted its mobile ecommerce presence ([see story](#)).

Longines sent consumers to its ecommerce site that was not mobile optimized rather than sending them to their more mobile-friendly Web site, which would have been a better strategy. On the general Web site, consumers could have easily researched the brand's watches and located a store to purchase them.

Focusing on one type of product for an ad ensures that consumers are not overwhelmed as they arrive at the landing page.

For instance, German automaker Mercedes-Benz hoped to encourage research on its S-Class sedan with a banner advertisement on Town & Country magazine's mobile Web site.

The banner ad featured a prominent call to action, with the phrase "Learn more," directing users to click through to the landing page, which features text and multimedia content about the vehicle. By sending users to a dedicated mobile Web page for the S-Class, Mercedes-Benz was able to place itself in the minds of consumers who may be looking to purchase a luxury car, adding the S-Class to their list of considered cars ([see story](#)).

The ad on The Cut could have probably used a hint at what was to come on the landing page, since consumers may not have known what the ad was for.

"While compelling in its minimalist presentation, the ad is insular in its lack of copy or explanation," Mr. Poutonnet said. "If you aren't familiar with the brand, you have no incentive to click through.

"The lack of reference to rings probably does discourage more people from engaging - no pun intended - with the ad," he said.

"The landing page appeals to the heart. The prominent featuring of the rings, and the cute image with the lovebirds, reinforces the Valentine's and love message.

"The landing page also does a good job at mixing quick content with in depth content. Visitors can quickly can a variety of rings or watch longer videos to get a fuller feel of the

brand's history."

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

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