

MOBILE

Marc Jacobs fetes fall/winter 2014 collection with New York Times effort

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By JEN KING

U.S. apparel and accessories label Marc Jacobs is targeting consumers who missed the live stream of its fall/winter 2014 runway show Feb. 13 with a mobile advertisement on The New York Times' Web site.



Marc Jacobs showed its fall/winter 2014 collection during New York Fashion Week, which wrapped up Feb. 14. By placing a mobile ad in a New York-based newspaper, the brand will be able to continue to attract attention to its fashions as post-coverage content of Fashion Week is run.

"An immeasurable amount of time and effort goes into our runway shows," said Daniel Plenge, director of digital at [Marc Jacobs Intl.](#), New York. "Aside from Mr. Jacobs and his design team's creations, the runway/stage evolves from initial concepts and designs into what the public eventually sees.

"Final touches are still being tended to moments before the doors open," he said. "Our display campaign on The New York Times was complemented with a homepage takeover on the day of the Marc by Marc Jacobs show Feb. 11, in which we worked with The New York Times to execute creative that allowed users to watch the live stream within the Double Bill ad unit under The New York Times header logo.

"We saw unprecedented growth in terms of our live stream views as well as traffic to our Web site due to this initiative. We have left the show videos replaying on our homepage to introduce our fans and customers to the new collections, while steadily increasing our viewership."

On the catwalk

To ensure visibility, Marc Jacobs placed an ad on either side of the newspaper's heading. The image on the left of The New York Times' logo is a black-and-white portrait of Marc Jacobs, brand founder and former creative director of Louis Vuitton, while the right side image is a grey box with text.

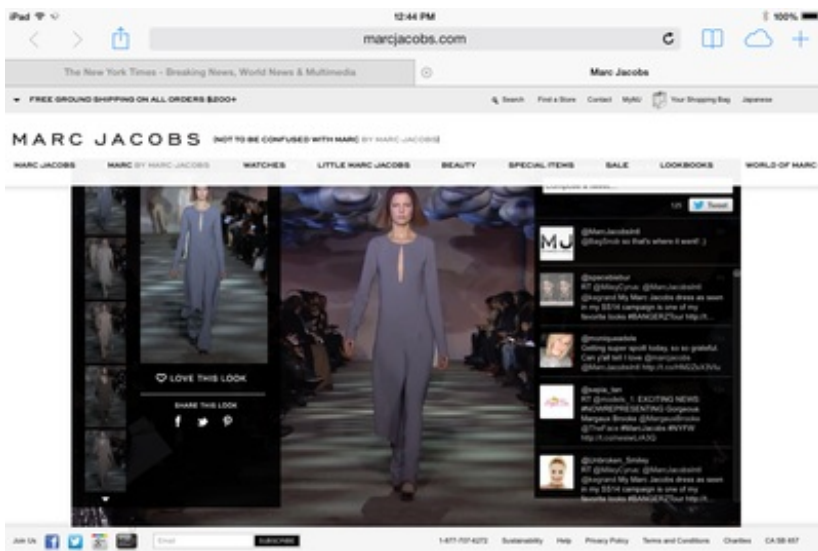
The text in the box reads "Fall Winter 2014 Marc Jacobs Watch the Show."



Marc Jacobs ad on The New York Times

A click-through on either side of the ad lands on the Marc Jacobs Web site. Here, consumers can explore the brand's offshoots such as the lesser-priced Marc by Marc Jacobs, wristwatches, children's wear and beauty collections.

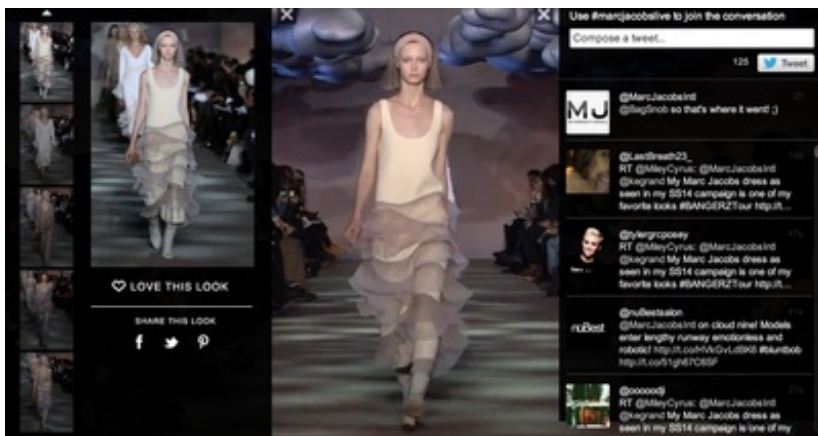
The main objective on the homepage is to have consumers watch the runway show from Feb. 13. When the consumer hits the play button found in the center of the screen, the footage from the runway show begins.



Footage from Marc Jacobs' fall/winter 2014 runway show on brand Web site

With each model that walks down the runway, a sidebar on the left side of the screen updates to include a thumbnail image of that look. Once shown in the sidebar, the consumer has the option to “love this look” by tapping the outline of a heart or share the look via Facebook, Twitter or Pinterest.

On the right-hand side of the runway footage, Marc Jacobs includes tweets of enthusiasts who participated in a live tweet during the show using the hashtag #MarcJacobsLive and comments left after the fact. Although the live conversation is over, enabling consumers who just watched the show to participate via Twitter on the Marc Jacobs Web site will make them feel part of the runway community.



Sharing features and Twitter feed for the Marc Jacobs' runway show on Feb. 13

Other than commerce

Recently, Marc Jacobs’ placed an ad on The Cut that was lacking involvement other than commerce, and may have been unable to hold consumer attention.

Marc Jacobs touted its sunglass collection with an ad on The New York Times’ mobile Web site. The ad featured an image of one pair of sunglasses juxtaposed against a pink background. By showcasing an entry-level luxury product, Marc Jacobs was able to reach a younger audience, and drive traffic to its ecommerce site (see story).

A successful mobile effort does not need to lead to a standard commerce page but should aim to engage consumers.

For example, French jeweler Van Cleef & Arpels played off Valentine's Day with a rosy-hued mobile advertisement that led to the brand's selection of bridal rings and its own love story.

The banner ad on New York magazine's lifestyle blog The Cut kept the copy to a minimum, relying on the Van Cleef & Arpels brand name to generate clicks. Due to the time of year, the ad likely resonated with couples looking for wedding bands or engagement rings ([see story](#)).

Marc Jacobs aimed to keep consumers engaged and interested in its latest collection with multiple social touch points.

"Linking the ad to the live-streamed fashion show is like lifting the velvet rope and allowing consumers special access to the event," said Philippe Poutonnet, vice president of marketing at [Hipcricket](#), Kirkland, WA. "They can now view the designs virtually the same way as those who attended the event and can see the movement of the clothes, the sway of the fabric and the color changes under different light.

"It adds a whole new and immersive layer of connection and engagement between the brand and its customers," he said. "Social media gives power to consumers, they might not be able to attend the show or have their review published in The New York Times, but with Twitter they can have their voices heard.

"By connecting its audience with Twitter, Marc Jacobs is encouraging people to state their opinions or disagree with the experts. It shows how mobile and social can democratize a brand and event with an elite history."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/bC1JWfjNlzE](http://www.youtube.com/embed/bC1JWfjNlzE)

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