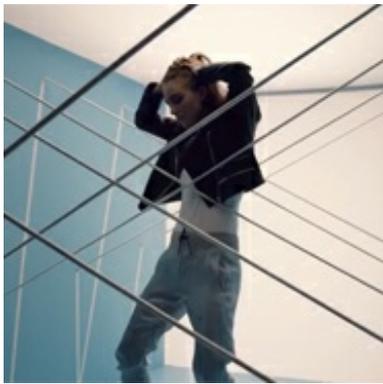


MOBILE

Bergdorf looks to boost in-store 5F foot traffic with mobile ad

March 25, 2014



By SARAH JONES

Department store Bergdorf Goodman is introducing consumers to its new range of offerings in its contemporary 5F department with an ad on the mobile Web site of New York magazine's The Cut.

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Luxury Daily

Reaching out to the publication's audience of New Yorkers and beyond, the ad featured two calls to action, one to visit the store and one to visit the retailer's Web site to shop online. Since consumers reading the mobile Web page are likely to be on their phones in transit, Bergdorf may see an increase in foot traffic from this ad.

"Like any smart retailer, Bergdorf placed this mobile ad on The Cut to target its key consumer demographic," said Philippe Poutonnet, vice president of marketing at [HipCricket](#), Bellevue, WA. "The data generated by this mobile ad should help them better optimize and personalize future campaigns to reach their most engaged and enthused customers.

"In this case, having both a mobile and in-store call to action makes sense," he said. "Bergdorf sells high-end apparel. Many of its customers expect hands-on, concierge-level service that they can only get in the physical store and with luxury goods of this price and caliber, many will want to physically try on the products before purchasing.

"For those who are confident with their choice or choose the convenience of mobile, they can go directly from the mobile ad to Bergdorf's mobile site."

Mr. Poutonnet is not affiliated with Bergdorf Goodman, but agreed to comment as an industry expert.

Bergdorf Goodman did not respond by press deadline.

Mobile to multichannel

Bergdorf's ad ran in the banner position on both the "Goods" and "Fashions" sections. The ad is simple in design, with a white background and black text telling consumers to stop into the store or shop online.



GOODS



SLIDESHOW

20 Ways to Wear Spring's

The Cut mobile site

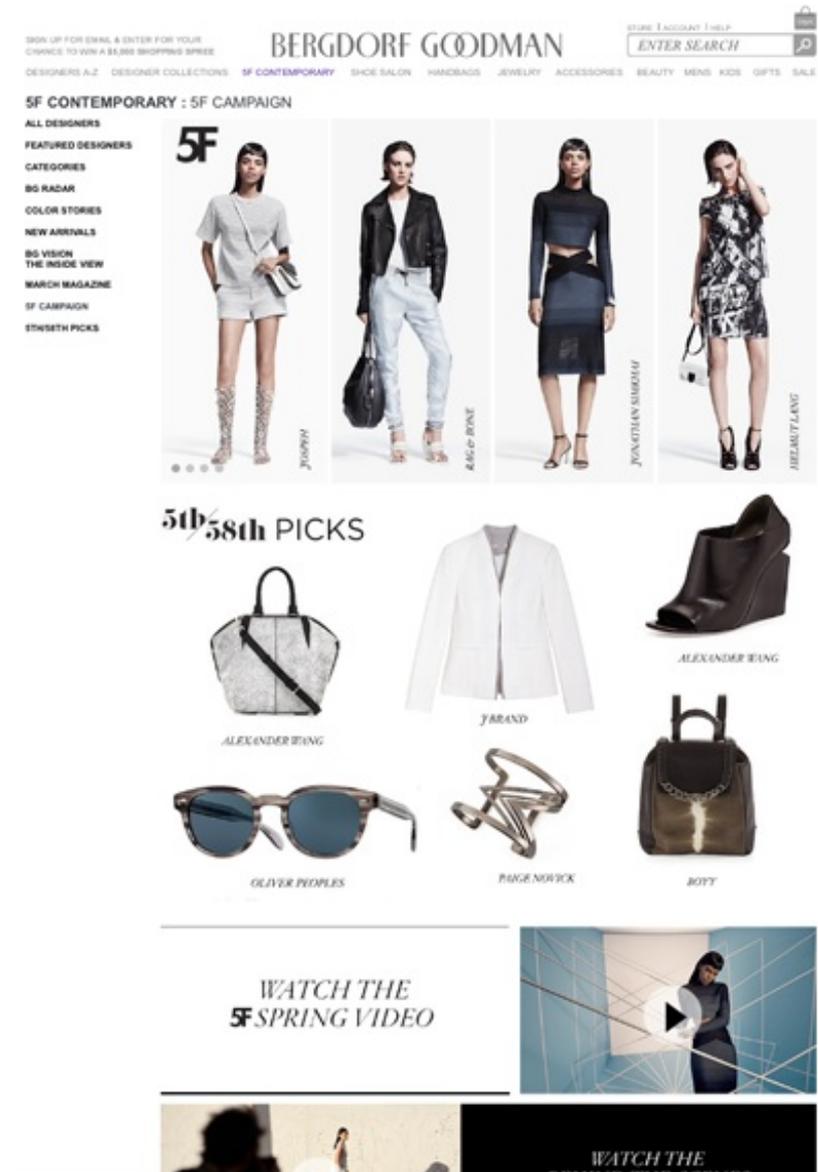
On the left side of the ad is a 5F logo. The Bergdorf Goodman name is in a much smaller font size below. Compared to other ads that rely on a brand name to generate click-throughs, this ad focuses on the multichannel shopping experience available to draw consumers in.

"This mobile ad seems insular in respect to the size of the brand's name in the copy," Mr.

Poutonnet said.

"It most likely will attract those who are most familiar with the brand," he said. "With its name so small, Bergdorf loses the opportunity to attract and engage new consumers to the brand."

The click-through lands on a Web page for the retailer's 5F campaign.



Bergdorf landing page

At the top of the page, a slideshow of looks from labels including J Brand, Kenzo and Helmut Lang plays.

Below that consumers can view a selection of items picked out by the retailer's blog, 5th/58th. A larger curated list is also accessible on the click-through from the model photos above.

At the bottom of the page Bergdorf has included content. Consumers can watch the spring campaign video for 5F, which shows models turning around amid a geometric wire installation.

Embedded Video: https://www.youtube-nocookie.com/embed/s2Q2iF9iZok?list=UUS_ybEjJMM-

5F spring collections 2014

The campaign video will play on Taxi TV in New York cabs.

Accompanying the campaign video is a behind-the-scenes look at the shooting of the campaign. From the crew's arrival in Miami to the little touches during the photo shoot, like the polishing of a silver bracelet, the video captures the atmosphere and the personalities of both the models and those behind the cameras.

Rounding out the content is a message that there will be a special installation by Kenzo coming soon.

Next to that is a link to more information about a Stuart Weitzman customization event. Consumers can choose from two styles, two wedge materials and 10 colors to create their own shoe.

Fashionable company

Bergdorf has been focusing its recent digital efforts around 5F.

The New York department store asked South by Southwest attendees to spot its social media manager wearing clothing from its new contemporary collections at the conference and share a photo of her on Instagram to enter.

Part of the prize package was a Monsur Gavriel bucket bag, which is so coveted by consumers that it has a wait list, guaranteeing interest from its target audience. Because the winner of this contest was judged on quality of photo rather than at random, Bergdorf was able to amass user-generated content that has value, since consumers will be trying to impress ([see story](#)).

Apparel and accessories labels turn to The Cut to reach a fashion-savvy, educated audience.

For example, French atelier Saint Laurent Paris targeted fashionable readers of New York magazine's The Cut to promote its Sac de Jour handbag collection.

A product-driven advertisement strategy might have generated click-throughs, but without enticing imagery the reader may have continued on to the mobile site's content. In Saint Laurent's case, the brand relied heavily on its notoriety by choosing to display only its logo at the top of The Cut's page and a smaller box ad embedded within the content where an image was included ([see story](#)).

"The landing page makes good use of pictures and videos to engage a consumer," Mr. Poutonnet said. "This is a page that was most likely designed to be viewed on a tablet. Forrester Research has found that tablets are best utilized to display videos and other forms of consumer content during the discovery or exploration phases of the consumer lifecycle.

"It's hard to judge customer response simply from a mobile landing page," he said. "The

products showcased, or the incentives or deals the brand offers customers, are often the most important factors in determining customer response.

"As Bergdorf collects data from this campaign, they should be analyzing it to see what did have the highest impact on response, and then focusing more efforts on those areas for future campaigns."

Final Take

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