

MOBILE

## Ferragamo encourages brand exploration via Vanity Fair mobile effort

March 27, 2014



By JEN KING

Italian fashion label Ferragamo looked to the fashion-minded readers of Condé Nast-owned Vanity Fair's mobile Web site to promote its latest apparel and accessories collection with a two-part mobile advertisement.



With a clear call to action and a warm color palette that stands out among the red, black and white color scheme used by Vanity Fair, the banner and box ad are likely to draw attention away from the magazine's content. A well positioned prompt, such as "shop," "discover more" or a newsletter sign-up may result in more click-throughs.

"It is common for brands to solicit newsletter signups when users reach the site," said Rachel Lewis, senior strategist at [iProspect](#), Fort Worth, TX.

"In doing so, they may create a barrier for the consumer, but it's often very easy to bypass the prompt and continue on to the site - no harm done," she said.

"It must be easy for a user to either sign up or move on in order to limit the interruption. In terms of mobile efforts, this may help Ferragamo identify differing user behaviors for mobile consumers, providing additional insights and optimization opportunities."

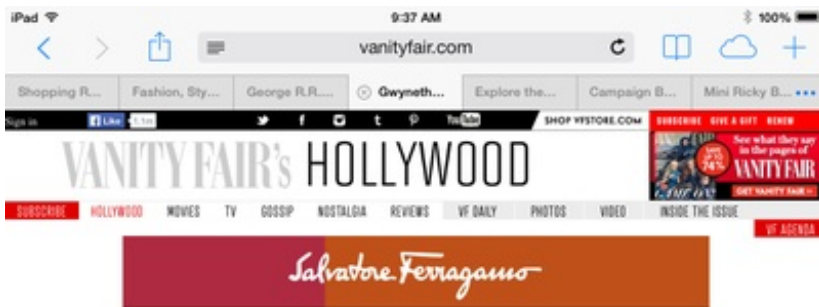
Ms. Lewis is not affiliated with Ferragamo, but agreed to comment as an industry expert.

Ferragamo was unable to respond directly.

Get noticed

Ferragamo's banner ad, found between Vanity Fair's navigation bar and the title of a given article, relies just on the brand's name to drive awareness.

Many brands keep the banner ad limited, aiming to generate click-throughs based solely on the celebrity of its logo instead of a particular product.



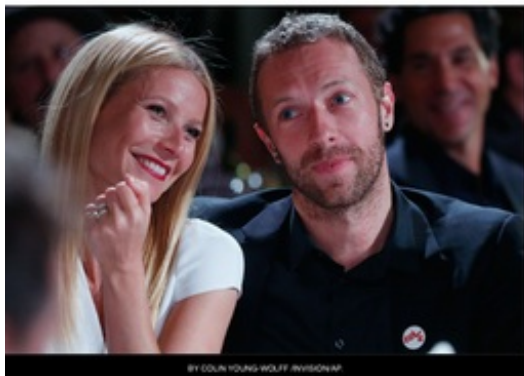
*Ferragamo banner ad*

With different shades of oranges, the banner ad matches the background behind the model in Ferragamo's box ad. Consistency is key since these ads are technically separate but driving the same interaction.

The box ad shows a model sitting on a ledge against a two-toned orange wall covered in a shadow behind her head. She wears a tan leather trench coat and snake skin pumps while holding a tan handbag that matches the jacket.

Again, Ferragamo keeps the message basic but includes a call to action and directs the consumer to "shop at Ferragamo.com."

SPLITS  
**Gwyneth Paltrow and Chris Martin  
"Escaped to the Bahamas" Together  
Before Breakup Announcement**  
BY KATEY RICH MARCH 26, 2014 8:34 AM



Breakups are hard, and celebrity breakups—dissected in the media, surrounded by speculation—are impossible. So how are Gwyneth Paltrow and Chris Martin handling the fallout now that they've announced their separation? By getting as far away from the public eye as possible. According to *Us Weekly* the pair, along with their daughter, Apple, 9, and son, Moses, 7, escaped to the Bahamas before the announcement of their separation went live on Paltrow's website

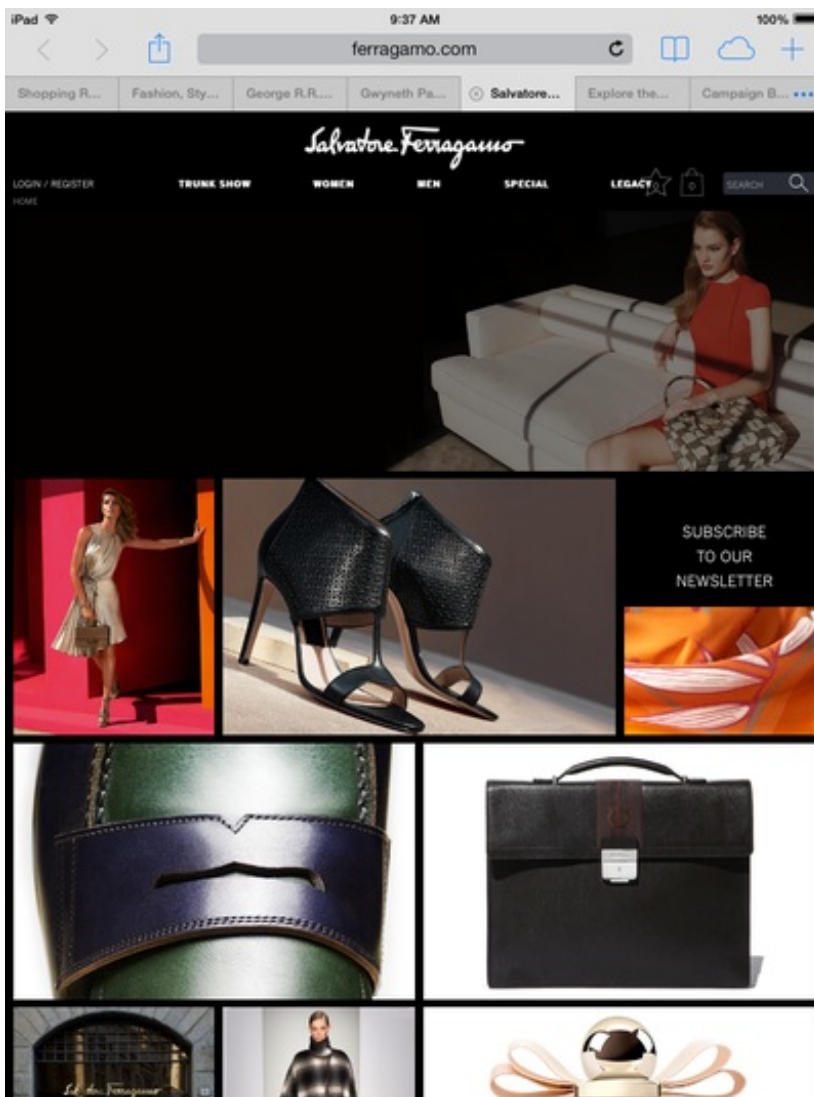
MOST POPULAR  
HOLLYWOOD  
Gwyneth Paltrow and Chris Martin Announce Their Breakup on *GOOD*  
Photo: The Elusive Gwyneth Paltrow and Chris Martin  
Last Night's Heartwarming *How I Met Your Mother* Hints at Heartbreak to Come  
First *Fifty Shades of Grey* Footage Unveiled  
Bring Your Tissues, Next Week's Episode of *The Good Wife* Promises More Tears



## *Ferragamo box ad*

A click-through lands on Ferragamo's Web site that has been optimized for both tablet and smartphone. On the tablet-sized landing page, the consumer is greeted by a navigation bar at the top of the screen and an image of a model sitting on a couch holding a large handbag.

Below, Ferragamo has organized its site into various tiles that show images of products. The consumer can choose a tile to shop a range of products such as silks, men's and women's shoes or view the fall/winter 2014-15 runway looks.



## *Ferragamo's mobile- optimized Web site, tablet*

While many brands have incorporated runway feeds or interactive touch points to fashion shows, Ferragamo has a more traditional look book format for its fall/winter collection.

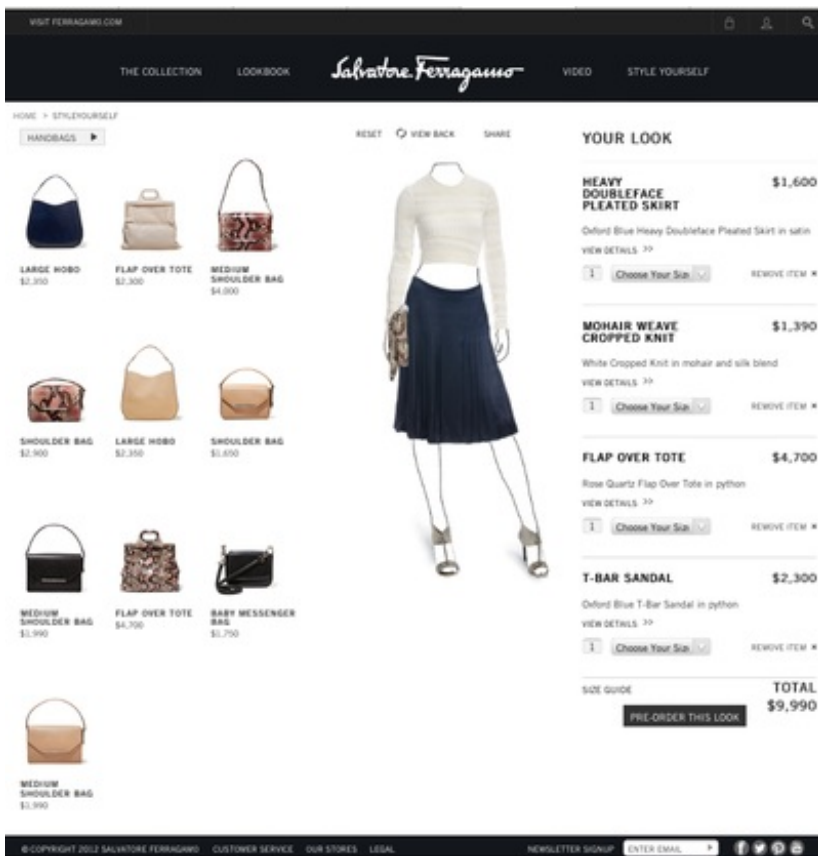


### *Ferragamo's fall/winter 2014-15 look book*

On the other hand, if the consumer selects the spring/summer tile there are more interactive touch points. For example, the consumer can shop the full collection, view the look book via footage from the runway show or create a look using the “style yourself” function.

When style yourself is selected, Ferragamo’s Web site redirects to a paper doll-like page with small thumb nail images of apparel and accessories on the left to choose from. As a look is assembled on the mannequin, the Web site generates the total price of the outfit and lists the details and prices of individual pieces selected.

Once a look is completed, the consumer can pre-order the pieces.



*Ferragamo's Style Yourself with pieces from the spring/summer 2014 collection*

Ferragamo also includes a clear call to subscribe to the label's newsletter.

## Color codes

Market research suggests that certain colors result in specific consumer actions.

Researchers at the University of Wisconsin looked at 130,000 Instagram images and found that engagement triggers differ from conversion triggers. For instance, images or in this case banner ads, with green spur engagement, while images with blue or yellow spur ecommerce ([see story](#)).

This tactic was used by Italian fashion house Bottega Veneta to lure consumers to its mobile site using a vibrant color.

In its ad, Bottega Veneta handbag displayed a bright yellow handbag in its ad to catch the attention of readers browsing through Vanity Fair's site. Although the ad shows only a small portion of the handbag, the color draws the reader's eyes to the ad and is likely to generate click-throughs ([see story](#)).

Once on the landing page, the formatting and design of the site is equally important.

"It is best to make product categories obvious on mobile sites," Ms. Lewis said.

"Due to screen size, small text and images may be difficult for users to decipher," she said. "Clear, discernible categorization will help consumers properly navigate the site, and increase the likelihood of conversion."

## Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/TJLJmqLPs4c](https://www.youtube.com/embed/TJLJmqLPs4c)

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