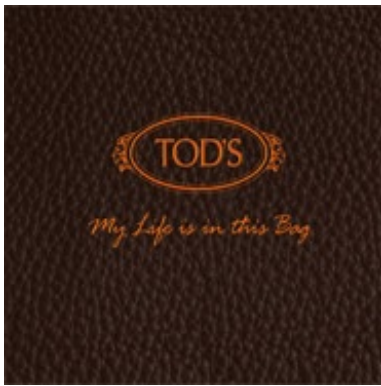


MOBILE

Tod's pushes bag collection to jet-setting women via iPad app

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By RACHEL LAMB

Leather goods manufacturer Tod's is targeting affluent female travelers with an iPad application that uses multimedia content to communicate the brand's strengths.

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The "My life is in this bag" application shows six real women with different Tod's bags who tell users how their bag fits into their lives. It also offers store locations, detailed bag information, options to share via email and integrated videos.

"The application does a fantastic job of targeting a very specific demographic by using these women," said Robert Victor, vice president of product and strategy at appssavvy, New York. "The women are relatable because they are the target audience Tod's is trying to hit.

"These women are affluent, they like traveling and they own luxury items," he said. "They probably even have an iPad in their bags.

"In addition to being a digital catalog, there are ways to share the products and the whole thing is very, very interactive."

Appssavvy is not affiliated with Tod's. Mr. Victor agreed to comment as a third-party expert.

Inside the app

The application shows six **Tod's** bags owned by six different women. Each individual has unique interests, destinations and lives that are demonstrated by the contents of each handbag.

The first screen of each bag shows the contents spilling out of it. There are gloves and sunglasses, cell phones, photographs and other personal items that allude to each woman's personality.



Individual bag page

If the users click on the “information” icon at the bottom, it brings them to a diary page where there is more information about the woman, written in her own handwriting.

Each personal page has a video of the woman expressing what her Tod's bag means to her and how it is a part of her personality.



Personal diary page on the application

The bottom of the screen shows three personal items that when clicked on, show preferred books, music selection, a favorite recipe or another favorite thing.

Below that is a button labeled “Product Detail,” where the bag is shown in its individual screen.



Information page

The information button brings up a screen showing the bag's name and description, special features and available colors.

The screen has an option to email the bag to a friend as well as a 360-degree look button, where the user can view the entire bag by running their finger in a circle around the bag.

Another option uses the consumer's location to find Tod's locations nearest to them. When a store is found, clicking on the Tod's icon shows the address, telephone number and email address of the location.



Tod's stores based on targeting location

The application has a link to other Tod's applications that the user can download. It also has the option to share the applications via email.

Refreshing the content

Mr. Victor said that best practices for having an application like this are refreshing the content.

"Most women will look at this, have fun for a little while and then never look at it again," he said. "Brands need to give their consumers a reason to go back to the app."

He suggested that the brand regularly updates its content in terms of season. It is also wise to tell consumers that the content will be updated so that they will know not to delete it.

Other suggestions include extensive promotion of the application to the targeted audience. Tod's has a clear mind-set of the kind of women that they want, and raising awareness of the application and the brand is key.

"Brands need to figure out who their consumers are, where they go and how they can reach them," Mr. Victor said.

"The easiest way to raise brand awareness is to reach women, and then have them reach one another," he said.

Final take

Rachel Lamb, editorial assistant at Luxury Daily, New York