

INTERNET

## Chloé embeds GIF imagery in email for eye catching appeal

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*Chloé email image*

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By SARAH JONES

French fashion label Chloé placed a moving image front-and-center in an email blast for its Baylee accessory collection to catch consumer attention.

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**Luxury Daily**

To illustrate the fact that the small leather goods featured were different colors on either side, the brand used a GIF style image in which the accessories disappear and reappear in various hues. Since the imagery used in email marketing is typically still, this ad will likely stand out in consumers' inboxes.

"A lot of retailers, especially luxury brands, are using animated images and media rich content in emails to drive engagement," said Brittany Mills, director of digital marketing services at [Mobiquity](#), New York.

"Traditionally, emails with one strong message and imagery get a higher click-through rate," she said. "Those with several messages don't perform too well.

"Chloé can learn a lot from these email blasts simply by what their database is engaging with. Even though they are not driving traffic to an ecommerce site, they can understand their audience behavior and help to create brand advocates with personalized messages."

Ms. Mills is not affiliated with Chloé but agreed to comment as an industry expert.

Chloé did not respond by press deadline.

Pop of color

Chloé's email used the subject line "Pop pop pop!" to make consumers curious what was awaiting them in the body of the message.

Within the email, the image was central, showing wallets and coin purses appear one by one in bright colors. Individual accessories then turn over to reveal their neutral black, tan or brown second side.

NEW BAYLEE ACCESSORIES ARRIVE IN A POP OF COLOUR



Tan, yellow, pink and beige, red, purple, grey or black – the new bi-colour Baylee accessories collection comes to life with a splash of summer colour.

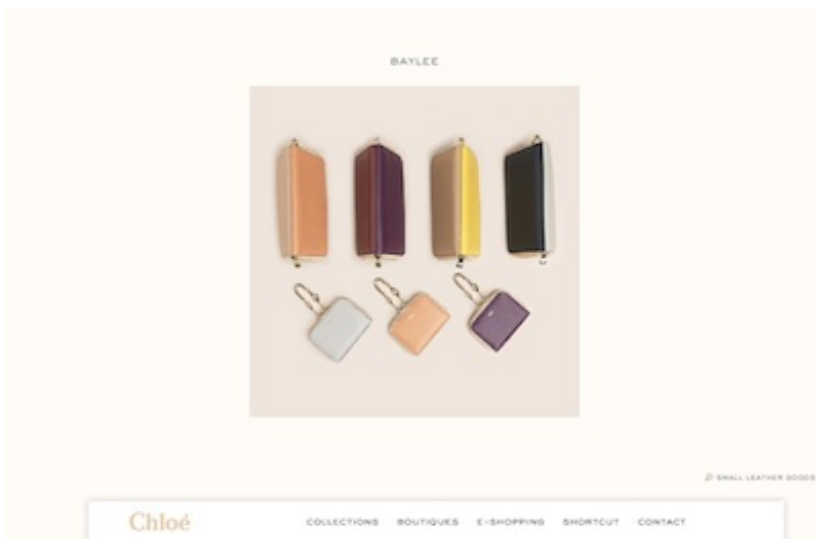
In six exciting combinations and embellished with the iconic chain zipper; the selection of wallets, coin purses and soft pouches in smooth calfskin provide perfect gift inspiration this season.

*Email from Chloé*

That image disappears and the wallets reappear again, standing up with their hinges facing the camera to show both colors at once.

Copy in the email tells consumers about the dual-tone collection, and then points out that they would make a good gift. At the end it asks "Which one will make you pop?"

The click-through takes consumers to a page containing the footage included in the email playing on repeat.



### *Landing page*

A small link below the video takes consumers to the look book for the brand's small leather goods. This is a slideshow of each individual item, which includes the wallets from the Baylee collection and other wallets and accessories.

The coin purses included in the video are not featured in the look book.



### *Chloé small leather goods look book*

Chloé does not operate its own ecommerce site, and instead offers links to third-party retailers' sites for consumers to buy its products online. However, not all of the retailers are carrying the collection, so consumers have to search through multiple Web sites to find the Baylee items if they want to buy online.

Because of this, Chloé's email will likely not drive online sales as much as it will raise awareness for the new collection. The email may serve the purpose of getting consumers into a Chloé boutique where there is less question that items will be stocked.

"With no clear path to purchase on the Chloé Web site, this is more of a brand campaign than one with a direct response goal," said Kelly Cooper, senior marketing manager for [ShopIgniter](#), Portland, OR.

"As such, to reach an even larger audience, Chloé could use the GIF to promote their small

leather goods to their social mobile audiences," she said. "Posting it directly to Twitter or mimicking the GIF effect with a Vine, publishing to Facebook and pinning are all effective tactics for promoting a brand and products to highly engaged audiences."

### Email blasts

Chloé has previously used well-timed emails on heavy shopping days to attract consumers already out shopping to its stores or counter in retailers.

The fashion label sought the attention of holiday-driven consumers with an email blast sent on Black Friday promoting its latest fragrance, Chloé de Roses.

Consumers enrolled in Chloé's newsletter received the email on Nov. 27, as many consumers prepared to take part in the imminent sales events. Although experts agree that a luxury brand can diminish its allure by participating in Black Friday, a timely email blast can pique consumer interest on a day that they are likely to be out shopping ([see story](#)).

Also, the brand has used email to deliver special experiences to its subscribers and encourage the sharing of its message.

Chloé brought its 60th anniversary digital experience to a close by offering an exclusive musical track and encouraging email shares so that consumers could spread bespoke brand messages among their friends.

"The Alphabet" campaign took each letter and matched it with a part of the brand story. After the campaign has ended, consumers were able to produce a friend's name using the 60th anniversary images of letters and send an email, enabling Chloé to reach more consumers organically through peer-to-peer connections ([see story](#)).

Chloé's email likely attracted consumers' attention with moving imagery, but the brand had opportunities to make its landing page more engaging once they clicked through.

"Customers have high expectations and brands should take every opportunity to wow and delight them with every single interaction," Ms. Cooper said. "Instead of using the same exact GIF on the landing page as in the email, I would have liked the landing page to take the email campaign one step further by offering a longer video, different GIFs or product imagery and, most importantly, a strong call-to-action.

"There is a small link, "Small Leather Goods" at the bottom right but a more prominent call to action would work to drive visitors deeper into the site to explore the products in more detail," she said. "The deeper level of engagement you can create between your campaign and your consumer, the more likely your campaign will resonate with them."

### Final Take

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

Embedded Video: [//www.youtube.com/embed/faBZZFZq\\_Cw](https://www.youtube.com/embed/faBZZFZq_Cw)

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