

MOBILE

Dolce & Gabbana expands television commercial with The Cut mobile ad

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Kate King for Dolce & Gabbana's Dolce

By SARAH JONES

Italian fashion label Dolce & Gabbana is providing a second-screen experience for consumers through a mobile advertisement for its Dolce fragrance on New York magazine's The Cut blog.

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The ad links to a content page related to the television commercial currently airing for the fragrance, giving consumers videos to view and details about the fragrance. While this provides an immersive experience for consumers, since there is no direct path to purchase, only the most avid fans of the brand will likely take the necessary steps to find a retailer and purchase the fragrance.

"This campaign is geared toward awareness of a new product," said Doug Stovall, chief operating officer of [Hipcricket](#), Bellevue, WA.

"Dolce & Gabbana give people plenty of content that connects on a personal or emotional level," he said. "Giving a 'backstage' perspective makes the consumer feel more connected to the brand.

"To improve the likelihood of in-store sales from this campaign, Dolce & Gabbana could

have incorporated a store or product locator function into the Web site. This could have served personalized information to consumers based on their current location."

Mr. Stovall is not affiliated with Dolce & Gabbana but agreed to comment as an industry expert.

Dolce & Gabbana did not respond by press deadline.

Product placement

Dolce & Gabbana's ad ran across a number of sections on The Cut in the banner position.



LOVE & WAR



Dolce & Gabbana mobile ad on The Cut

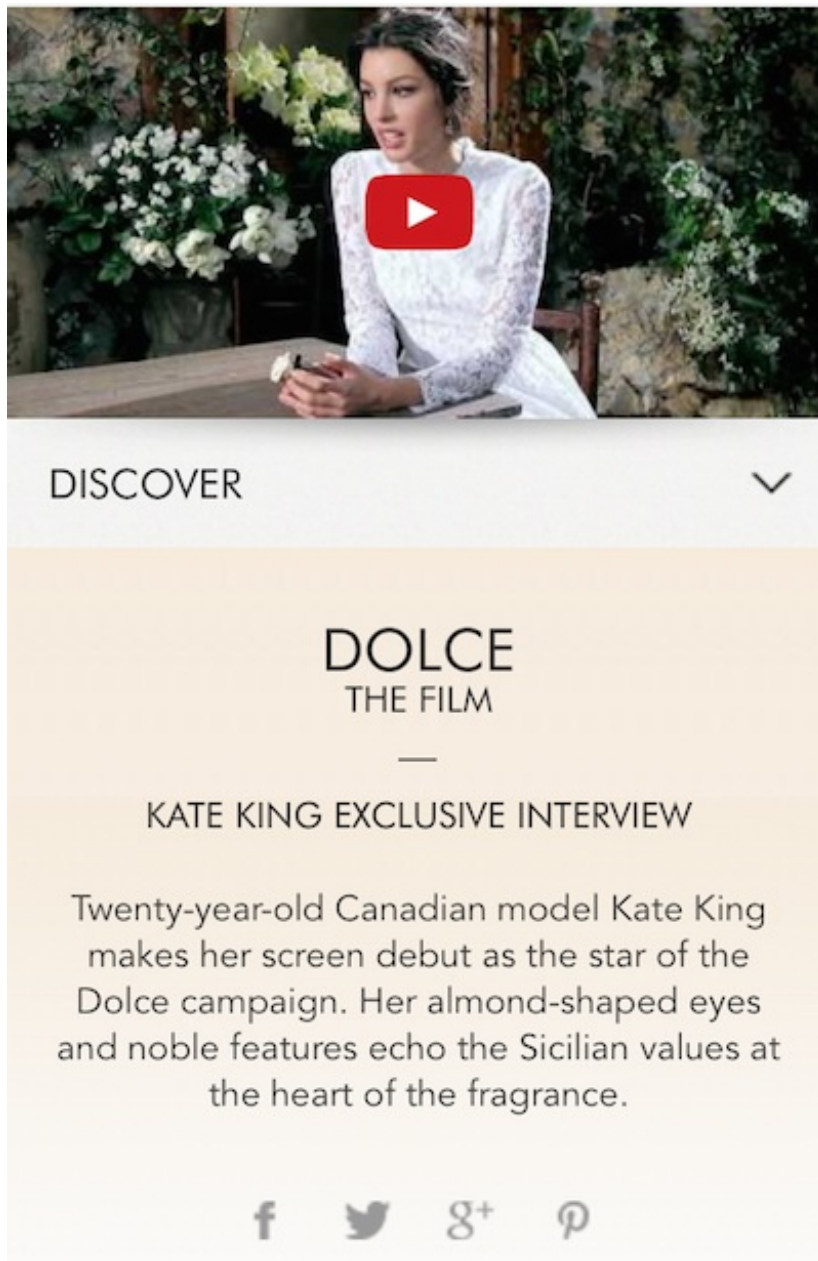
The acqua colored fragrance bottle is centered on the cream ad. To the left is the perfume's name followed by smaller text with the brand logo.

On the right side of the ad is the call to action to "discover more" set against a floral background.

The click-through takes consumers to the dedicated page of the brand's Web site for Dolce.

At the top of this page is a video interview with Dolce campaign star Kate King. In between

clips from the photo shoot for the campaign, Ms. King talks about her feelings on perfume.



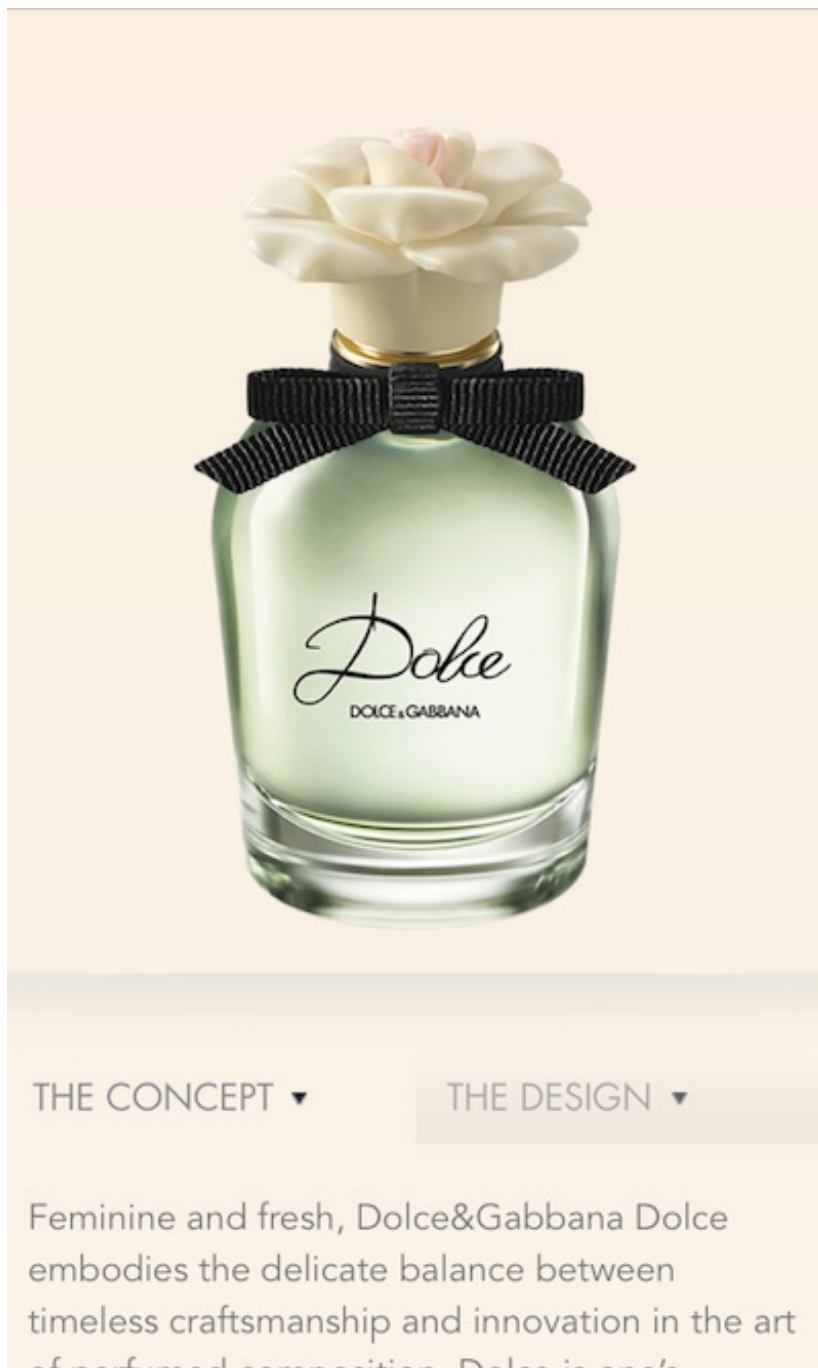
Dolce landing page

Below that consumers can watch the director's cut of the campaign film, a longer version of the commercial, for the perfume. Dolce & Gabbana wove a love story between a farmhand and an aristocrat for Dolce.

In the video, Ms. King walks onto a lemon field and gets the attention of a harvester. He then picks a blossom and sends it via two children to the object of his affection and their eyes lock ([see story](#)).

The film was released after three trailers, which the Web page also includes below the video.

After the video content, Dolce & Gabbana provides detailed information about the perfume itself, both the content and design.



Dolce landing page

Dolce & Gabbana aimed to create a flacon with a vintage yet contemporary design using thick, curved glass. The bottle's flower stopper is meant to symbolize the marzipan molded by Sicilian confectioners.

The importance of family and the brand's DNA is noted in the fragrance's design as well. The black ribbon tied around the bottleneck is symbolic of bow ties and white dress shirts worn during early Dolce & Gabbana runway shows ([see story](#)).

By clicking on buttons, consumers can see what scents blend together to create the top, heart and base notes of the fragrance.

After the copy telling consumers about the fragrance, Dolce & Gabbana informs about the campaign, which was shot by designer Domenico Dolce. Consumers can click through a gallery of behind-the-scenes shots from the photo shoot.



Behind-the-scenes content from Dolce & Gabbana

Below the campaign are details of the White Amaryllis that makes up part of the heart notes of the perfume. This tells consumers that the flower grows in a specific region of South Africa.

Rounding out the Web page are photos of the lotion and shower gel, showing the “range” of the line.

There is no ecommerce option on this page, since Dolce & Gabbana does not sell its own beauty online. To buy the products featured, consumers would have to navigate to the menu, pick the store locator, search and find a retailer that carries its beauty line.

Conversion rate

Often luxury brands’ mobile ads are not designed to lead to conversions online due to the fact that many luxury consumers prefer to shop in-store.

France’s Hermès limited the amount of engagement to improve on quality with a mobile advertisement on New York magazine’s The Cut.

The ad played with the color scheme and animation of the brand’s “Metamorphose” campaign and lead solely to an abbreviated version of its video. While the ad may have been more effective with more steps for engagement, not all mobile efforts have to generate sales ([see story](#)).

Also, French fashion house Chloé aimed to spark interest in its fragrance offerings with a banner advertised on the mobile-optimized version of New York magazine’s fashion blog The Cut.

The simple banner ad included no loud call to action prompts that would likely drive the reader away from the content on The Cut. Though the ad was modest in execution, fashion-savvy readers may have been attracted to the banner due to the brand’s sparse digital presence ([see story](#)).

Chloé's ad sent consumers to Nordstrom's Web site where they can purchase the fragrance, but does not achieve the same connection with consumers as Dolce & Gabbana does.

"In introducing its newest fragrance, Dolce & Gabbana tries to personify a scent through mobile content," Mr. Stovall said. "This is definitely a challenge, given the personal nature of scent. So how do you convey the fragrance's essence through a mobile device?"

"The brand accomplishes this by making good use of mobile video," he said. "The emotional connection served right to someone's most personal device (their smartphone), creates a connection with the brand."

"This connection is deepened as Dolce & Gabanna welcomes viewers 'backstage for extra behind the scenes footage and interviews. We feel that we're part of the brand, and having a casual conversation, rather than marketed to."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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

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