

MOBILE

Tiffany relies on Mother's Day timing for mobile ad click-throughs

May 6, 2014



Tiffany Mother's Day gift guide ideas

By SARAH JONES

Jeweler Tiffany & Co. is aiming for last-minute Mother's Day purchases through mobile with an advertisement on New York magazine's The Cut.

Sign up now

Luxury Daily

The brand ran two different versions of the ad for phone and tablet, adjusting for screen size. Even though the phone version of the ad does not mention Mother's Day explicitly, consumers might get the implied message and click through from brand recognition.

"Tiffany has built a branding empire based on their jewelry quality, high-end reputation, beautiful storefronts – and memorable packaging," said Philippe Poutonnet, vice president of marketing at [HipCricket](#), Bellevue, WA.

"Although a very recognizable brand, it is vital to optimize mobile ads to fit screen sizes while still conveying key messages," he said. "It is possible that Tiffany dropped the Mother's Day messaging from the iPhone banner ad simply due to space constraints.

"To fully convey what the message of the ad is, they should have found a way to keep the call to action in the iPhone banner ad. Without it, consumers are engaging with a generic piece of content and don't have insight into where the banner ad will take them or what to

expect when they are redirected to the landing page."

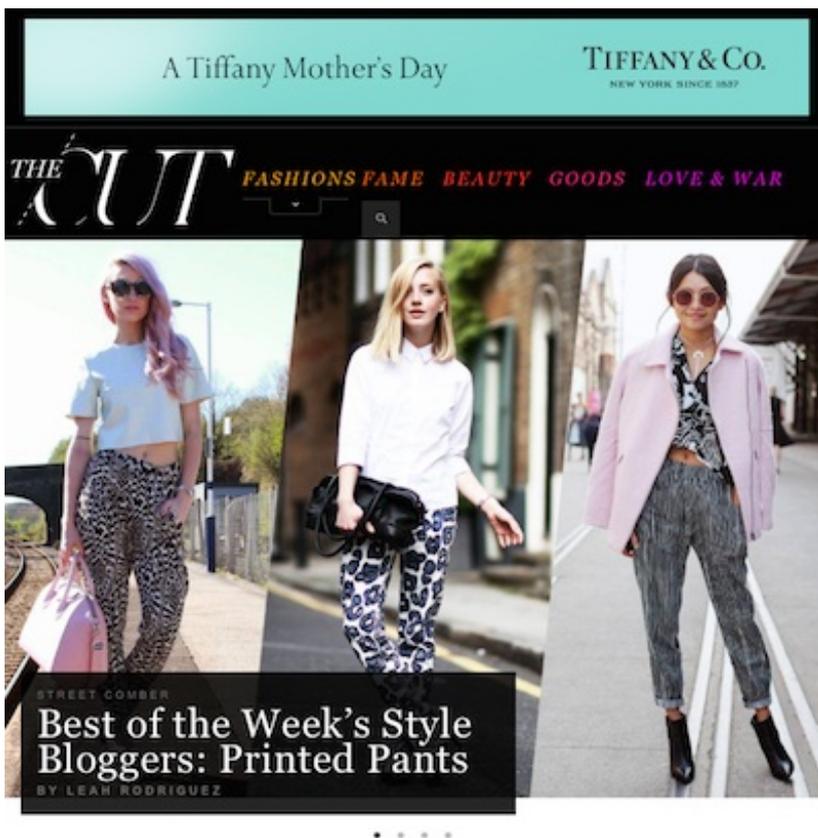
Mr. Poutonnet is not affiliated with Tiffany & Co. but agreed to comment as an industry expert.

Tiffany & Co. did not respond by press deadline.

Device difference

Tiffany's ad ran in the banner position on the homepage of The Cut.

On the tablet version, the ad includes the copy "A Tiffany Mother's Day" along with the brand name. Below its name, Tiffany included the note that it had been around in New York since 1837.



THE LATEST

9:31 AM |

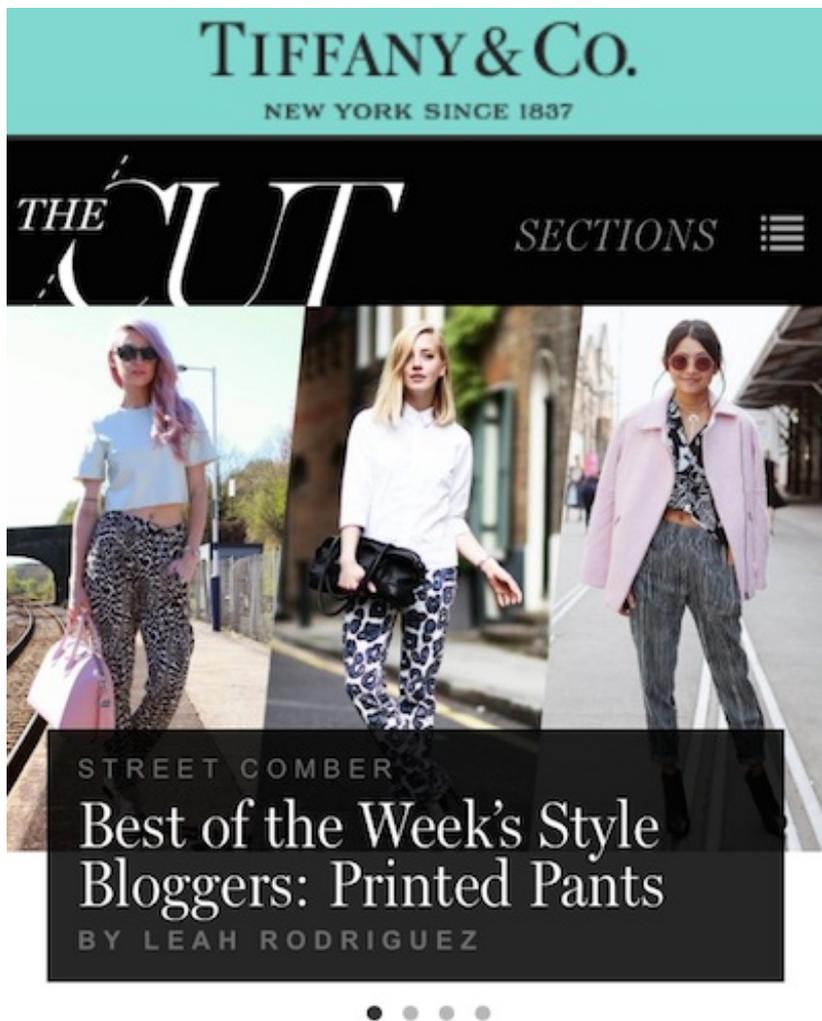
Rihanna Looked Like a Lacy

8:58 AM

GOOP Is Opening a Brick-and-

Tiffany ad on The Cut as seen on a tablet

For the iPhone, Tiffany's ad showed just its brand name and the heritage note.



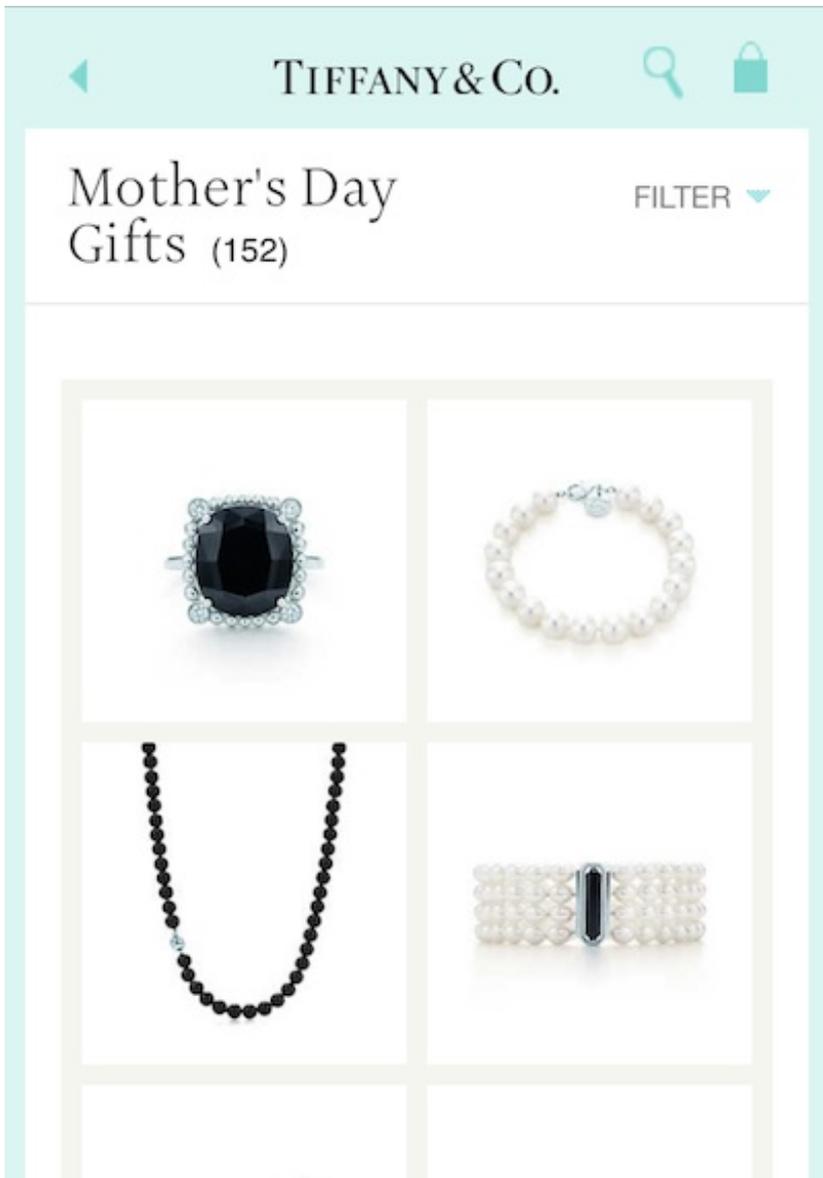
THE LATEST

Tiffany mobile ad on The Cut as seen on a phone

Both of the ads included the jeweler's signature blue color, which the fashionable readers of The Cut are likely familiar with.

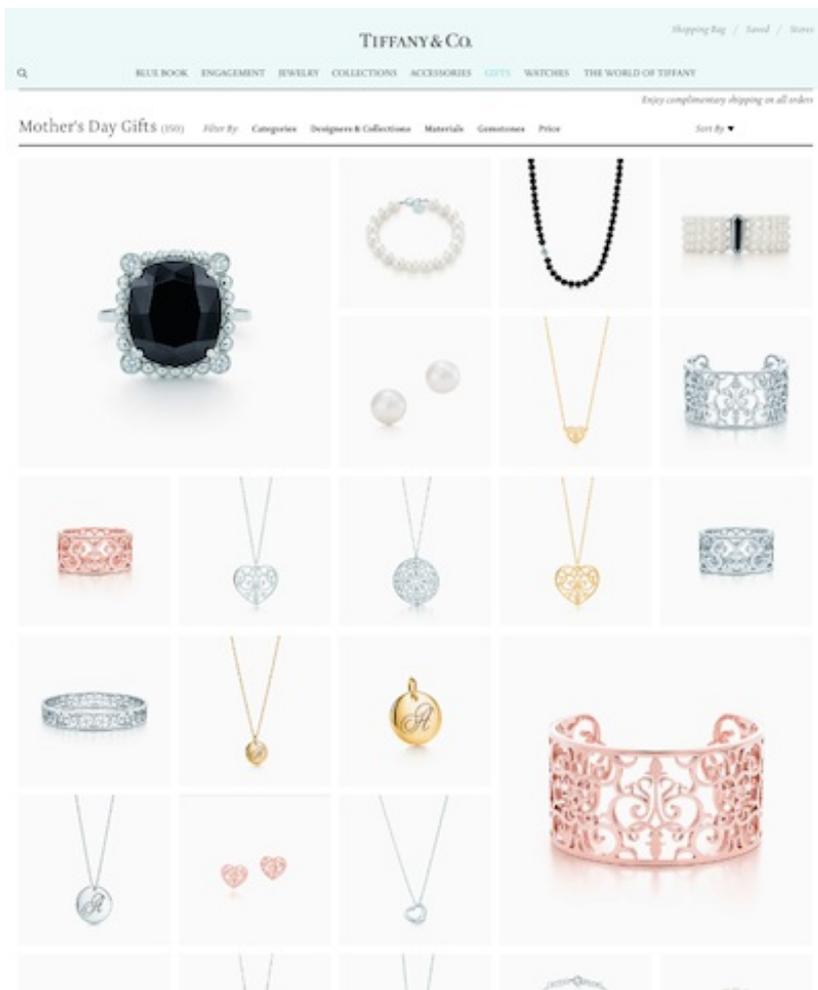
The click-through for both ads takes consumers to the Mother's Day gift guide page of the jeweler's Web site.

On a smartphone, the gift guide appears as two rows of tiles with one product featured in each. A filter button allows consumers to view pieces with a particular gemstone or material or sort by price range.



Landing page for phone

The gift guide ranges from affordable luxury, with \$150 pendants, to pieces in the four digits.



Landing page on tablet

Tiffany's mobile ad amplifies the efforts from the brand on social media, where it also linked to its Mother's Day gift guide. On Twitter, Tiffany held a conversation with consumers, answering their questions of what to get the mom in their life for the holiday.



Tweets from Tiffany

"Mobile is a critical component in digital marketing especially for luxury brands like Tiffany," Mr. Poutonnet said. "Research has shown that smartphone and tablet use is directly correlated with household income, and affluent consumers are shopping more often.

"The fact that luxury shoppers are more likely to use mobile devices necessitates an optimized mobile experience and landing pages across various screen sizes," he said.

"Both the iPad and iPhone landing pages are designed and optimized for the specific screen size of the device. This helps users engage in a manner that feels natural and comfortable to them.

"The filtering options help users find exactly what they want directly from the landing page. The less effort it is to find the product they want, the quicker potential buyers can convert and check out."

Mobile messaging

Tiffany has previously targeted mobile readers of New York-based publications with ads to spread awareness and boost sales, both online and in-store.

Also, Tiffany triggered multiple forms of mobile engagement through a banner ad on The New York Times that let consumers proceed to the jeweler's site or download one of its applications.

The static banner ad stated the call to action "visit Tiffany.com," but once iPhone users

arrived at the site, a pop-up window invited them to download the Tiffany & Co. Engagement Ring Finder or the What Makes Love True mobile apps. Tiffany likely ensured that consumers explored the brand through the mobile ad by letting them choose the platform ([see story](#)).

Jewelers are focusing their efforts on Mother's Day through mobile ads, giving unsure consumers their picks for gifting.

David Yurman is appealing to consumer sentiment with an advertisement on Condé Nast-owned Vogue's mobile Web site.

The jeweler's ad takes consumers to a Mother's Day gift guide, which is rounded out with personal stories from the designer about his wife. By connecting with consumers on a deeper level about gift giving, David Yurman will likely get consumers to commit to one of its pieces to share their affection ([see story](#)).

Tiffany might have considered leaving the Mother's Day prompt in its phone banner ad.

"We believe that the iPad ad is likely to generate more clicks," Mr. Poutonnet said. "It's clear, concise Mother's Day call-to-action makes a greater emotional connection than the generic iPhone ad, a key to any good mobile ad campaign.

"Tiffany is a legendary brand, one that any mother would love to receive for Mother's Day," he said. "This ad implies that very well without being intrusive to the consumer's experience on The Cut. It doesn't feel out of place or incongruous given the time of year.

"In fact, it serves as a reminder for all the absent-minded sons and daughters who might have forgotten that Sunday is Mother's Day."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/apA6SbjA_wg](https://www.youtube.com/embed/apA6SbjA_wg)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.