Barneys tries for mcommerce in Vanity Fair mobile ads
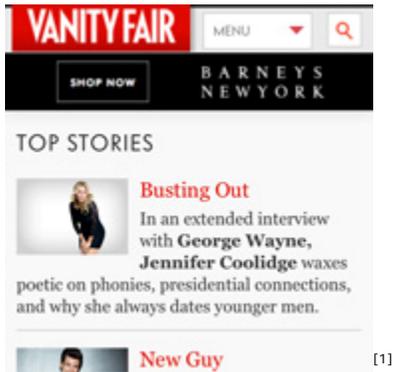
Posted By Tricia Carr On September 24, 2012

[1]

Barneys mobile banner ad on VanityFair.com

Retailer Barneys New York placed a banner ad on Condé Nast-owned Vanity Fair's mobile site, but could miss out on transactions since it did not optimize its content for smartphones.

The banner ad linked to a section of Barneys' pinch-and-zoom ecommerce site that offered women's designer fall fashion. As a rule of thumb, luxury marketers should tailor their ad links to digital and mobile platforms to boost ease of purchase, especially if the ad contains a commerce call to action.

"Executing a tactic well is imperative, and a missing link should be unacceptable to any marketer," said Chris Ramey, president of Affluent Insights [2], Miami. "It is just a missed opportunity," he said. "Users will probably be surprised to see this on mobile, but people move on quickly to other things on their smartphones." Mr. Ramey is not affiliated with Barneys, but agreed to comment as an industry expert.

Barneys [3] was not available for comment before press deadline.

Technical difficulties

Barneys' mobile banner ad is a black bar under the masthead of the Vanity Fair [4] optimized site. The ad contains the Barneys logo and a "Shop Now" button.

Underneath the ad is Vanity Fair's "Top Stories" feed.
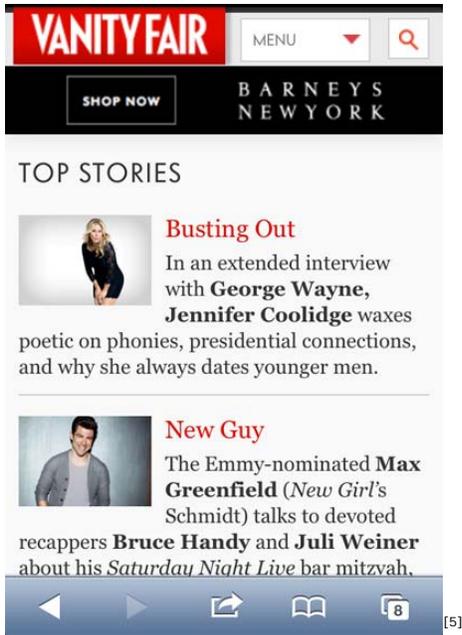
[5]

Barneys banner ad

When users click on the ad, they are brought to the "Designer Clothing [6]" section of Barneys' ecommerce site, which is a pinch-and-zoom site.

Users can browse 4,308 apparel items from brands such as Proenza Schouler, Marni, Helmut, 3.1 Phillip Lim, Jil Sander, Lanvin and Bottega Veneta.

Also, the current header of the Designer Clothing section leads users to Barneys' selection of Derek Lam apparel.
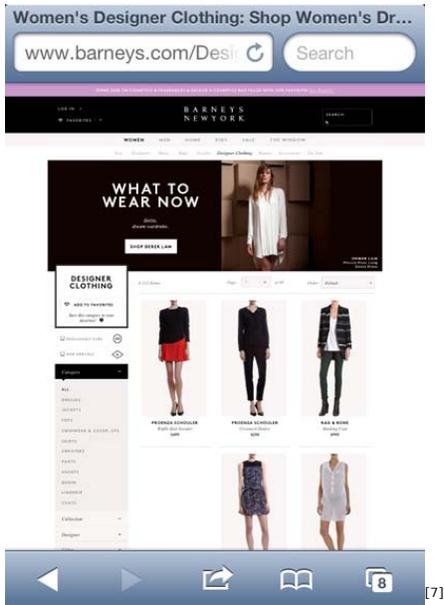
[7]

Ad link

Meanwhile, the mobile-optimized Barneys site is commerce-enabled. The retailer could have upped its chances of getting transactions from its banner ad by linking to the "Designer Clothing" section of its mobile site.

The mobile site incorporates the functions of the Internet site including commerce, search filters and favorites ([see story](#) [8]).

Mobile movers
There are quite a few ways for luxury brands to leverage banner ads through the capabilities on mobile devices.

For instance, jeweler Tiffany & Co. is looking to direct affluent New Yorkers to its new SoHo property through geo-targeted banner ads on the Weather Channel mobile application. Consumers checking out the map section on the app can see the banner ad on the top of the page. The app allows consumers to call the store and gives directions to the property ([see story](#) [9]).

Additionally, Toyota Corp.'s Lexus is drawing eyes to its new model through banner ads on The New York Times mobile site. When consumers click on the ad, they are brought to a page of the Lexus site dedicated to the ES where they can look at features, picture galleries, colors and ownership opportunities ([see story](#) [10]).

Also, New York-based department store Bergdorf Goodman used the Words With Friends app to drive foot traffic with a location-based banner ad promoting an in-house event. Bergdorf's banner ad at the bottom of the screen endorsed a meet-and-greet with designer Nancy Gonzalez at the brand's store that consumers could RSVP to on Facebook ([see story](#) [11]).

Luxury marketers should have a goal for each mobile banner ad such as commerce, gaining attention from aspirational consumers or showing off lifestyle content. Subsequently, marketers should use the functions of the mobile channel that help to achieve the goal.

In Barneys' case, the retailer could have improved its chances of seeing transactions by flaunting its commerce-enabled mobile site or using a smartphone's GPS to lead consumers to the nearest store. "**Barneys will get increased exposure, "Mr. Ramey said. "It is a unique platform to spell products. "Digital ads are certainly driving business today, but mobile is experimental and we certainly applaud anyone who is an advancer in the category. "It takes a different perspective to highlight a product on a phone versus a larger computer screen."**

Final Take
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[3] Barneys: **http://barneys.com/**
[4] Vanity Fair: **http://m.vanityfair.com/**
[5] Image: **http://www.luxurydaily.com/wp-content/uploads/2012/09/Barney-Vanity-Fair-ad.jpg**
[6] Designer Clothing: **http://www.barneys.com/Designer-Clothing/womens-clothing,default,sc.html**
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