

Swarovski

Driving In-Store Footfall and Promoting App Downloads

23k

app downloads
over 205k used the map
functionality in the ad

#3

ranked app
Lifestyle France and
reached #4 Lifestyle UK

Overview

Since 1895, Swarovski has been synonymous with craftsmanship, precision and innovation. Its unique know-how has made the company shine as the worldwide cut crystal reference, delighting consumers with desirable and sparkling creations. Showing the creativity that lies at the heart of the company, the Swarovski brand line of jewellery, watches and accessories are sold through more than 2,200 retail outlets worldwide.

To launch their spring/summer 2013 jewelry and accessories collection, "Tropical Paradise," Swarovski selected [a.mo.bee] to execute a cross-national mobile advertising campaign to bring the chic, feminine line to market.

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Objectives

- Raise awareness of the Swarovski summer 2013 “Tropical Paradise” jewelry collection
- Drive downloads and use of the Swarovski Mobile application
- Connect with potential consumers and inspire them to visit the Swarovski online boutique to shop the Tropical Paradise collection
- Drive traffic to Swarovski boutiques

Creative

Using [a•mo•bee] for Advertisers’ technology, [a•mo•bee] strategically paired UK-based mobile operator data and users’ location to deliver relevant SMS messages to target opt-in iPhone and Android users (woman ages 18-44) within a 200m radius of a Swarovski boutique.

Once the user clicked the SMS message, they were provided with a map and directions to the closest Swarovski boutique. Additionally, the user was encouraged to visit the colorful, immersive mobile landing page where they can navigate Swarovski’s online boutique. Through immersive mobile advertisements across UK, France, the US and South Korea, [a•mo•bee] encouraged mobile users to download the Swarovski app to explore the entire Tropical Paradise collection at their leisure.

The stunning imagery tailored especially for the Tropical Paradise mobile ad campaign demonstrated the variety of materials used in the jewelry collection. By showcasing the vibrant, festive colors in the campaign creative, [a•mo•bee] effectively conveyed the spirit of the Tropical Paradise collection.

Results

Overall, Swarovski saw considerable visibility and indications of the intent to shop, both online and in-store. The Tropical Paradise campaign achieved nearly 23,000 app downloads, with over 205,000 users activating the “map” function within the ad unit. Additionally, the Swarovski mobile app reached the #4 app rank in Lifestyle UK and #3 in Lifestyle France, driving significant organic app downloads as well.

