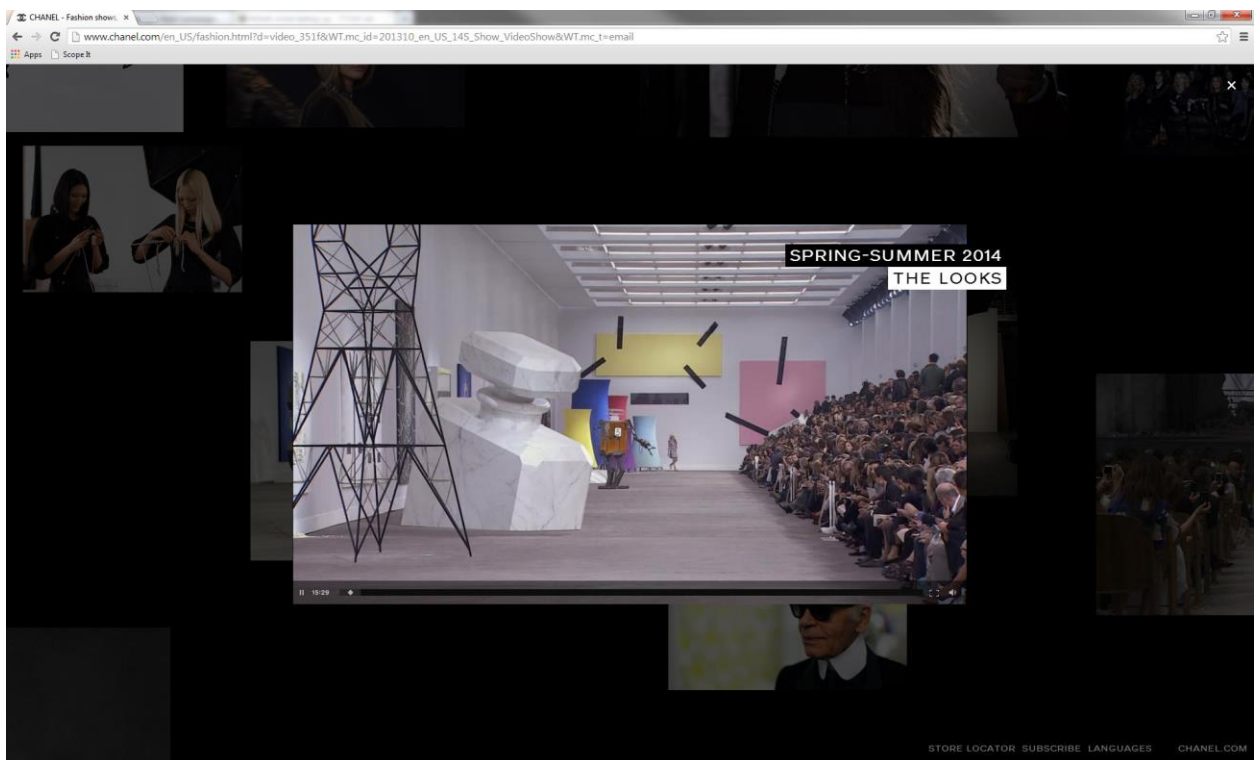


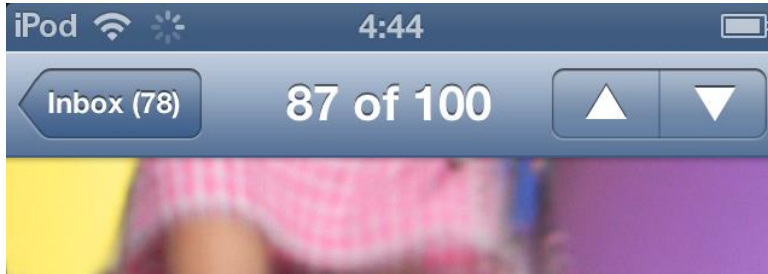
STYLE Campaign “THE SHOW” LINK

Desktop

http://www.chanel.com/en_US/fashion.html?d=video_351f&WT.mc_id=201310_en_US_14S_Show_VideoShow&WT.mc_t=email



iOS



FASHION SHOW

SPRING-SUMMER 2014
OCTOBER 1ST, 2013 - GRAND PALAIS - PARIS

FULL VERSION
ON CHANEL.COM

—

▶ THE SHOW

▶ INTERVIEW
WITH KARL LAGERFELD

▶ THE LOOKS

—

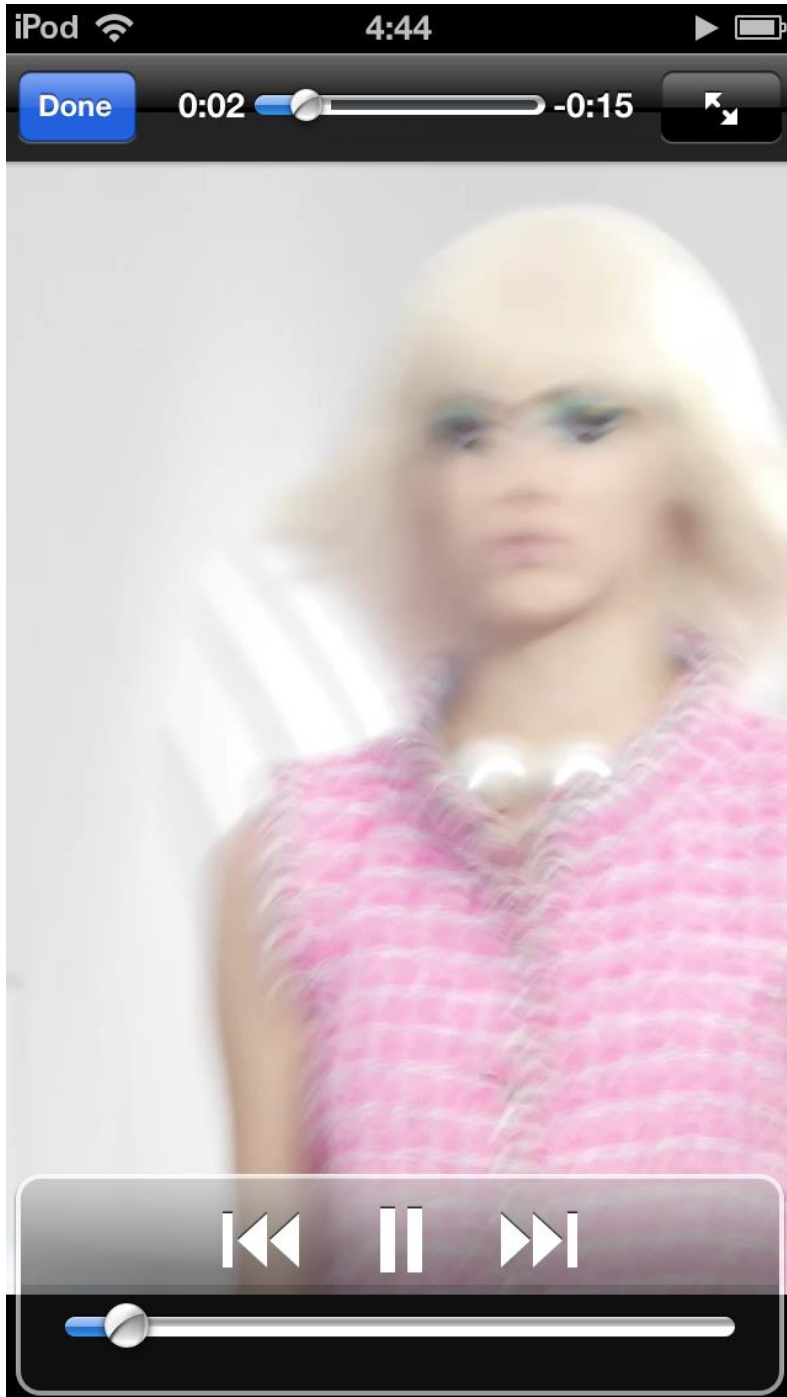
BACKSTAGE ON

Chanel



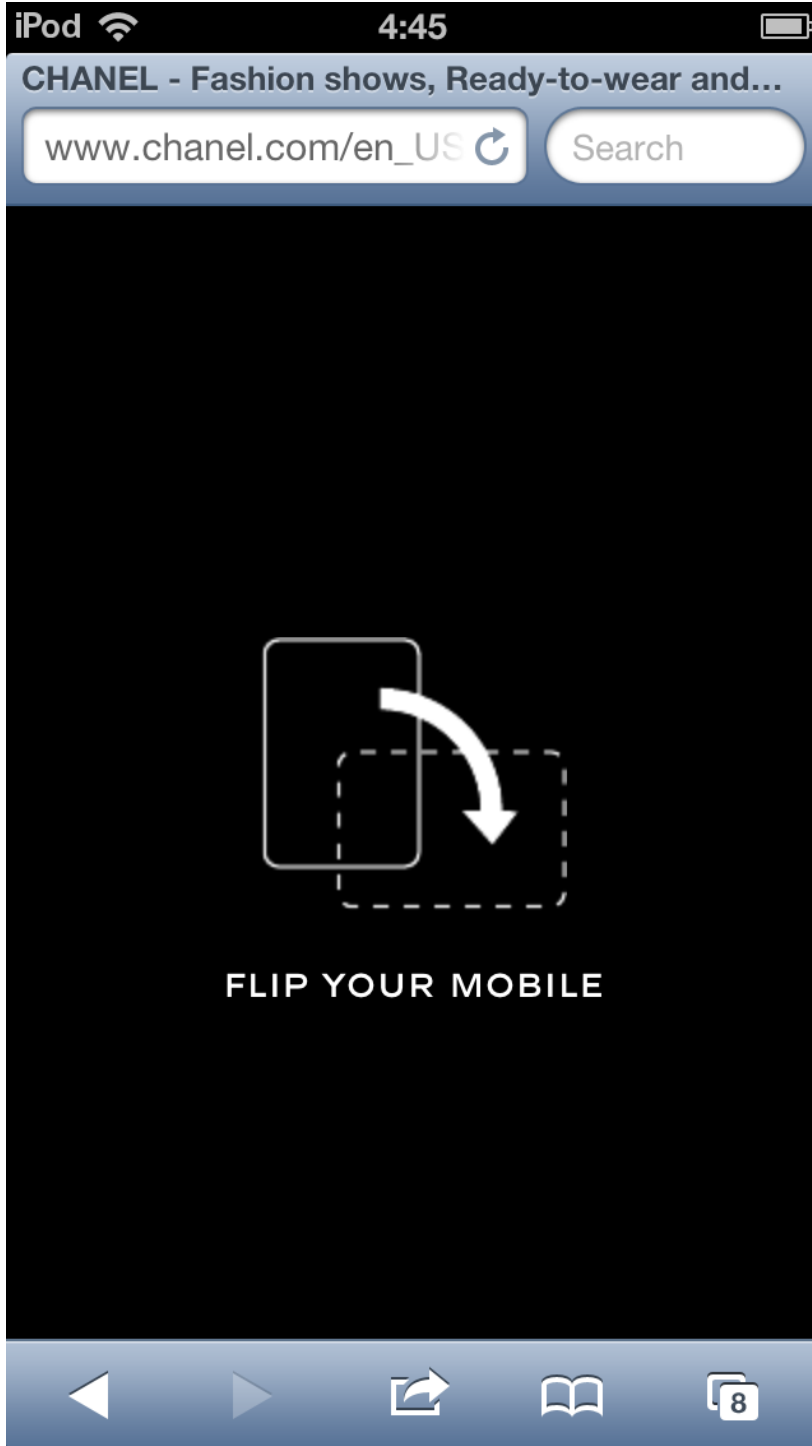
Direct to MP4 hosted video, plays video.

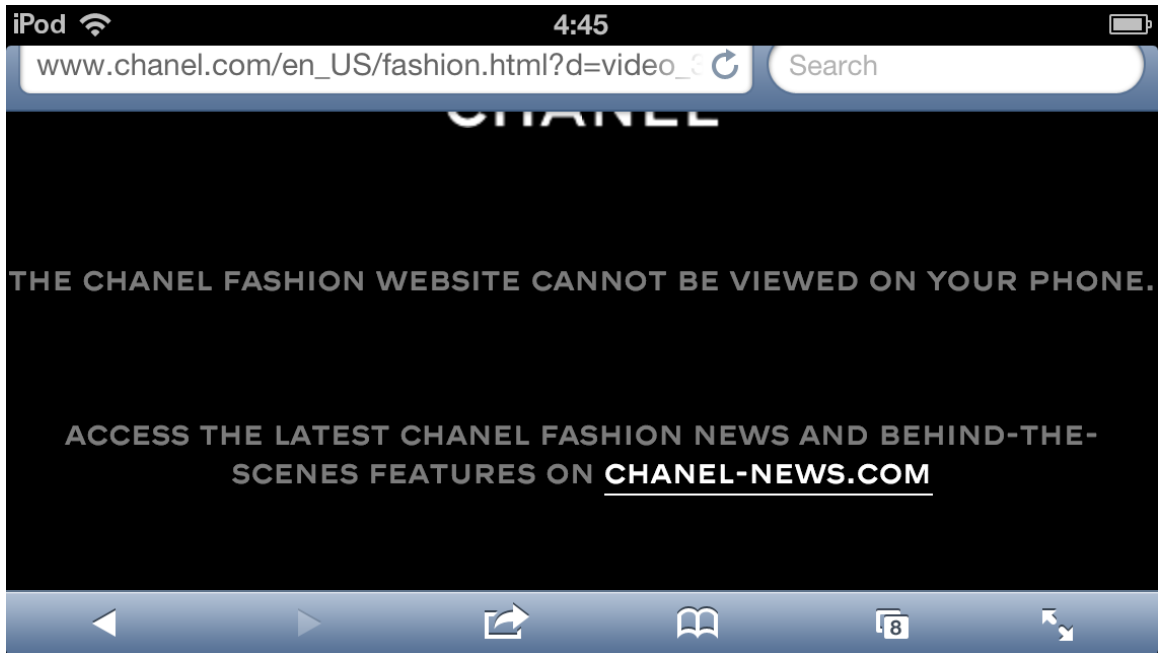
http://edm.chanel.com/fashion/RTW_SS14/videos/chanel_pap_pe_14_edm.mp4



Chanel.com desktop "THE SHOW" link on iOS:

http://www.chanel.com/en_US/fashion.html?d=video_351f&WT.mc_id=201310_en_US_14S_Show_VideoShow&WT.mc_t=email





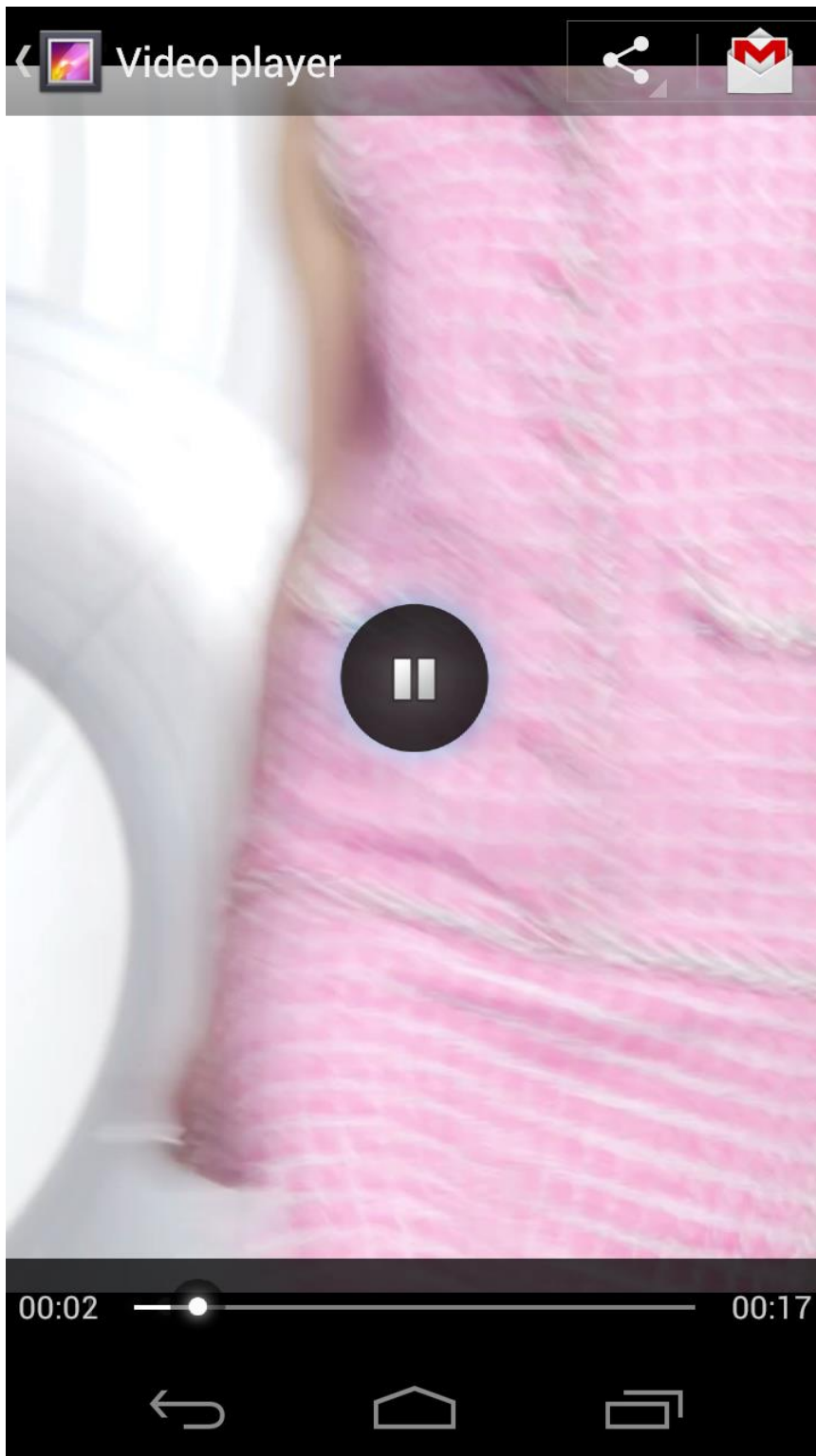
“THE CHANEL FASHION WEBSITE CANNOT BE VIEWED ON YOUR PHONE”.

Android: Samsung Galaxy Nexus - 4.0.4 Ice Cream Sandwich



Linking to MP4 video directly launches the video player.

http://edm.chanel.com/fashion/RTW_SS14/videos/chanel_pap_pe_14_edm.mp4



Chanel.com desktop "THE SHOW" link on Android.

"THE CHANEL FASHION WEBSITE CANNOT BE VIEWED ON YOUR PHONE"

http://www.chanel.com/en_US/fashion.html?d=video_351f&WT.mc_id=201310_en_US_14S_Show_VideoShow&WT.mc_t=email



As we have the ability to serve different links to desktop vs. mobile, after the above testing we felt it was a better experience for mobile users who click on “THE SHOW” to go direct to the MP4 hosted video, as the desktop parade page cannot be viewed on a mobile device.

I’m not sure if this is specific to the US, or if all countries get the black screen above? We assumed it was the same behavior everywhere, and that by sending users to the MP4 video it was a preferable solution.

If you are on a mobile device that does not support responsive design, you’ll get sent to the desktop parade video. This is because the link swapping functionality, only works where responsive design is supported, (iOS, native Android etc.).

For future builds, having a set of desktop and mobile links for the copy under the hero might help to avoid any confusion, as there are two sets of links within this template.

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