



March 18, 2011, 3:43 pm

Jenn-Air in Ad Deal With Architectural Digest

By [STUART ELLIOTT](#)

A leading line of higher-end appliances is making changes in how it seeks to reach potential buyers of products like ranges, cooktops, refrigerators and dishwashers.

Jenn-Air, part of the Whirlpool Corporation, is expanding beyond its usual print advertising efforts as part of a large deal with Architectural Digest, part of the Condé Nast Publications division of Advance Publications. The buy is being described as the brand's largest single ad initiative for the year.

The agreement includes digital, experiential, public relations and social media elements in addition to ad pages in Architectural Digest magazine. On the digital front, there is a presence on Web sites like archdigest.com and shopad.net as well as other sites that are part of Condé Nast Digital.

Also, Jenn-Air is becoming the presenting sponsor of the first application from the magazine for iPads, iPhones and the iPod Touch, which is now available free at the [iTunes App Store](#).

The Amazing Kitchens app, as Architectural Digest is calling it, includes information on products, photographs, tips from the magazine's editorial staff, an "editor sourcebook" of resources like suppliers and designers and a "look book" of images that can be customized and shared through e-mail and social media.

The app was introduced on Thursday by representatives of Jenn-Air and Architectural Digest at an event at the magazine's Home Design Show.

Jenn-Air also has an exhibit space at the show, which continues through Sunday at Pier 94, located at 55th Street and the West Side Highway in Manhattan.

Other experiential elements, in addition to the event and the exhibit, will include a breakfast for bloggers, reporters and editors attending the show.

“One thing that’s important for Jenn-Air is to be influential with the design community,” Brian Maynard, director of marketing for Jenn-Air at Whirlpool in Benton Harbor, Mich., said in an interview on Thursday.

That is particularly necessary now that “Jenn-Air has been repositioned” as of January 2010 “to hit a much higher demographic,” Mr. Maynard said, which he defined as “the high-end market” but “not the über, über.”

Steve Brown, general manager for Jenn-Air, said that in asking media companies and media properties for proposals for 2011, there were “digital pieces that Architectural Digest was able to bring to the party” that were appealing.

“We are advertising in other places,” Mr. Brown said, but “we did prioritize this as our most important buy.”

The Jenn-Air ad buy with Architectural Digest is valued at more than \$1.4 million.