

MOBILE

Harrods adds gamification to Shoe Heaven campaign to reach aspirational audience

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Stiletto Wars image

By SARAH JONES

British department store Harrods is getting shoe fanatics to engage with its recently expanded footwear sales floor with a heel-themed digital game.

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Luxury Daily

Stiletto Wars is accessible in the September issue of Harrods' magazine application, as well as in a window display at the retailer's London store. Providing an entertaining way to interact with products allows brands to engage consumers on an ongoing basis via their mobile devices, as well as providing an active way for aspirational consumers to get involved.

"Harrods launched the Harrods Magazine app in April 2012," said Deborah Bee, director of creative marketing at **Harrods**, London. "The award-winning monthly digital edition of the magazine is very popular internationally – with nearly 100,000 downloads across the world – and the interactive features significantly increase dwell time, especially the onscreen beauty tester, The Make-up Studio.

"Creating a game was the next logical step for the Harrods Magazine app," she said.

"Gaming is such an intrinsic part of our culture – it is the number one activity on mobiles in terms of time spent, dwarfing even Facebook. Interactivity is a key part of today's magazine world, bringing the printed issue to life with videos, games and interactive features.

"Stiletto Wars is simply good fun, delivering an addictive gaming experience through heavenly shoes, and users have the chance to win their dream pair of heels from Shoe Heaven for just playing and submitting their score."

Playing games

In order to play the game on a mobile device, consumers have to first download the Harrods magazine app for free, and download the September issue within the app. To introduce the game, Harrods shared a social video on Facebook that showed the app in use, and ended with a link to the Apple App store to download the magazine for iOS devices.

The issue is themed around Harrods' Shoe Heaven, a newly unveiled 42,000-square foot space for women's footwear that will stock more than 50 designers and labels.



Harrods Shoe Heaven

Harrods previously let its loyal followers know of the opening via social media and email marketing to inspire consumers to visit the store in person ([see story](#)).

When the issue opens, an animation of identical women swinging out of the clouds high heels-first plays automatically.



Screenshot of Harrods Magazine September issue

The editor's letter delves into the statistics of the new shoe floor, with its 17 boutiques carrying brands including Chanel, Christian Louboutin and Manolo Blahnik.

Stiletto Wars is the second article in the issue, with an introduction that calls it the "super-addictive new game for shoeaholics."

The game is akin to Bejeweled for pumps, asking consumers to match at least three of the same shoe either vertically or horizontally. When three are matched, the consumer gets points, and the line of matches disappears to allow the tiles to shift down.



Screenshot of Harrods Magazine app

After the three minutes on the clock runs out, the consumer's score is revealed, and they are given options to share their score for a chance to win prizes by submitting their contact information and creating a username. From Sept. 1-30, the top scorer on the leaderboard at 8 p.m. on Sunday night on Sept. 7 will win a gift card to Harrods for about \$830.



Screenshot of Harrods Magazine app

On Oct. 31, every consumer who has shared their score since the launch of the game will be entered into a drawing for a VIP experience for two. The winner will get to share a personal shopping appointment in Shoe Heaven, complete with an \$830 gift card, and beauty treatments, including a manicure, pedicure, haircut and blow-dry.

A leaderboard shows the top scorers at the time, giving consumers a goal to reach. This competition gives consumers an incentive to play, and allows aspirational consumers the opportunity to shop the new shoe floor.

From Sept. 1-22, consumers can also play Stiletto Wars through a large installation in the retailer's windows on Brompton Road.

In addition to the game, the magazine issue also includes an article that delves deeper into the retail space, and introduces the Silver Lining collection of 37 exclusives, including metallic versions of Tod's Gommino, Valentino's Rockstud pumps and Ferragamo ballerina flats.

The game launch was timed with the unveiling of the Silver Lining collection, which was revealed the same day via email and social media.



 Harrods @Harrods · 21h
Join us tomorrow, when we will all be smiling. As #HarrodsShoeHeaven will take over and reveal it's silver lining.
pic.twitter.com/2g3m8qWtys
A. Christian Louboutin

Tweet from Harrods

Mobile engagement

Taking fashion and turning it into an engaging app can get consumers to learn about products throughout their day.

For instance, French apparel and accessories house Hermès is giving consumers an interactive way to browse its tie selection with a new mobile application that aims to provide a respite from work or commutes.

Hermès' Tie Break includes arcade games, GIFs, cartoons and animated tie designs, as well as tie tying tutorials and a gallery of autumn/winter 2014 tie patterns. Adding a touch of gamification to fashion will encourage consumers to interact with the entire range of Hermès' ties ([see story](#)).

Harrods infuses its magazine app with interactive features to make it more than a static read.

For instance, the retailer uses its iPad magazine application to mimic an in-store makeup trial to strengthen mobile commerce beauty sales.

The interactive "Makeup Studio" features four high-end beauty lines carried by the retailer. Interactive digital content that allows consumers to "try on" a product or see how an item works mirrors the in-store experience and empowers consumers with a better understanding of products ([see story](#)).

"[Stiletto Wars] will help showcase the diversity of designer brands in Harrods Shoe Heaven, the world's largest luxury shoe destination with more than 100,000 pairs – plus reinforce Harrod's luxury status and sense of fun," Ms. Bee said.

"We expect it to be a big hit with shoe aficionados and fashion fans all over the world," she said. "Launched initially for iPad and desktop, the Harrods Magazine app was significantly redesigned in March 2014 to enable access across iOs and Android mobiles and tablets. It will bring an additional level of immersive magic and fun to the Harrods Magazine app experience."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/VH47_N1MYFU](https://www.youtube.com/embed/VH47_N1MYFU)

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