

MOBILE

Frédérique Constant hosts lengthy Instagram contest

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Frédérique Constant's Austin Healey watch in rose gold

By STAFF REPORTS

Swiss watchmaker Frédérique Constant is hosting a continual Instagram video contest seeking its most passionate consumers.

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Luxury Daily

The contest began in the fall and continues until the beginning of the New Year. Frédérique Constant will likely see increased social media interaction from consumers during this lengthy contest.

Prolonged Instagramming

Frédérique Constant opened the contest in October asking consumers to take a video on Instagram and describe why they love the brand.

Participants were requested to type “#Contest: Who is most passionate about FC? I love the passion from @FrederiqueConstant and my #FCPassion is...”

Consumers are also asked to fill out the form on the brand’s Web site and upload their video.



FREDERIQUE CONSTANT
GENEVE

Win a Frederique Constant watch.
WHO IS THE MOST PASSIONATE ABOUT FREDERIQUE CONSTANT?
Tell us your story with a video.
It's easy! Here's below how to enter in the Frederique Constant video contest.

STEP N°1
Take a Video on Instagram and tell us Why do you love Frederique Constant?

STEP N°2
Type this in your Instagram post:
"#contest: Who is most passionate about FC? I love the passion from @frederiqueconstant and my #FCpassion is..."

STEP N°3
Fill out the form below and add your video!

FOLLOW THESE STEPS TO PARTICIPATE TO OUR CONTEST.

CONTEST PLANNING:
Start of the contest: October 13th 2014.
Registration deadline: January 1st 2015.
Selection of the Grand Prize by the jury: From January 5th to January 18th 2015
Announcement of the winners: January 21th 2015.

PRIZE:
Frederique Constant Manufacture Slimline Moonphase FC-705V454 for Man (Value CHF 3'550)
Frederique Constant Ladies Automatic World Heart Federation FC-310WHF2PD6 for Woman (Value CHF 4'120)
We will select the best male video and best female video.

Contest rules

French fashion house Lanvin drew fresh attention to its winter campaign starring model Edie Campbell and her family with an Instagram contest that asked consumers to reflect on the concept of family.

The contest called for consumers to submit images of their interpretation of “family” for a chance to win a Lanvin Sugar Pearl Bag. Releasing the contest just before the Thanksgiving weekend will likely generate attention from the United States in particular ([see story](#)).

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