

MOBILE

IWC reveals secret mobile game through social media

February 11, 2015

Ready to explore our
secret game?

IWC
SCHAFFHAUSEN

IWC Mobile game

By NANCY BUCKLEY

Swiss watchmaker IWC Schaffhausen is directing traffic to its mobile site with a hidden game that encourages consumers to compete against friends and family through social media.

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On the brand's Facebook page consumers were told the secret behind IWC's hidden game with instructions as to how to access the game through the brand's mobile Web site. With a few swipes, consumers are brought to the matching game and encouraged to compete for the best scores, offering IWC a fun, interactive and unique way to bring enthusiasts to its mobile site.

"The secret game allows the brand to take the consumer on an entertaining and engaging journey with the narrative," said Scott Forshay, senior strategist at [Mutual Mobile](#), Austin, TX. "Providing sophisticated clues challenges the audience and adding sophisticated elements of game mechanics to the engagement allows the audience to become players in the theatricality of the IWC brand experience."

Mr. Forshay is not affiliated with IWC, but agreed to comment as an industry expert.

IWC was unable to comment by press deadline.

Hidden treasures

Social media followers of IWC were offered a “fun fact” Feb. 10 with insight into the mobile game. After watching a 14-second video, consumers are given the inside scoop to accessing the game and encouraged to try it.

Fans are asked if they are “ready to explore our secret game?” as the video clip rolls. An image of a smartphone appears with iwc.com written on the screen, encouraging users to pick up their phones and log on to the Web site.



First mobile phone instruction

Once on IWC’s mobile site, consumers are told to swipe in certain directions. First they must swipe up, then down, next to the left and finally to the right. After following the instructions, a new window appears welcoming users to the IWC Collectors memory game.



Consumers are told to swipe down

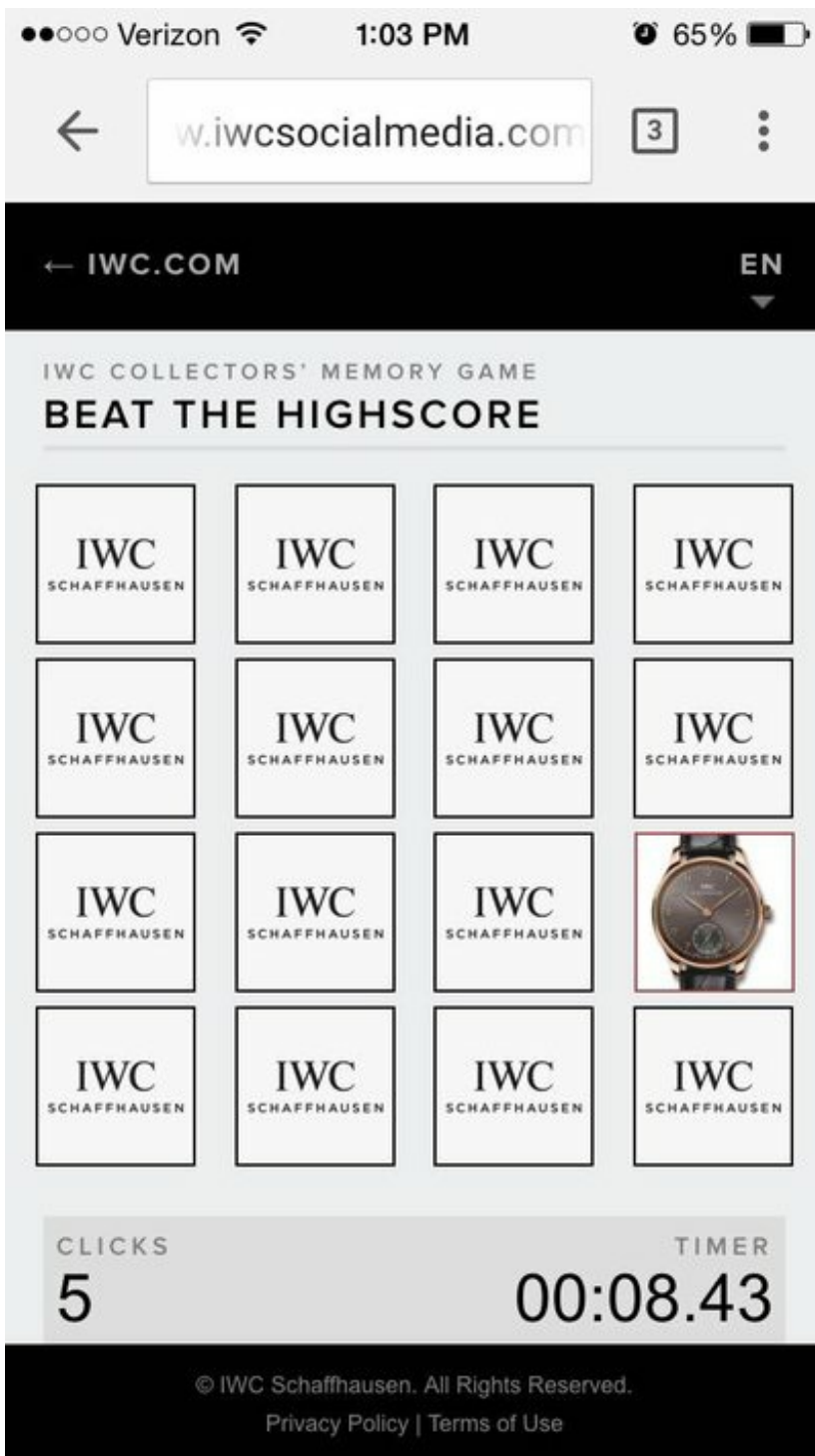
Users can select to play or view the leader board. If playing, they must choose a difficulty level and then are brought to a screen of little boxes that say IWC Schaffhausen on them.

**Beat the highscore
and tag a friend.**

IWC
SCHAFFHAUSEN

Social component

When a box is selected it flips around revealing a certain timepiece or watch part. In the more difficult levels some of the watches only differ from specific colors of the parts, forcing players to pay close attention.



Match game

At the end of the game consumers are given their rank among other players and are able to enter their information to appear on the leader board. When their name and email address are entered, they are also given an option to sign up for IWC's newsletters.

Also, users are encouraged to challenge family and friends through social media.

"With social media, luxury brands must resist the temptation to unveil the entire brand narrative in a single instance," Mr. Forshay said. "By deconstructing the narrative into intriguing, secretive engagements, they can effectively tease the audience and create desire to continue following the unfolding of the story.

"When utilizing social media as the delivery mechanism, messaging should be intriguing and subtle," he said. "Brand should be cryptic about what awaits the audience if they

choose to participate. Creating mystery through veiled communications fuels desire to see what is on the other side. IWC has done an expert job of adhering to this approach."

Mobile efforts

IWC has released mobile campaigns before.

For example, the Swiss watchmaker highlighted the innovation and design elements behind its watches in a new mobile application for the Apple iPad that allowed consumers to learn about the brand's techniques and browse collections.

Richemont-owned IWC's app touts its catalog of wristwatches alongside editorial and interactive content. Although the app did not offer mobile commerce, its interactive touch points may have engaged consumers through educational information to the point of them contacting a boutique ([see story](#)).

Other brands have engaged consumers in a similar whimsical manner to the secret game with mobile games.

For instance, British department store Selfridges built awareness for its in-store helpers last holiday season through a gaming effort.

Selfridges' "Elfridge and the Enchanted Forest" game, available on desktop or as an application for Apple devices, allowed the consumer to play as one of the retailer's in-store helpers to save Christmas. Similar to how a sales associate may save the day by suggesting a thoughtful gift for a difficult loved one, the consumer will come to affiliate Selfridges' employees in the same helpful manner ([see story](#)).

Mobile initiatives that offer luxury consumers insight into the brand help maintain the brand's white glove service in a modern way.

"The luxury consumer seeks priority access to, and deeper levels of intimacy with, the brands they most covet," Mr. Forshay said. "The lure of secrecy is an effective mechanism for playing marionette with the heartstrings of this highly sought consumer and forming greater connections along the way. Although the data collected about audience engagement remain to be seen, the brand has done a clever job of providing an entertaining and challenging outlet that sets it apart from other brands in its category.

"From a mobility perspective, the seduction of a moving target audience requires careful orchestration," he said. "Traditionally the luxury brand narrative has been told in a unidirectional fashion through artfully produced photography and video on the constantly connected smaller screen, but the consumer was only capable of experiencing the story in a disconnected way.

"Mobile, as a medium, is innately transitive in nature, serving as a persistent interface for consumers to navigate an ever-evolving digital ecosystem of retail touchpoints and become, themselves, players in the brand storytelling experience. Strategically dissecting the brand narrative into more bite-sized and participatory forms allows the brand to engage audiences in the on-going experience with the brand, creating desire to see where

the story will lead, and creating deeper emotional connections in the process.”

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: https://www.youtube.com/embed/YUnESu_TNxE

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