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## Luxury brands seek consumer engagement with Easter egg hunts

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*Faberge egg hunt at Harrods*

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By SARAH JONES

What was once reserved as a children's activity surrounding Easter, modified egg hunts for adult consumers are providing brands with an opportunity for consumer interaction surrounding the holiday.

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From sending shoppers on a search for sales to hosting trivia contests in-store and online, brands such as Charbonnel et Walker and Fortnum & Mason kept consumers returning to their social accounts and Web sites throughout the time leading up to Easter. This type of scavenger hunt can help further develop the community of loyal followers of a brand by rewarding them for staying attentive.

"We wanted to offer our customers a greater level of engagement with the brand this Easter with activities both in-store and online but also an element of fun and activity which they could take part in and enjoy," said Jo Humphris, head of PR and marketing at [Charbonnel et Walker](#), London.

"We were also keen to 'give back' to the many loyal customers we have and also reach new customers," she said.

## Hide and seek

From March 24 through April 2, Fortnum & Mason held an online egg hunt. Every two days, a new clue would be posted to the retailer's Twitter, Facebook and Instagram, asking for the answer to a trivia question about a product, for instance, what percentage of dark chocolate is in its "Chotch Egg."



*Promotional image for Fortnum's Easter egg hunt*

Consumers could then search the store's ecommerce site or venture to its Piccadilly store to find the answers. To enter, they had to answer the question on social media and tag their post #Eggciting.

Winners will be randomly selected from right answers, and will be rewarded with a Champagne Easter egg.

Through this contest, Fortnums got consumers searching through its Easter product offerings, which may have resulted in some purchases.

Similarly, from March 24-31, chocolate maker Charbonnel et Walker hosted an egg hunt online. From social media, consumers were prompted to go to a special Web site page and click on items in the brand's confection selections to find "Easter treats," which could be free chocolate or a promotional discount code.

Consumers who invited friends and family would be rewarded further for spreading awareness.



*A Peter Rabbit gift hamper was one prize offered to consumers who participated in the Canary Wharf contest*

At the brand's Canary Wharf store, an in-person contest was also held. Consumers could

request a quiz card and fill it out to enter.

Charbonnel et Walker also made its presence known leading up to the holiday with an appearance from Peter Rabbit at department store Selfridges.



*Peter Rabbit at Selfridges with Charbonnel et Walker*

It was important for the brand to blend online and offline activities.

"The Easter Egg hunt in stores has been quite London centric and more socially interactive compared to online activities," Ms. Humphris said.

"One of the most popular events was our Peter Rabbit story telling event at Selfridges, London last Saturday," she said. "The customers of Charbonnel et Walker are quite traditional in the way that they shop and often prefer the experience of coming into store, being advised on which chocolate or truffle selection would best suit the occasion and then selecting their choice of color from hand tied ribbons to complete their gift which is always exquisitely presented. It is an experience when you visit a Charbonnel et Walker store.

"We also have a younger generation of loyal customers who prefer the ease of shopping online and are extremely internet savvy. Our Easter activities were devised to appeal to all of our customers."

Galleries Lafayette is hosting a similar trivia contest at its home and food store on April 4. Consumers pick up the questionnaire on the first floor, enter their answers and return it to the same spot. Those who have all the answers right will win immediately.

Thomas Pink's Easter egg hunt also spurs ecommerce browsing. Consumers are told to look for pink eggs on certain products, which will tell them they are on sale.



Thomas Pink

March 30 at 5:40am · 🌐

We're inviting you to join us for The Great PINK Easter Egg hunt...  
Find the PINK eggs on select shirts in store and online and receive 30% off!  
[po.st/sjY997](https://po.st/sjY997)



*Facebook post from Thomas Pink*

"Thomas Pink is a brand known for infusing luxurious products with a quirky playfulness," said Rachel Branch, vice president of marketing & public relations at **Thomas Pink**, New York. "The Great Pink Egg Hunt illustrates this distinctive point of view by providing an interactive way for our customers to engage with brand. It's also a real treat to be able to purchase pieces from the new spring collection at a special savings.

"The egg hunt is off to a great start," she said. "The thrill of a hunt never ceases to delight – especially when you discover something new. We're finding this to be true across the board with customers spending more time searching for 'eggs' in our shops and online.

"Almost everyone thinks about a wardrobe refresh for spring and the Thomas Pink Egg Hunt is a fun reason to get out there and shop."

Dorchester Collection also provided a special offer for consumers. Each of Dorchester's 10 properties has one hidden golden egg, the finder of which will have their stay for the holiday on the house.



*Dorchester's golden eggs*

## Creating a tradition

Fortnum & Mason hosted a similar contest last year that asked consumers to search for a cartoon bunny on its ecommerce site.

The picture of the rabbit was located on individual product pages, so consumers had to browse through merchandise to enter. This contest enticed Fortnum's loyal consumers to spend more time with the retailer's ecommerce site, and may have lead to a bump in sales around the holiday as shoppers stumbled across items they like ([see story](#)).

Last year, Fabergé hosted the Big Egg Hunt, a New York-wide scavenger hunt for more than 260 decorated sculptures.

During The Big Egg Hunt, consumers could use their mobile device to "crack," or check in, at an egg's location through a dedicated app to participate in the game. The eggs were cracked more than 124,000 times, with Ralph Lauren's egg receiving at least 1,400 check-ins ([see story](#)).

Continuing the tradition, part of Fabergé's pop-up in Harrods, which closed March 28, was a mobile-integrated egg hunt.

Harrods Rewards card holders were invited to take part in the Fabergé Egg Hunt inside the department store. Similar to last year's event, giant eggs designed by artists will be on display throughout the store's departments.

When found, the consumer registers the egg into a specific smartphone application. Doing so entered the consumer into a drawing to win one of three Fabergé pendants worth approximately \$24,000 ([see story](#)).

These activities can help a brand hear valuable feedback from its most engaged consumers.

"For online, the results showed a great amount of customer excitement at the chance to win a luxurious chocolate gift," Charbonnel et Walker's Ms. Humphris said.

"This was reenforced with their comments, likes and shares across our social media platforms and often commenting on the reasons why they like the brand, high quality chocolate and beautiful presentation," she said. "It was also wonderful to see the well wishes from those congratulating the winners.

"In store, the Peter Rabbit story telling event allowed us to meet our customers in a different environment and delightful to see how much the children and adults enjoyed it."

## Final Take

*Sarah Jones, staff reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/imZ6fV0h5XM>

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