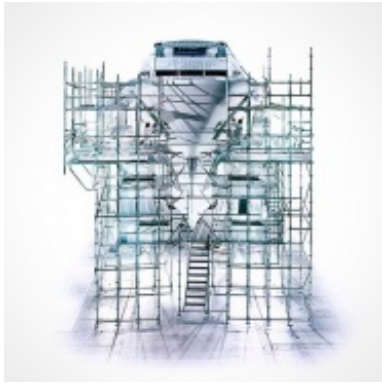


MULTICHANNEL

## Feadship seeks photos from past consumers

April 29, 2015



*Feadship's first Instagram post*

---

By STAFF REPORTS

Feadship Royal Dutch Shipyards is seeking photography skills of its consumers for its 2016 calendar.

**Sign up now**

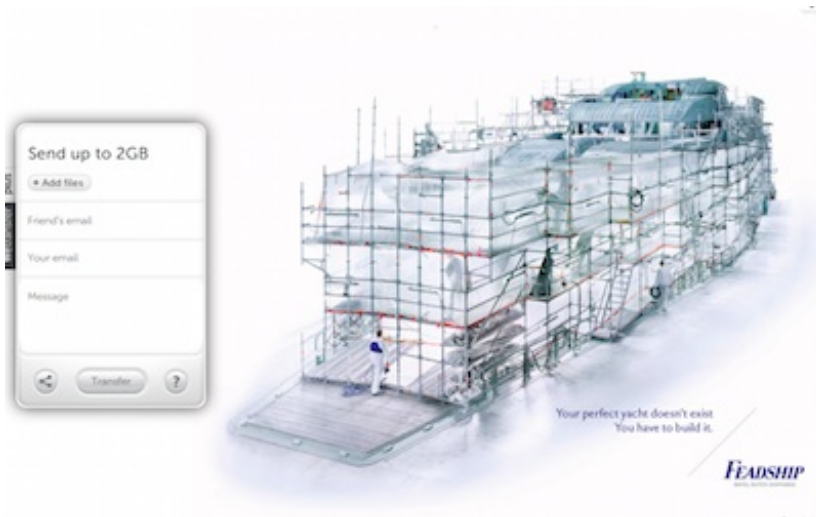
**Luxury Daily**

Consumers who have snapped a photo of a Feadship are being asked to submit their images for a chance to win a jacket and an Amazon gift card. Those with images of a Feadship are more likely to be past consumers of the brand, limiting this contest to those who have previously had interaction with the ship builder.

### Calling past consumers

The year 2016 seems far away, but with 2015 underway focusing on the future will not only aggregate interest for the contest, but for bookings for the following year.

Interested consumers are asked to upload their images to a WeTransfer account for the brand.



### *Feadship's We Transfer*

Those who participate are also entering themselves for a chance to win a Feadship jacket and \$50 to Amazon.



### *Feadship's Facebook post*

The contest was shared on social media. Feadship's social media presence recently grew with the launch of its first Instagram page to jump on board with the medium's commonly posted tropical images.

Younger social media users are quickly turning away from Facebook and Twitter to focus on the image heavy nature of Instagram. For a brand that is so often in sunny, warm destinations, maintaining a presence on Instagram will spark envy among followers ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.