

MOBILE

Manolo Blahnik preps for 1M follower mark on Instagram via UGC contest

October 22, 2015



Instagram post from Manolo Blahnik

By STAFF REPORTS

London-based shoemaker Manolo Blahnik is celebrating its anticipated milestone of 1 million Instagram followers by asking its fans to introduce themselves.

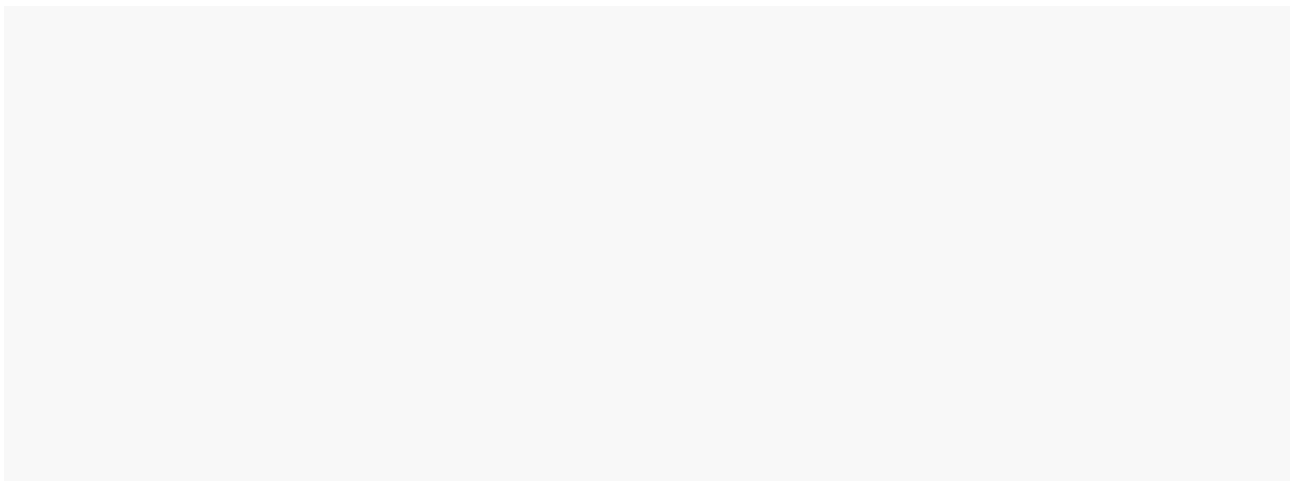
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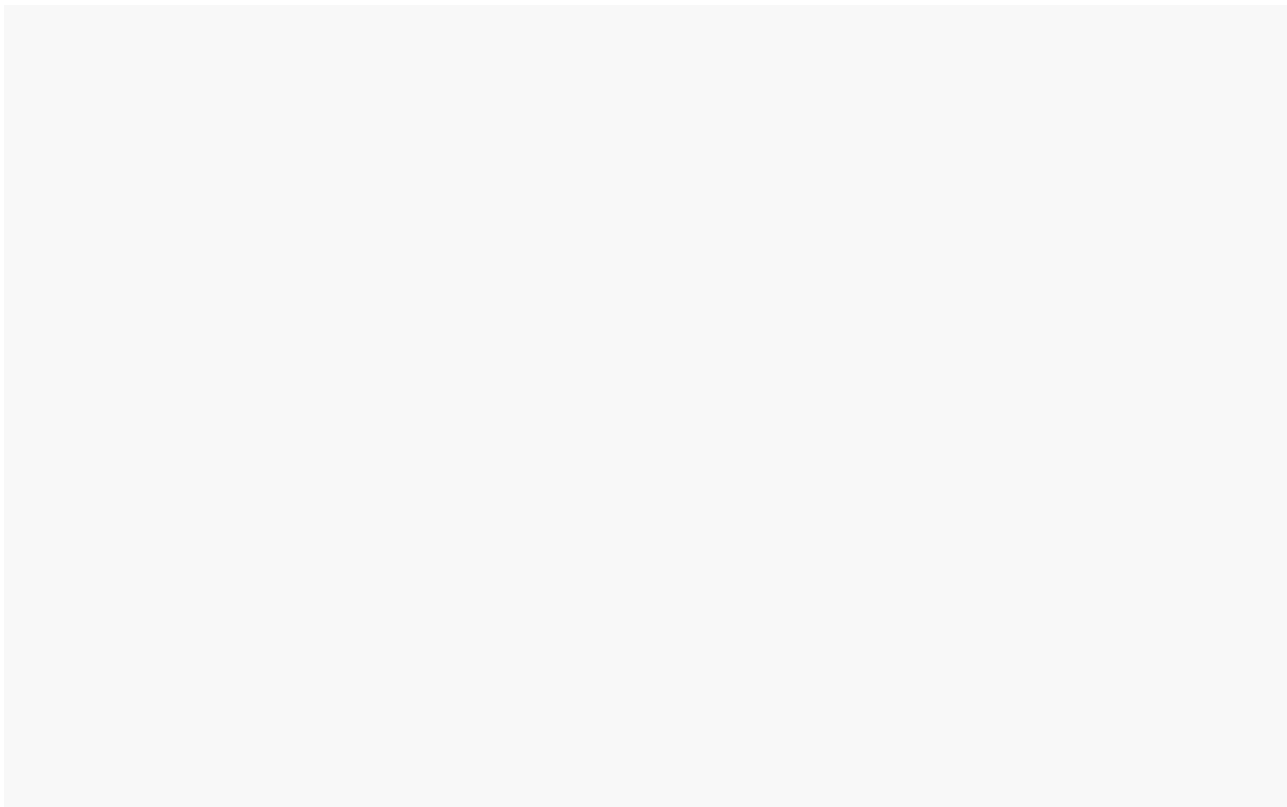
For #OneInAMillion, the footwear label is asking consumers to share a photo that demonstrates one of the million ways that Manolos can be styled for the chance at an exclusive drawing from the brand's eponymous designer. Generating a conversation prior to 1 million may in turn help the brand speed up the growth of its social community.

Community outreach

While centered on Instagram, Manolo Blahnik introduced the contest across its social accounts. In the posts, Mr. Blahnik holds up a drawing of a colorful pump embellished with 1 million in numerals.

Consumers are told to enter by sharing a photo and tagging both #OneInAMillion and @ManoloBlahnikHQ. Mr. Blahnik himself will choose his favorite, and the lucky winner will be announced once the brand hits 1 million followers.





We will soon reach 1 Million followers on #Instagram! To celebrate this milestone we invite all our followers to enter a competition. Use #OneInAMillion and @manoloblahnikhq to show us your #OneInAMillion ways to style your Manolos for a chance to win an exclusive drawing created for this exciting occasion! Mr Blahnik will choose his #OneInAMillion favourite entry himself. The winner will be announced on our Instagram the day we hit 1M followers! We can't wait to see your #OneInAMillion ways to style your Manolos! The countdown starts now!

A photo posted by Manolo Blahnik (@manoloblahnikhq) on Oct 16, 2015 at 8:43am PDT

Currently, the label is at 979,000 fans on the platform, which will allow the brand to build up anticipation.

Luxury brands typically fete the achievement of 1 million fans by giving back to those who have been loyal and engaged.

Online retailer Net-A-Porter commemorated the milestone of reaching 1 million Instagram fans with a week-long user-generated content campaign.

On Oct. 17, Net-A-Porter posted the rules, asking consumers to post a photo showing their lifestyle to the social media platform tagging the ecommerce site. Not only did this incentive boost engagement, but Net-A-Porter was able to learn more about its customers through their own photos ([see story](#)).

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