

INTERNET

Chlo picks a match in guessing game gift guide

November 18, 2015



Chlo gift guide guessing game

By STAFF REPORTS

French fashion label Chlo is testing consumers' memory through an online version of the card game of the same name.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Serving as the brand's holiday gift guide, consumers who play will subtly become aware of the products Chlo has included in its push for the season. Gamification has become a useful tool in entertaining consumers and forging a connection when blatant promotions may instead come across as pushy.

Pick a card

Chlo introduced its memory game through a short social video that shows a woman delicately building a house of cards. Copy accompanying the video reads, "All you need this festive season from Chlo. Let's play on chloe.com."

//

Chlo for the Holidays All you need this festive season from Chlo Let's play on chloe.com

Posted by **Chlo** on Wednesday, November 18, 2015

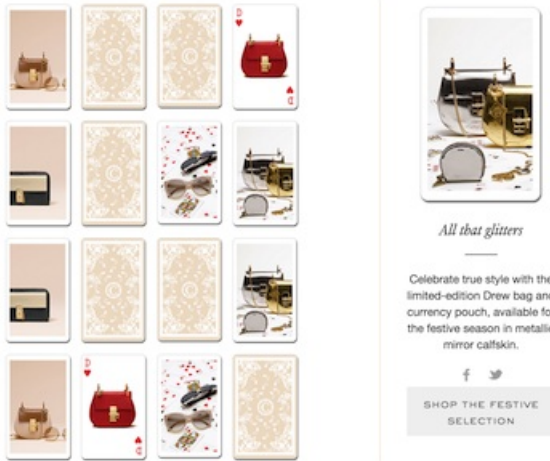
A click-through lands on the fashion label's homepage, which has been taken over by a deck of cards that lay face down, except for one that shows a red Drew handbag in the center and the letter "D" and a red heart. If clicked, the page reloads to begin the Chlo Memory game.

The object of the game is to match the card selected with another card on the board. When a mismatch is selected Chlo offers encouragement to consumers.

When a match is made, a sidebar presents consumers with additional information about the selected product. For instance, Chlo describes the Drew Nano in powder pink as "the perfect gift for her," saying the handbag "is glamorously feminine and compact to boot."

Additional cards show Chlo sunglasses, ballerina flats, wallets and handbags including various Drew styles and the Faye. All items can be shared via Facebook and Twitter, and each product is linked to Net-A-Porter's online Chlo shop because the label does not operate its own ecommerce channel.

Chloé



Chloé guessing game board

Similarly, for its MANifest campaign, French leather goods brand Hermès included an x-ray guessing game. Consumers were asked to guess what is inside four leather bags and briefcases after viewing an x-ray image of each of their contents.

The Hermès Cityhall briefcase, for instance, was shown in x-ray vision before a timer appears in the corner of the screen. When time ran out, the consumer had to remember what they saw in the bag by clicking the objects provided. A score was then generated along with a full picture of the items seen inside the bag ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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