

MOBILE

Harrods gives out keys to the kingdom in children's game

November 20, 2015



Screenshot of Harrods Toy Kingdom game

By STAFF REPORTS

British retailer Harrods is reaching out to its littlest customers with a mobile game set in its Toy Kingdom.

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

Harrods' game centers on an balloon adventure with Oska Poska Doolittle, a book-loving bear who serves as the mascot for Mini Harrods, the store's club for children. Acting as a type of gift guide for kids, this game may help sway children's wish lists and therefore their parents towards Harrods this holiday season.

Unlocking loyalty

Harrods' game is available to download for free as an application for iOS and Android devices.

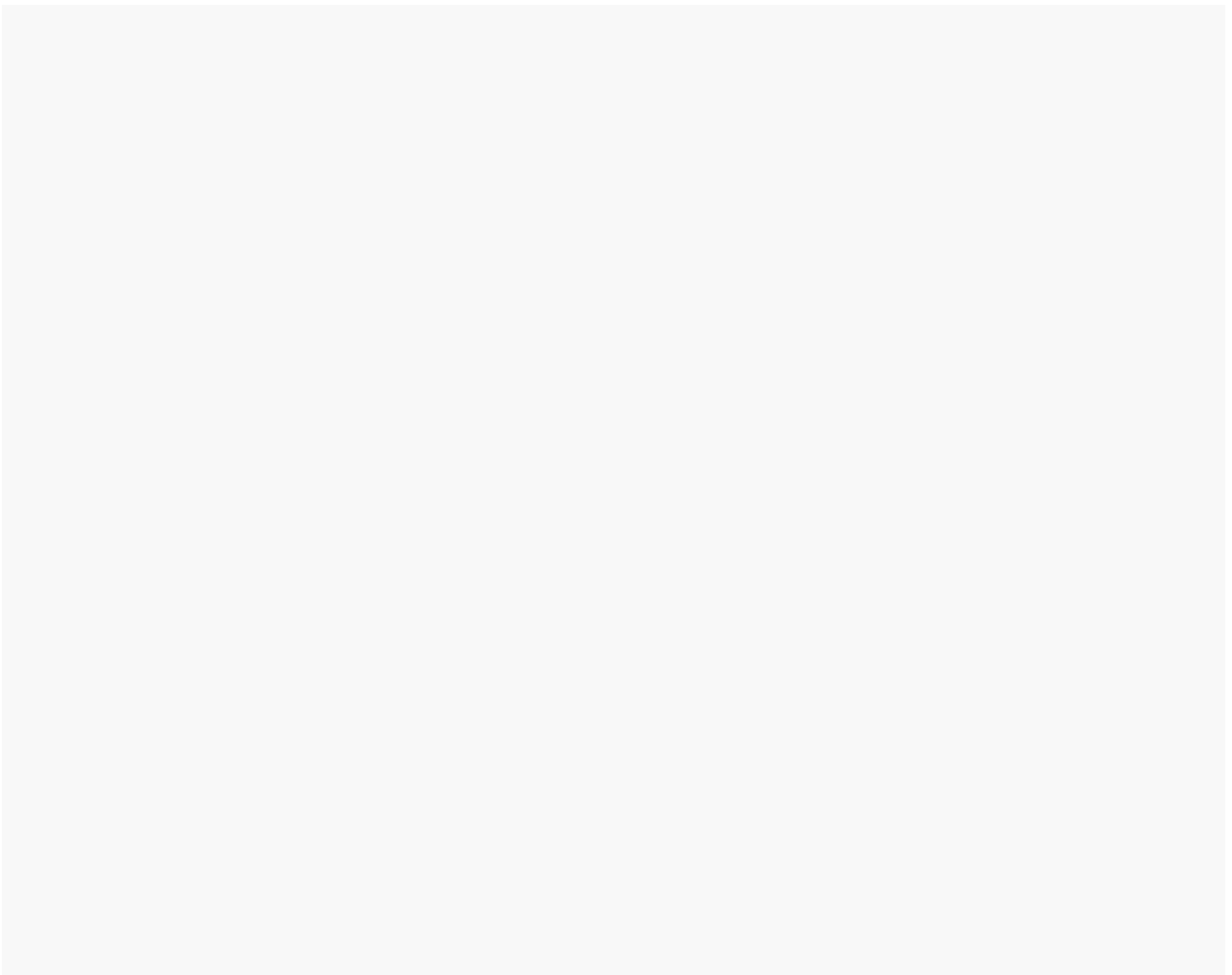
The game is played on an aerial map of the Harrods Toy Kingdom. Consumers swipe to maneuver a hot air balloon across the land, tapping on hidden golden keys to add them to their stash.

Around the map are locked chests with a designated number of keys required to open them. Once a player has amassed enough keys, they can open a chest by tapping on it.

The toys, organized into categories such as Barbie and Harry Potter, will then emerge.

Hiding around the game are friends of Oska Poska, which can be tapped to earn extra points.

Consumers can also enter a competition for a handmade wooden toy chest by Dragons of Walton Street and a gift card valued at about \$382. Speaking directly to children, the app instructs entrants to email their information and their guardian's to enter.



A video posted by Harrods (@harrods) on Nov 19, 2015 at 8:13am PST

Harrods has previously used gamification to reach its adult shoppers around launches.

Last year, the retailer helped consumers decorate their Christmas tree with an in-app game that offers users various decorations to place upon the virtual tree.

The "Never Mind the Baubles" game could be found within the Harrods Magazine application in the Christmas edition and users can share their tree to potentially win a prize. The location of this game likely sparked downloads of the app and the prize may have incentivized consumers to join in on the contest ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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