

MULTICHANNEL

Montblanc encourages “pay it forward” mentality for holiday season

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Montblanc's Inspire Kindness

By JEN KING

Germany's Montblanc is asking its enthusiasts to take a moment to put a smile on the faces of others through acts of kindness this holiday season.

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In addition to gift giving and time spent with loved ones, the holiday season is often a reflective one when consumers are more aware and appreciative of acts of compassion. For the holiday season, Montblanc has concentrated its holiday effort around the notion of inspiring kindness in a host of ways that do not necessarily need to be wrapped and placed under the tree.

"Montblanc's CSR efforts focus on back to the community with our continuous support of arts and culture," said Mike Giannattasio, president/CEO of **Montblanc North America**. "This holiday season, we want our clients to celebrate generosity with us by bringing joy to friends, family and loved ones and delighting those who spread kindness.

"The festive season is the perfect time to share kindness with those around you," he said. "Montblanc's 'Inspire Kindness' holiday campaign invites others to be inspired or create acts of kindness for the people close to them.

"I think we can all agree that kindness comes back to those who share it."

Spread kindness

Montblanc's #InspireKindness holiday campaign was introduced with a short social film set in a cozy animated cottage. A link shared with the animation lands on Montblanc's holiday effort where a video welcomes the consumer to the page.

This animation takes consumers inside the cozy cottage where a watchmaker works on a timepiece before picking up a Montblanc notebook. The notebook becomes a pop-up book of wintery London when opened.

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What awaits you inside this cozy cottage? Visit <http://montbl.com/6im9> and #InspireKindness with us.

Posted by **Montblanc** on **Saturday, November 21, 2015**

Scenes play out showing characters interact with others in kind and helpful ways. These include a man returning a lost wallet, and in a "pay it forward" moment, the man who misplaced his billfold helping children build a snowman.

The acts of kindness continue with the children helping a woman put on her ice skates as she in turn helps catch a runaway dog loose on the ice. The dog owner then sees a man, the original character from the animation, struggling to open his front door as he balances a pile of packages in his arms.

Once in his home the man eats Christmas dinner with his family and exchanges presents with his wife, who gifts him a Montblanc timepiece. The animation then returns to the watchmaker in the cozy cabin who turns to a blank page in the notebook and writes, "Montblanc wishes happy holidays and kindness wherever you go."

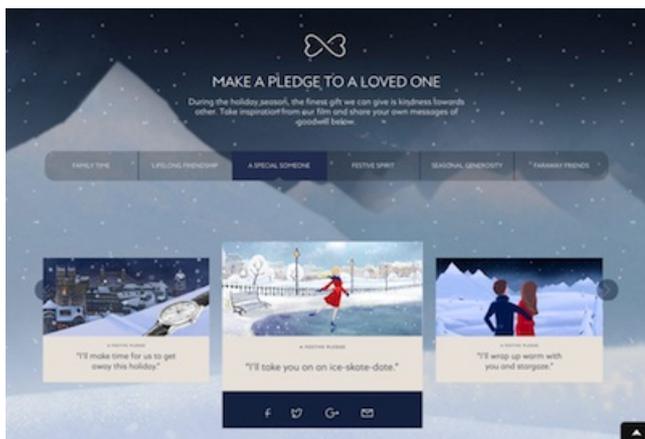
Montblanc's #InspireKindness

In a slideshow set below the video, consumers can "meet the stars of the show." Serving as a miniature gift guide the gallery includes the watch, wallet, pen and messenger bag seen in the animation. Links to the products' ecommerce page is also included.

Further down is Montblanc's "make a pledge to a loved one" section, the driving force behind the holiday 2015 campaign. It is here that Montblanc explains, "During the holiday season, the finest gift we can give is kindness towards another. Take inspiration from our film and share your own messages of goodwill below."

Montblanc breaks down messages of goodwill into various themes, including "family time," "a special someone" and "seasonal generosity," among others. When a theme is selected, tiles showing how kindness can be spread are shared.

For instance, in "lifelong friendship" Montblanc suggests festive pledges such as "I'll help you find your partner the perfect gift" while "seasonal generosity" says "Let's make a personal gift for someone who won't expect it."



Montblanc's Inspire Kindness pledges

Each pledge is accompanied by a still from Montblanc's animation that can be shared via Facebook, Twitter, Google+ or sent via email. When shared, Montblanc includes an automated message that reads, "Inspire kindness this holiday. Share a festive pledge" along with the Inspire Kindness link and hashtag.

"The Inspire Kindness campaign is driven by social media," said Mr. Giannattasio. "Visitors to the #InspireKindness campaign page are presented with a variety of pledges', which can be shared with their friends and loved ones via email or Facebook.

"It is our intent to generate organic brand awareness and visibility by way of the campaign's shareable assets," he said.

Further down on its Web page for Inspire Kindness, Montblanc informs consumers about its complimentary engraving and gift wrap services. Additional gifting ideas ranging from key rings and writing instruments to wristwatches, leather goods and cufflinks.

Montblanc's Inspire Kindness Web page can be found [here](#).

Last year's "A Parisian Winter Tale" embodied a similar ideology that stressed giving gifts from the heart.

Montblanc's A Parisian Winter Tale was found on a microsite that featured the chapters of the narrative penned by

French novelist Tatiana de Rosnay and was accompanied by a gift guide. The tale itself tells of a woman down on her luck, but how acts of a kindness can be rewarding during the holidays and throughout the year ([see story](#)).

Having heart

Montblanc's code of kindness and goodwill does not expire when the holiday season is over.

In October, Montblanc placed itself at the center of history through a partnership with the John Lennon Educational Tour Bus for its "Imagine Peace" event.

On Oct. 6, the charity organization worked with the city of New York and the mayor's office to attempt to break the Guinness World Record for the largest peace sign with a gathering in Central Park. According to [Time magazine](#), more than 200 students, politicians and activists joined the attempt, but came up short of breaking the record set in 2009 by 5,814 individuals in Ithaca, NY ([see story](#)).

In 2014, Montblanc looked to draw philanthropists from Departures' audience to highlight the good deeds of the publication's readers.

Montblanc's "Great Characters" initiative was housed as a sidebar advertisement on Departures' mobile Web site where it asked for nominees. Positioned as a special promotion presented by the brand partners, rather than an ecommerce effort, Departures' readers were likely more inclined to click on the mobile ad ([see story](#)).

On May 19, 2015, Montblanc announced the nine honorees selected for the Great Characters campaign. The nine individuals were selected for their "passion for giving back to their communities" in ways that are both "illuminating and inspiring" ([see story](#)).

"We are very excited about the new Inspire Kindness holiday campaign, as it's a great way for the brand and our clientele to pay it forward during this festive season," Mr. Giannattasio said. "It's also a nod to our continuous philanthropic efforts, and I think it's going to generate a lot of positive messaging and awareness around the globe."

Final Take

Jen King, lead reporter on Luxury Daily, New York

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