

INTERNET

IWC social snow globe stirs up winter memories

December 1, 2015



IWC snow globe

By STAFF REPORTS

Swiss watchmaker IWC Schaffhausen is spreading a sense of childlike wonder with a digital snow globe.

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

Accessible both on desktop and mobile devices, the feature enables viewers to "shake, wish and share" the orb, along with the IWC gift ideas held inside. Providing a layer of interactivity to consumers will likely create a more lasting memory of IWC during the important holiday shopping season.

Festive flurry

IWC's snow globe is housed on its dedicated social media microsite. Consumers are greeted with an animated snow globe, in which sits a Christmas tree and a single red gift box.

The user is instructed to "shake and explore." On a mobile device, this means physically moving the phone or tablet, while desktop participants move their mouse to achieve the same result.



IWC snow globe microsite

As they shake, a status bar at the bottom of the window lets them know their progress. Eventually, the globe will be shaken enough and a watch will appear in the glass in place of the tree.

Consumers can then flip through a slideshow of the brand's watches suspended within the glass. This slideshow is not linked to IWC's main site, so consumers need to navigate themselves to find out more about the timepieces shown.

If left alone, the globe will fog up, allowing the visitor to draw on the glass.

Consumers can share the snow globe on Twitter, Facebook, WhatsApp or email.

Branded greetings are one way for consumers to express their idea of a perfect present or share their affinity for a particular brand with a loved one. Especially for brands that carry a high price point and limited online availability, creating digital touchpoints centered on gifting may help them remain top-of-mind long enough for a store visit.

For instance, Italian jeweler Bulgari is bringing consumers home for the holidays through an interactive feature that explores #RomanTreasures.

Centered on a microsite, Bulgari's campaign enables consumers to virtually travel to iconic spots within the ancient city, such as the Spanish Steps and the Colosseum, by way of 360-degree imagery, allowing them to send social media postcards from each locale. While this effort does enable consumers to discover holiday gift ideas, consumers must first embark on a journey to find the jewels, taking the concept of gift guide beyond a flat edit ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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