

EVENTS/CAUSES

## Vivienne Westwood encourages cultural engagement via ecommerce push

December 2, 2015



*Vivienne Westwood's #12DaysOfCulture, Day 1*

By STAFF REPORTS

British fashion brand Vivienne Westwood is giving the gift of culture this holiday season with an experiential giveaway spread over 12 days.

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On Nov. 30, the brand announced on social media that #12DaysOfCulture would be launched the following day, giving followers an opportunity to win different cultural experiences each day. As affluents move toward a preference of experiences over material goods, brands that produce wares may find a need to engage consumers through events, rather than just product communications.

On the twelfth day of Christmas

The giveaway was announced with a short 15-second animation that shows a heart with wings being drawn and filled in with red. The word culture and an arrow are also drawn within the heart before it flies off and the Vivienne Westwood logo appears.

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A topic close to Vivienne's heart, tomorrow we launch #12DaysOfCulture where you could be in with a chance of winning a different cultural experience each day. Stay tuned...

Posted by **Vivienne Westwood** on **Monday, November 30, 2015**

On Dec. 1, the first day of #12DaysOfCulture, Vivienne Westwood gave away two tickets to "The Nutcracker" by the English National Ballet. When the link is followed in the post announcing the day's giveaway, the consumer learns of the label's namesake designer's interest in ballet and details about the cultural prize.

The second day's prize, shared on Dec. 2, is two tickets to Dennis Severs' House, an 18th century "time capsule" that has inspired Ms. Westwood in her designs. The home displays interior decor and artifacts from the life of a wealthy silk weaver who once called the Georgian house home.

To be eligible for the #12DaysOfCulture, consumers must make a purchase from the Vivienne Westwood Web site. Purchases must be made within the 12-day window to be entered for the prize drawings.

In addition, Vivienne Westwood is encouraging its fans to use the #12DaysOfCulture hashtag to share how they are experiencing cultures during the holidays.

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It's Day Two of #12DaysOfCulture and today's prize is two tickets to Dennis Severs' House. An 18th century time capsule...

Posted by [Vivienne Westwood](#) on [Wednesday, December 2, 2015](#)

While this effort is not positioned as a traditional gift guide, Vivienne Westwood's holiday effort aligns with the strategy that, to be effective, gift guides need to tell stories and spark emotions.

From classic print catalogs to animated microsites and social media, brands have varied ways of reaching out to consumers. Experts agreed that the most important component to a gift guide is a personal, emotional appeal, which helps a campaign create a lasting impression ([see story](#)).

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