

MULTICHANNEL

## Rosewood creates Mini-sized hamper to drive holiday cheer

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Rosewood Hotels' "Mini" hamper on the move

By STAFF REPORTS

Rosewood Hotels & Resorts is getting London in the holiday spirit with a modern-day Santa Claus coming to town.

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To spread awareness about its luxury gift baskets, the hotel brand's butler will don a Santa suit and drive around the city in a red 1993 Mini convertible that has been decked out with goodies. This mobile "hamper" will likely delight those who spot it on the streets.

### Cruising into Christmas

Rosewood has curated three different sizes of **Christmas hampers**. The medium and large editions are in association with Harvey Nichols, while the hospitality brand's "Mini hamper," valued at \$83,000, was created for charity One for the Boys.



The Mini has been filled with holiday treats, including oversize candy canes, large presents and giant gingerbread cookies. As "Santa" cruises around London Dec. 2-22, he will sometimes be joined by a special helper, the hotel dog Pearl.

Consumers can enter to win a five-night stay at a Rosewood property by finding the car and sharing a photo with the hashtag #RosewoodMiniHamper.

Following its role as Santa's modern sleigh, the Mini hamper will be auctioned for charity, with silent bids starting at

\$27,000. Included in the lot are a weekend stay at Rosewood's Manor House Suite with butler service, spa treatment and dinner, a weekend stay at a villa in Rosewood's Castiglione del Bosco in Tuscany, a dress by Louise Kennedy, dressing gown from Turnbull & Asser and Perrier Jout Champagne.



*Rosewood Mini hamper*

Founded by Samuel L. Jackson, One for the Boys works to raise awareness for male cancers through education and clinics.

This kind of social contest requires consumers to be on their toes, and may spur additional interactions beyond a single post.

New York department store Bergdorf Goodman asked South by Southwest attendees to spot its social media manager wearing clothing from its new contemporary collections at the conference and share a photo of her on Instagram to enter.

Part of the prize package is a Monsur Gavriel bucket bag, which is so coveted by consumers that it has a wait list, guaranteeing interest from its target audience. Because the winner of this contest was judged on quality of photo rather than at random, Bergdorf was able to amass user-generated content that has value, since consumers were trying to impress ([see story](#)).

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