

INTERNET

Baume & Mercier makes Christmas gift giving a game

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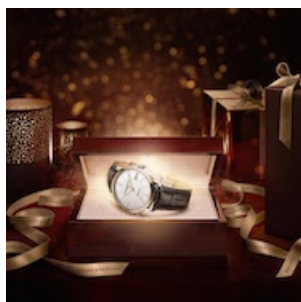


Image from Baume & Mercier's holiday campaign

By STAFF REPORTS

Swiss watchmaker Baume & Mercier is testing consumers' reflexes in a holiday-themed game.

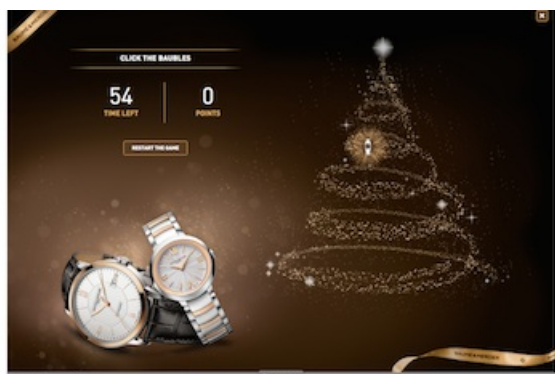
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Consumers can enter to win one of the brand's timepieces by trying their skills in a contest, which asks them to click on as many baubles as they can as they appear. With only the highest score taking home the prize, consumers will likely be motivated to continue competing and increasing their results.

Speed test

Baume & Mercier's feature was publicized on Facebook, telling them they could win a watch for themselves or a loved one.

The game itself shows a Christmas tree. Consumers need to remain aware as baubles appear in bursts of light on the tree, clicking on them before they disappear.



Screenshot of Baume & Mercier's holiday game

Consumers get 10 points for regular baubles, and 50 points for those containing watches, icons and PHI symbols. As the game progresses, the lights appear in faster patterns, requiring quick fingers to react in time.

Once the game is completed, consumers can submit their score and contact details for a chance at the grand prize. Entries are being accepted until 11:59 p.m. on Dec. 31. Consumers can keep up-to-date with their progress via the terms and conditions page for the contest, which will be updated every two days.

The winner will be able to choose between Baume & Mercier's Promesse 10159 and Classima 10216 timepieces.

During the holiday season, a number of brands have looked for immersive ways for their customers to explore gift ideas.

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

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 ([see story](#)).

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