

INTERNET

## Bally tours the snow globe to share gift ideas

December 15, 2015



*Bally Gift Globe*

By STAFF REPORTS

Swiss apparel and accessories label Bally is shaking things up for its holiday gift guide.

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

In a short film, the Bally Gift Globe travels around the world, from Britain to Japan, with a new shoe or handbag featured at each stop. Consumers may be more open to gift ideas presented as entertainment than to overt product listings.

### Global appeal

Bally's Gift Globe is featured on the brand's homepage and automatically begins playing as the consumer navigates to its Web site.

In pop-up book style, Bally's video animates a series of world destinations with icons they are most known for. In the opening scene, a pump sits inside a snow globe as a snow covered mountain and cherry blossoms appear, signifying Japan.

Other settings depicted include a flying scooter dropping wrapped gifts on an Italian city as Fiats cruise by and a lady flying via umbrella, recalling Mary Poppins over London, complete with its red double decker buses and Big Ben.

At the end of the film, Bally wishes consumers "a happy and festive holiday season," sharing a more general greeting rather than providing a call-to-action.

### *The Bally Gift Globe*

For those who do want to shop, there is an edit provided below the video on Bally's Web site.

Due to their ties to holiday times, snow globes have been featured in other campaigns.

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

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 ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.