

MOBILE

## Georg Jensen activates holiday gifting with two-screen experience

December 22, 2015



*Georg Jensen holiday heart ornament for 2015*

By JEN KING

Danish jeweler Georg Jensen is exploring the gift of giving using a two-screen strategy that encourages consumer discovery to make a gifting selection.

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

The gift guide concept can be explored via desktop without the assistance of a smartphone, or the consumer can use her device to interact with Georg Jensen's content. Gift guides range from standard listings to narratives that play into the fervor of the holiday spirit, which may have a better effect on consumers' spends as they search for the perfect present for a loved one.

"For a brand whose identity is so synonymous with history, it is refreshing to see that Georg Jensen is also trying to stay current by utilizing newer technologies in its new campaign," said Parisa Durrani, director of mobile strategy at [Plastic Mobile](#), a Havas company. "Being a high-end retailer of lifestyle products focused on classical design, you would not directly correlate them with innovation. This two-screen experience shows that the brand is committed to staying relevant and offering the consumer unique experiences.

"Allowing the consumer to control the brand experience will keep them more engaged throughout," she said. "If Georg Jensen were to have chosen a catalogue, or video, instead of the two-screen experience, consumers may have chosen to gloss over it.

"Instead, the interactive nature of the experience makes it more exciting and memorable. It also forces the user to place items in their cart, which means that they have to look at them again at the end of the experience."

Ms. Durrani is not affiliated with Georg Jensen, but agreed to comment as an industry expert.

[Georg Jensen](#) did not respond by press deadline.

### Exploration of gifting

Presented to consumers on social media, Georg Jensen introduced its gift guide concept by incorporating a contest. Within the "The Gift of Giving" guide there is a hidden picture of the brand's namesake founder.

If the consumer chooses to explore the gift guide and locates the picture of Mr. Jensen, she may be awarded a prize. The gift selected to spur interaction with the gift guide is a Vivian Dew Drop necklace.

//

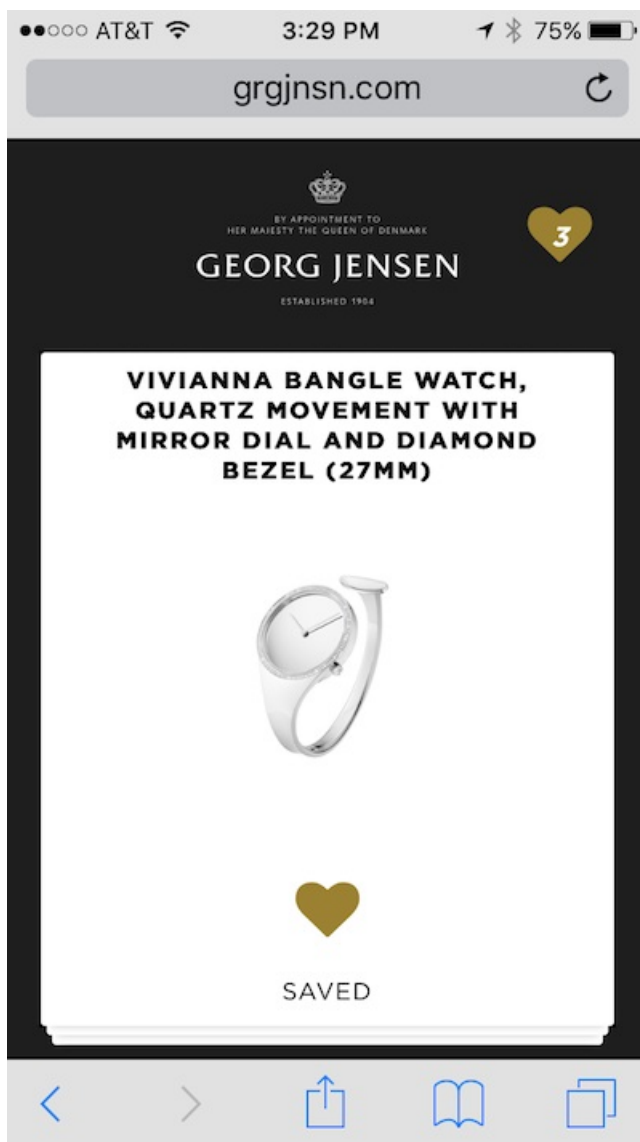
Find the picture of Mr. Georg Jensen in The Gift of Giving and win an extravagant holiday gift. Experience Giving.georgjensen.com and find the picture to get the chance to win a Vivianna Dew Drop.

Posted by **Georg Jensen** on **Wednesday, December 16, 2015**

When the gift guide loads, after a short introduction, the consumer is notified that she can either start the experience right away or sync her smartphone to enhance the desktop experience. To use a smartphone as a "remote" for the gift guide, consumers must go to [grgjnsn.com/](http://grgjnsn.com/) and use the unique code after the backslash, provided by the brand upon each visit.

If the consumer decides to use her smartphone as a remote, the video for The Gift of Giving automatically begins. The phone's display reloads to tell the consumer that if she sees an item of interest, tapping the heart icon will save to a favorites folder.

As the video plays, the consumer watches a woman enter a dinner party. In different frames of the video, various Georg Jensen pieces come into view. Each new piece is then displayed on the smartphone's screen, allowing the consumer to select it as a favorite if she wishes.



*Timepiece featured in The Gift of Giving video*

On the desktop version, each new item shown on the screen is placed on a side bar with a "view details" prompt. A click-through opens a pop-up box, which provides details of the product without navigating away from the video. As with the phone, items can be saved for later.

In some scenes, Georg Jensen encourages consumers to "slide to choose a gift," this works as a directional in the

narrative. A slide to the right or the left includes different plot turns that are relevant to the piece of jewelry selected. For instance, the first includes a choice of a letter opener or ring. If the ring is selected the viewer sees a man gift the rings to a woman while the letter opener shows a woman opening an envelope filled with stackable rings that she pours into her palm.

The video shows Georg Jensen's category range which includes rings, watches, necklaces and silver goods for the home.



*Still from Georg Jensen's The Gift of Giving*

After the video concludes, the consumer has a chance to participate in the Georg Jensen holiday contest. For a chance to win a gift priced up to \$10,000, the consumer must answer where Mr. Jensen's likeness was seen in the video as well as select a favorite from the Fusion ring, the Koppel watch and the Vivianna Dew Drop necklace.

In the following fields, participants must enter an email, their gender and country of origin to be considered. This aspect also helps Georg Jensen gauge who its consumers are and increase its database.

The fields then give way to a more traditional gift guide that reads as if it were a standard Web site listing.

Two screens are better than one

In the luxury space, Dior was one of the first brands to begin promoting its products using a strategy that emphasized two-screen usage. While there is some reliance on the consumer being in front of a desktop computer and her smartphone, the interaction is valuable as it is more likely to leave an impression.

Back in 2014, Dior expanded its wonDiorland fragrance initiative's digital touchpoints with exclusive mobile content that enhanced the desktop experience.

By entering a device-specific four-digit code found on Dior's mobile site for wonDiorland, the consumer could discover additional content developed from the brand's then-new fragrance, Dior Addict. The addition of this mobile-to-desktop tactic aligned with Dior's ongoing approach for the fragrance launch that included a dedicated Facebook account to attract brand enthusiasts ([see story](#)).

The notion of a two-screen experience is also evolving to be more interactive not only between a brand and consumer, but peer-to-peer exploration.

For instance, French leather goods maker Hermès updated its scarf-tying application to include a two-device game to encourage consumers to share the app with friends.

Hermès' "Silk Knots" app, which includes videos and instructions teaching consumers how to tie their scarves in imaginative ways, now has more content and a collaborative video that can only be viewed when two devices are present. By updating with more than just a new collection, Hermès will likely get its fans to download the update and explore the app anew.

To experience the two-screen feature, both devices have to have the app and the game downloaded. Consumers on each phone or tablet can then press a "connect" button when they are in close proximity and the devices will find each other ([see story](#)).

While two-screen experiences may not result directly in an increase in sales, it will undoubtedly assist in creating strong awareness for a brand.

"[Georg Jensen] will definitely get a lot of exposure because of the novelty, but the high price point of the products may potentially hinder the number of conversions this campaign brings," Ms. Durrani said.

"Having said that, a campaign of this nature may not directly create sales through the shop and explore experience, but it should be a great tool for creating awareness, and getting people who have never heard of the brand to use its site," she said.

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

---

© 2020 Napean LLC. All rights reserved.

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