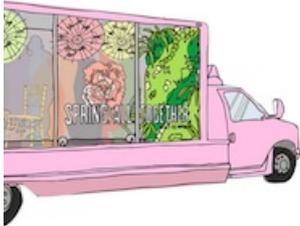


OUT OF HOME

Holt Renfrew drives into spring with prize-filled truck

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Holt Renfrew All Together at Holts truck

By STAFF REPORTS

Canadian department store chain Holt Renfrew is taking its spring campaign to the streets of Toronto.

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The retailer has fashioned a branded truck that will be stationed in key spots within the city each day, offering consumers the opportunity to try their luck at prizes such as Christian Louboutin nail polish or Prada sunglasses. Meeting consumers outside of a store enables a retailer to provide diversified experiences and establish a connection with both existing and potential new clients.

Popping up

Holt Renfrew's pink truck features a clear side, allowing consumers to see the floral displays inside.

Consumers who encounter the truck can pop inside and try for one of nine prizes per day.

Each entrant will be allowed to choose one key per day. The consumer then can try to unlock one of three boxes with the key. A perfect fit will unlock a prize, ranging from a Holt Renfrew gift card to a Longchamp Penelope tote.



Holt Renfrew truck

Consumers are prompted to check Holt Renfrew's Twitter to see where the truck is parked each day. Adding an additional social component, the brand suggests taking a photo with the van and tagging it #AllTogetherAtHolts.

The contest opened March 9, and will run through March 26. A total of 108 prizes are available throughout the competition.

This serves as an extension of Holt Renfrew's spring campaign, which profiles 18 Holt Renfrew customers discussing the yearly transition into the warmer weather and their personal must-haves for the new season ([see story](#)).

Last year, Italian fashion brand Dolce & Gabbana traversed the city of Milan in a beauty branded truck to promote its cosmetics collection.

Dolce & Gabbana's Beauty-on-the-Go rickshaw drove through Milan since May 16 to give passersby the opportunity to sample the fashion label's beauty offerings. The brand has been headquartered in Milan since its founding in 1985, and since the 2015 Milan Expo had only just began, Dolce & Gabbana's initiative benefited from the influx of tourists visiting the city at the time ([see story](#)).

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