

MULTICHANNEL

Printemps ushers in spring with floral selfies

March 25, 2016



Promotional image for Printemps' social contest

By STAFF REPORTS

French department store Printemps is welcoming the new season with a social media effort.

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The retailer, whose name translates to spring, is reaching out to consumers for a floral-themed user-generated content contest. Part of its ongoing 150th anniversary celebration, this serves not only to mark the warmer weather ahead, but also to commemorate Printemps' heritage.

New season

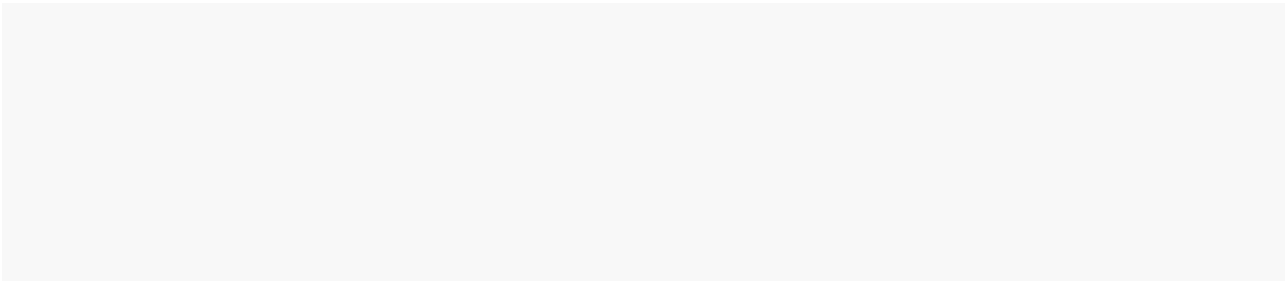
The contest is open to consumers who either reside in France or who are visiting the country within the contest period. Entrants are told to post a selfie that includes at least one flower to Facebook, Instagram or Twitter.

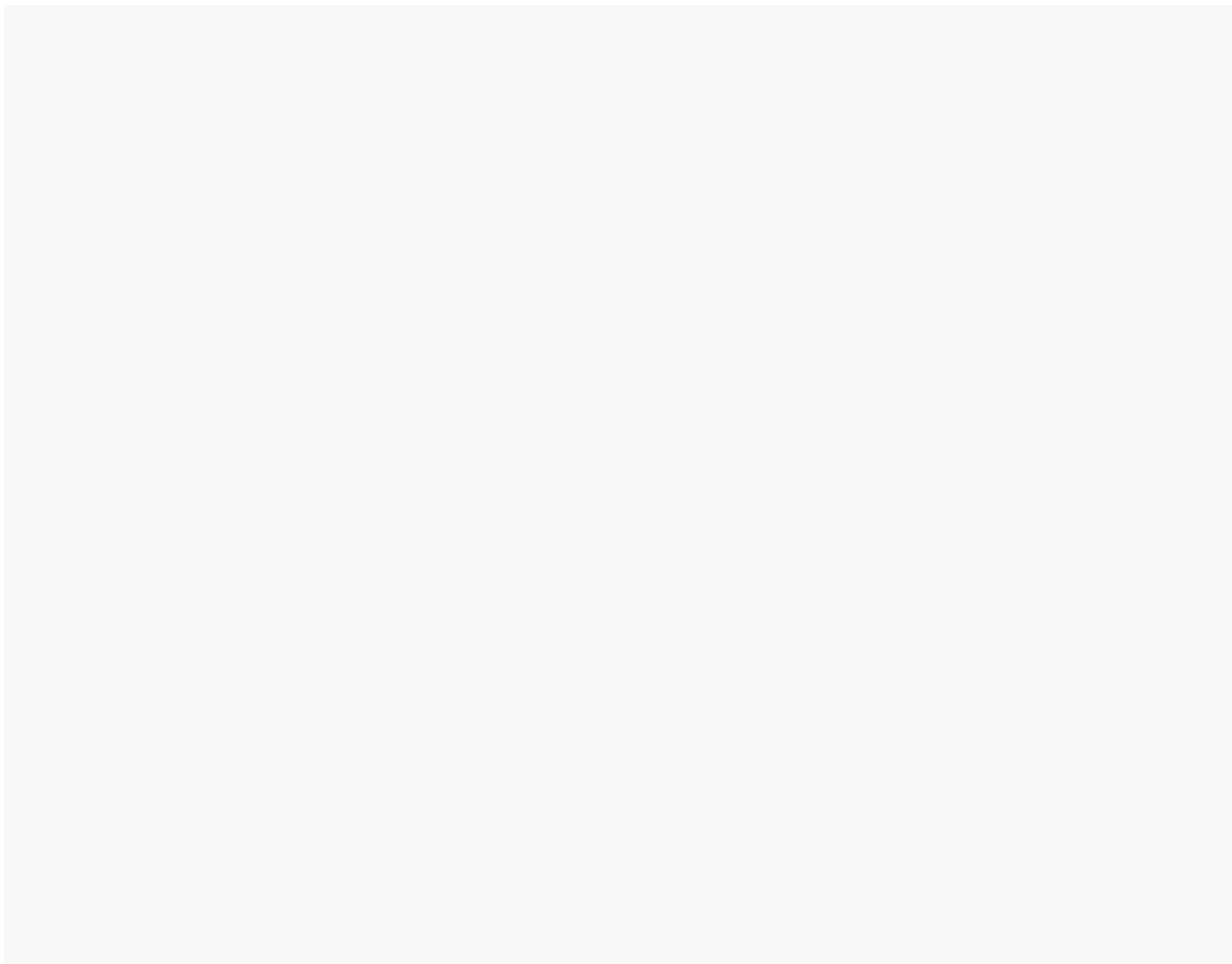
To be eligible, consumers have to follow Printemps on the platform they post on and include the hashtag #DesFleursAuPrintemps.

The drawing will take place on April 25, and the winner will receive a 300 euro gift card, valued at about \$335 at current exchange rates.

On March 19, Printemps hosted a meetup with influencers Rachel Martino and Bono Zhang at its flagship store. This kicked off the contest, as the crowd gathered was given flowers, tied to which were instructions on entering the contest.

During the event, pink confetti rained down to welcome spring.





#DESFLEURSAUPRINTEMPS Cibrez l'arrive du printemps en partageant une photo de vous sur les rseaux sociaux et tentez de gagner jusqu' 300 de cartes cadeaux. Plus d'infos sur ><http://bit.ly/25onbFY>

A video posted by Printemps Official (@printempsofficial) on Mar 25, 2016 at 9:21am PDT

Having Ms. Martino, who traveled from New York, and Beijing native Mr. Zhang on hand helped to lend an international touch to the event.

Printemps also looked toward flowers as inspiration for its milestone celebrations.

The store celebrated its 150th anniversary with a multichannel campaign that simultaneously points to its past and present.

Launched March 20, 2015, "Happy 150 Printemps" played off the retailer's name, with floral displays, artistic window installations, in-store events and a cartoon mascot named Rose. Flowers have been a consistent theme throughout Printemps since its founding, but this campaign sought to show the innovative and creative nature of the store, rather than focusing solely on its past ([see story](#)).

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