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## Cartier prompts wheel spin to unlock wish and matching amulet

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*Cartier Amulette Malachite Instagram post*

By FORREST CARDAMENIS

Richemont-owned jeweler Cartier is fulfilling its consumers' desires with a campaign promising to unlock their wishes.

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The Amulette de Cartier collection is made up of colorful gemstones, each of which symbolizes a different feeling or wish. The creative content marketing and personalization the pieces offer will encourage engagement and work with Cartier's playful but discerning image.

"Cartier is adoring the wearer's soul, her inner desires," said Lauren Bates, storyteller at [Blue Moon Digital](#). "And through the pendant, she can display that to the world without anyone even being aware, and that can be powerful.

"Cartier realizes that speaking to their consumers' emotions resonates and creates a trust and connection that cannot be bought," she said. "So they are really capitalizing on trust and emotion."

Ms. Bates is not associated with Cartier, but agreed to comment as an industry expert.

[Cartier](#) was unable to comment.

### Spin the wheel

On the Amulette de Cartier microsite, consumers are encouraged to "unlock [their] wish." An image showing the 10 pieces of the collection arranged in a circle slowly rotates and prompts the consumer to "turn the wheel."

Giving the wheel a spin will lead to one of the amulets being selected at random. When the item is selected, the user can "discover" the jewel and unlock her wish. For example, the Carnelian amulet represents the wish to live forever while the Onyx represents the wish for strength of heart.



### *Amulette de Cartier wheel*

Each wish is elaborated on further down the page, briefly explaining the traits and characteristics the gemstone has grown to be associated with. Scrolling onward, shoppable images and brief videos of the amulet redirect to the product purchase page.

The characteristics associated with gemstones make them feel like personalized and representative products rather than purely material goods. Connecting them to wishes and characteristics encourages potential customers to indulge, telling them that they are buying something that represents them.

A larger series of images further down featuring the amulet will redirect the user to a post by one of Cartier's partner bloggers.



### *Amulette de Cartier collection*

Many consumers see brands as less trustworthy sources of information. Redirecting consumers to blog posts about each amulet will likely strike a chord with those looking for a more personal take on the jewelry.

"Some blog posts are better than others, but all feature the amulet beautifully and create a trust with the shopper," Ms. Bates said. "Reaching out to bloggers is another great way for Cartier to capture and inform a younger demographic. Which only furthers their customer base."

In addition, the "turn the wheel" interface, as well as the amount of content on the site, will keep the curious engaged, leading to a more powerful and longer-lasting impression.

Beyond the microsite, Cartier has promoted the collection heavily with #UnlockYourWish. Facebook posts featuring a hashtag and a link have been accompanied by brief videos showcasing one of the pieces.

On Twitter, Cartier has linked to an Instagram image similar to the one at the top of the microsite. Each piece is tagged, and clicking on it brings the user to an Instagram page made specifically for that piece, getting around Instagram's lack of hyperlinks and creating a form of landing page.

Further adding personality to the products, each Instagram has images of the items, the "wish" associated with it and a person wearing it. The pages are carefully laid out so that on desktop the nine images go together to form a more complete picture.



### *Cartier Snakewood Instagram*

The clever Instagram marketing could lead to increased sharing, giving Cartier exposure to segments of the market with which it has not yet connected.

#### Gleaming with personality

Cartier has made a point out of ensuring its digital marketing is engaging and thorough.

In December, the jeweler brought the bricks-and-mortar experience online with a digital holiday window display.

On the brand's ecommerce site, consumers could peek into interactive panes, which enabled them to see items in close-up, 360-degrees and shop from the display. While consumers are increasingly warming to the idea of ecommerce, bringing a little bit of retail theater online can help create to elevate the shopping experience ([see story](#)).

When marketing a product such as jewelry, instilling a personality within the product is a common theme.

For example, French fashion house Christian Dior is bringing its jewelry and apparel closer together with the Archi Dior campaign.

Archi Dior, photographed by Patrick Demarchelier, highlights Dior fine jewelry creator Victoire de Catellane's latest collection, which was inspired by the design of the brand's dresses. Having a visible link between apparel and jewelry helps establish a clear brand identity, ensuring that those who love the clothing will not jump to another brand for their jewelery needs ([see story](#)).

"These elements, spinning the wheel and providing a description of the quality the stone embodies, draw the shopper further into the content," Ms. Bates said. "This, in turn, can really create a connection with the shopper.

"Perhaps she wants to find a stone that is, not only a stunning piece, but one that she can relate to on a deep emotional level. Something that is more to her than just a piece of jewelry, something that really speaks to her soul."