

MOBILE

## Neiman Marcus challenges in-store customers to earn mobile game rewards

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By ELIZABETH ZELESNY



Neiman Marcus has introduced its first interactive mobile

challenge with mobile game platform Scvnr to engage customers with products in-store.

The mobile challenge is a social game about going places, completing challenges and earning rewards. The promotion runs from March 17 to April 10 at all 41 Neiman Marcus locations nationwide.

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“For the past year, we have been looking at different online platforms to partner with to help promote specific events on our seasonal calendar,” said Wanda Gierhart, chief marketing officer of Neiman Marcus Group, Erving, TX. “This season we decided to try

something a little different and liked the Scvnr concept.

“It was a way for us to drive user-generated content, and engage and challenge in-store shoppers during our Big Night Out event,” she said. “In addition, we thought it was a platform that was growing in popularity and would appeal to the audience we were targeting with our Big Night Out event.”

Scvnr is a game platform funded by Google Ventures, Highland Capital Partners and Balderton Capital. The Scvnr application is free in Google's Android Market or Apple's App Store.

Neiman Marcus sells fashion's top names for women, men and children as well as designer jewelry and beauty products.

Dork night

Upon downloading the Scvnr application, consumers will be asked a series of questions that can only be answered by completing interactive tasks when the customer is in a full-line Neiman Marcus store.

The mobile challenge is divided into three distinctive tiers and after successful completion of each tier, the customer is rewarded with a gift from the Neiman Marcus store.

Consumers may win up to two gifts and a chance to nab a \$2,500 shopping spree at Neiman Marcus. Rewards include a makeover at the le Metier de Beaute counter and a special gift.

The interactive Scvnr game debuts during Neiman Marcus' Big Night Out event designed to offer looks from prom, spring formals and other celebrations during spring.

Consumers may visit <http://www.NeimanMarcus.com/BigNightOut> to join the Scvnr hunt challenge and locate events at the nearest store.



*Neiman Marcus' dedicated Web site*

“It helps to create a fun shopping environment for our customers especially those in the specific demographic we are focusing on during our Big Night Event,” Ms. Gierhart said.

“It also engages the store teams and provides a way for them to connect with not only their existing customers, but potentially a new audience.”

## Game face

The partnership between Neiman Marcus and Scvngr is an example of how a luxury brand can be an innovative leader in the retail industry by leveraging a social game.

Incorporating the interactive game with the retailer’s Big Night Out campaign creates a stronger community engagement.

“Scvngr has over a million players nationwide and we liked the idea of interacting and engaging with a new audience,” Ms. Gierhart said. “We believe that the digital- and mobile-based program Scvngr developed will appeal to this customer by creating a fun and interactive shopping experience.”

## Final take

*Neiman Marcus and Scvngr*

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