

APPAREL AND ACCESSORIES

Berluti activates WeChat contest to fast-track footwear awareness

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Ho-Pin Tung for Berluti's Fast Track contest

By SARAH JONES

French menswear house Berluti is introducing its Fast Track footwear to Chinese consumers through a contest exclusive to WeChat.

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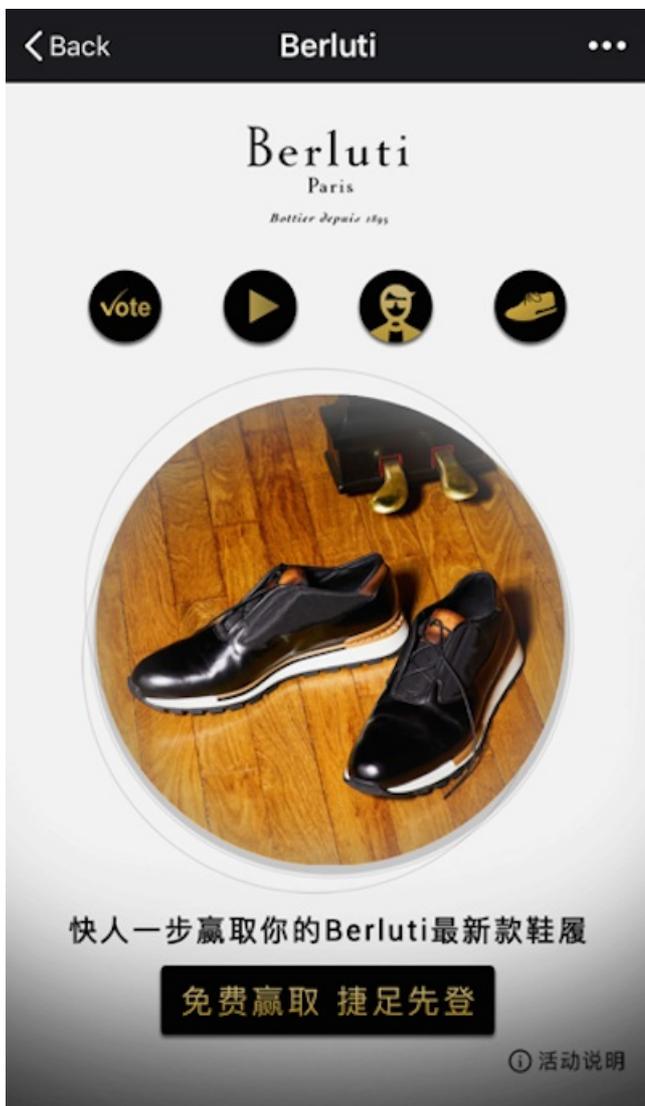
Through a microsite on the social platform, consumers can read profiles of three local ambassadors and vote for their favorite style from the line for a chance to win a pair of shoes. Localized campaigns offer brands the opportunity to reach consumers with content and promotions that cater to them, making it all the more likely that it will resonate with the intended audience.

Berluti did not respond before press deadline.

Opinion poll

Berluti's contest opened Aug. 1 and will run through Aug. 22. In addition to WeChat, **Berluti** is promoting the initiative on Instagram, offering the chance for those who may not already follow the brand on WeChat to get on board to participate.

From the landing page for the campaign, consumers can place their vote, watch video content, learn more about the individuals featured and take a closer look at the Fast Track shoes.



Screenshot of Berluti's Fast Track microsite on WeChat

One video features footage from the brand's spring/summer 2017 presentation, for which it staged a garden party complete with foosball tables, soccer, ping pong and other athletic activities. This shows off the sporty nature of the Berluti Fast Track, a style that resembles both a sneaker and dress shoe at the same time with an elegant calfskin upper and a rubber sole resembling that of a running shoe.

Profiles of racecar driver Ho-Pin Tung, marketer ChenMo and entertainer Wang Bo-Wen are included on another page. As of press time, only Mr. Tung was featured, with additional content to come in the upcoming weeks.

Along with photos of him modeling Fast Track shoes, Mr. Tung's profile talks about his needs of both fashion and function when it comes to footwear.



Wang B-Wen and ChenMo

Consumers can vote via a separate page, picking which of three pairs worn by Mr. Tung they like the most.

Once their choice is selected, they need to provide their name, phone number, email address and address to enter. This gives Berluti the opportunity to learn more about its fans.

Each week throughout the contest, a name will be drawn, with the winner receiving a pair of Fast Track shoes.

Interested consumers can also explore the Fast Track further, learning about pricing and seeing the styles sported by other influencers. Berluti does not operate its own online store, so the brand does not take advantage of WeChat's ecommerce capabilities for this initiative.

Chat room

WeChat's popularity makes the social app a key platform for luxury brands looking to grow their presence in the Chinese market.

British fashion house Burberry used messaging application WeChat to involve Chinese consumers in its Lunar New Year promotions.

Lunar New Year, celebrated by Chinese consumers around the world this year on Feb. 8, allowed Burberry to curate an effort exclusively for its Chinese clients, thus creating a personalized and localized connection. WeChat offers brands an in with Chinese consumers around the world since the app is the go-to form of communication between shoppers, brands and peers ([see story](#)).

WeChat's unique interface should be taken into consideration when planning campaigns.

Luxury brands are not taking advantage of WeChat's direct marketing capabilities, according to a new report by L2.

Brands in the fashion and watches and jewelry categories receive an average of 7,000 views per WeChat post, a pittance against the 700 million monthly users. Rather than using WeChat in ways similar to Instagram, Facebook and Twitter, brands should take advantage of its one-to-one communication interface for CRM purposes, to encourage loyalty or drive online-to-offline activity ([see story](#)).