

RETAIL

Bloomingdale's gets the word out with mobile-only sweepstakes

September 12, 2016



Promotional image for Bloomingdale's sweepstakes

By STAFF REPORTS

Department store chain Bloomingdale's is asking consumers to say anything with a user-generated content contest that solicits for text over photos.

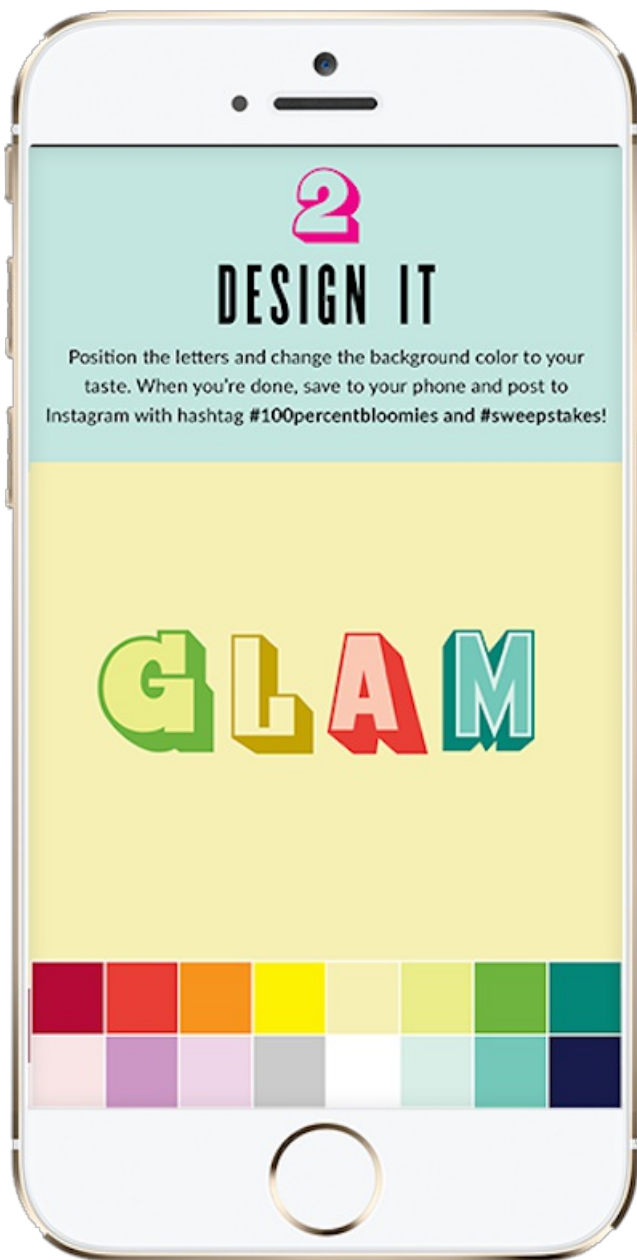
Subscribe to **Luxury Daily**
Plus: just released
State of Luxury 2018 **Save \$246 ▶**

Continuing its omnichannel efforts around its 100 Percent Bloomingdale's campaign, the retailer is hosting a mobile-only sweepstakes that centers on adding a creative touch to a word. This different approach to a social contest may give Bloomingdale's new insight into its audience, while spreading its visual campaign narrative through its followers.

Word up

Bloomingdale's introduced its contest on Instagram. To participate, consumers need to navigate to a microsite from their mobile device, as the experience only works on mobile.

Here, consumers are instructed to type any word. This then appears in colorful block lettering, the same typeface used in 100 Percent Bloomingdale's campaign promotions.



Screenshot of Bloomingdale's contest

The user can then pick her desired background color to add her own touch. Once done, she can save the image to her phone.

To enter the contest, the consumer has to share the image created to Instagram with the hashtags #100PercentBloomies and #sweepstakes. They will automatically be entered to win the grand prize—a \$1,000 gift card.

The contest will be open until Sept. 23.

So far, entrants have used the word generator to share their love for the retailer or to comment on current events or their personal lives.

The department store chain implemented a fun call-to-action sweepstakes campaign with Snapchat users to celebrate the fall launch of its 100 percent campaign.

Bridging the gap between digital and bricks-and-mortar, Snapchat users were invited to their local Bloomingdale's to explore the department store to uncover hidden geofilters over the Labor Day weekend ([see story](#)).