

JEWELRY

Georg Jensen aims to spoil via online gifting guide

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Georg Jensen holiday 2016 ornament

By STAFF REPORTS

Danish design house Georg Jensen is ensuring inspiration with the announcement of its holiday 2016 gift guide.

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Announced via email with a subject line reading, "Prepare to be generously inspired," the silversmith alerted consumers to its upcoming holiday gifting communications. The email also tells consumers subscribed to Georg Jensen's newsletter to "Prepare to feast your eyes," a telling phrase meant to spur interest in the attractive gifts that may be included in this year's guide.

Feast for the eyes

Paired with a silver heart ornament, additional text tells consumers that Georg Jensen's online gift finder will help in discovering the ideal present for someone dear. A click-through redirects to Georg Jensen's Web page.

Although not broadcasted via email messaging, Georg Jensen's gift-finder feature is live on its Web site. On the homepage a prompt "more than a gift" section and a "begin" button begin the experience.

In the format of a quiz, Georg Jensen's gift finder first asks who the consumer is shopping for and wants to "spoil." Options include a gift for self or a present for a loved one. The following section asks if the recipient is a man, woman or child.



Georg Jensen holiday gift finder quiz

When a gender is selected the consumer is brought to a dedicated page with gifting ideas. For instance, if the gift is intended for a child, Georg Jensen shares silver or wood elephant-shaped banks, a puzzle or children's silverware.

If a male or female recipient is selected Georg Jensen offers its various product categories such as jewelry and watches, accessories, home decor, table settings and wine & bar items. Depending on which is selected, the coordinating gift selection appears on the following page.

Last year, Jensen explored the gift of giving using a two-screen strategy that encouraged consumer discovery to make a gifting selection.

The gift guide concept could be explored via desktop without the assistance of a smartphone, or the consumer could use her device to interact with Georg Jensen's content. Gift guides range from standard listings to narratives that play into the fervor of the holiday spirit, which may have a better effect on consumers' spends as they search for the perfect present for a loved one ([see story](#)).

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