

RETAIL

## Fortnum & Mason encourages ecommerce browsing with holiday gift hunt

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*Image courtesy of Fortnum & Mason*

By STAFF REPORTS

British department store Fortnum & Mason is setting consumers on a "great gift chase" to track down a Christmas character that has gone AWOL.

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As part of its "Together We're Merrier" holiday campaign, Fortnum & Mason is encouraging consumers to participate daily in searching for the missing character. During the season of giving, many retailers and brands rely on interactive Advent Calendars and gifting guides to spur repeat visits.

The search is on

Hidden on the pages on Fortnum & Mason's Web site is a Fortnum green gift box tied with a yellow bow. The box has been personified with arms and slender legs wearing red pumps.

As consumers browse Fortnum & Mason's offerings online, there is a chance that the gift box character will appear on the page. Although no clues are given as to its location, the spontaneity of spotting the elusive package is a fun way to interact with an online audience.

If a consumer spots the character, Fortnum & Mason has created a submission form that asks where the gift box was spotted. Consumers are also asked for their contact details.

# THE GREAT GIFT CHASE



#FortnumsChristmas | @fortnums

## *Fortnum & Mason's The Great Gift Chase character*

Between Dec. 1-14 Fortnum & Mason will select a winner per day. The prize gifted will be a jar of Fortnum & Mason's St. James Christmas Pudding, a festive favorite.

Back in 2014 the department store created a similar effort for Easter. Instead of a gift package, the Easter contest asked consumers to search for a cartoon bunny on Fortnum & Mason's ecommerce site.

The picture of the rabbit was located on individual product pages, so consumers will have to browse through merchandise to enter. This contest likely enticed Fortnum & Mason's loyal consumers to spend more time with the retailer's ecommerce site, and might have led to a bump in sales around the holiday as shoppers stumble across items they like ([see story](#)).

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