

RETAIL

## Fortnum & Mason hosts hunt for “rarebit rabbit”

April 10, 2017



*Inside Fortnum & Mason's Piccadilly flagship*

By STAFF REPORTS

British department store Fortnum & Mason is spurring online and in-store browsing leading up to Easter with a thematic scavenger hunt.

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From April 10 through April 15, the retailer is hiding a character it has dubbed the Rarebit Rabbit somewhere in its store or its ecommerce site, asking consumers to locate it for a chance to win prizes. A play on the traditional Welsh dish rarebit served at Fortnum & Mason, this game will engage shoppers while also raising awareness for the store's culinary offerings.

### Rabbit run

Fortnum's Rarebit Dash is open to consumers in the United Kingdom. Each day, the retailer will be sharing a clue via email newsletters and social media, helping participants find the rabbit both online and within the Piccadilly store.

On April 10, the clue read, "Our Rarebit rabbit has just gone to ground, beside where our most-famous tea can be found..."



*Fortnum's rarebit rabbit*

This incentivizes consumers to sign up for the retailer's updates.

Those hunting online need to provide a link to the page where the rabbit is hiding, while bricks-and-mortar seekers are asked to post a picture to Twitter or Instagram, including the @Fortnums handle.

Scavenger hunts work to gamify shopping, a particularly useful tactic around holidays.

For instance, online fashion marketplace Farfetch kicked off the official start of the holiday shopping season with a scavenger hunt across its ecommerce site.

Hosting on Instagram, the #FarfetchCurates "treasure hunt" depicted ideal gift items against classic international scenes, asking consumers to find the one boutique out of Farfetch's network of 300 that carries it. This contest is not only a way to get consumers searching across Farfetch's site, but also a means to let consumers prove their retail knowledge ([see story](#)).