

JEWELRY

## Social commerce innovation: Swarovski's WeChat mini program case

May 12, 2017



*Swarovski's Mother's Day WeChat campaign. Image credit: Luxury Society*

By [Iris Chan](#)

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Collaborating with Tencent and DLG China, Swarovski is the first watch and jewelry brand to leverage mini programs to innovate on social commerce, highlighting its recent Mother's Day campaign.

Since launching in early January, WeChat mini programs offer brands an alternate avenue to develop advanced functionalities, whether it is making purchases, finding up-to-the-minute information or editing photos.

Conceptually similar to Google's instant apps, WeChat mini programs take away the barrier to download additional applications from an app store, and instead allow brands to offer users new and additional functionalities without having to leave the WeChat ecosystem.

While it may not be relevant to serve all purposes, Swarovski is the first watch and jewelry brand to find a way to leverage the technology of mini programs and complement both its social and retail activities.

*Swarovski reveals the Iconic Swan Collection 2017*

To celebrate Mother's Day, Swarovski launched a social media campaign on May 5 that speaks to all sons and daughters to celebrate their mother's eternal beauty and share with them well wishes to continue living youthfully and differently.

A vivid and beautiful garden design features Key Opinion Leaders' (KOLs) wishes to their mothers and brilliant Swarovski products to inspire gift ideas among online audiences.

Taking this occasion, Swarovski sought to build further on the social media campaign in a new way by capturing interested audiences at just the right moment to connect them directly to a point of purchase, narrowing that last step of the consumer experience, seamlessly.



*Swarovski's mini program on WeChat*

"The Swarovski brand spirit of Daring & Irresistible' is not only reflected in the design of our products, but also ingrained in our marketing strategy," said Donna Pang, managing director of Swarovski China.

"Social media continuously evolves quickly, so it is important to us that we find new and innovative ways to use new technology and functionality to improve the consumer experience with Swarovski, from brand awareness to aspiration, to purchase," Ms. Pang said.

Working together with Tencent and DLG China, Swarovski launched a mini program that serves as a one-click solution to purchase the campaign's featured Mother's Day gift ideas, directly through its official WeChat account.

"Working with Swarovski, a brand that embodies love and beauty, launching the Swarovski's Brilliant Gifts 0' mini program for Mother's Day created a smooth experience for users to express themselves on the occasion," said Juliet Zhu, head of marketing at WeChat.

The mini program can be shared like a contact and pinned like a chat, keeping consistent with native WeChat behavior.

Staying within WeChat means that users can also pay with their WeChat Pay for a complete consumer journey.



*Scan the QRcode with WeChat to access Swarovski's mini program*

Ms. Zhu said that "thinking about the user experience at every step is a top priority. We are continuously striving to develop connections between brand products and services with users."

Additionally, leveraging its vast retail footprint in China, Swarovski stores are supporting the launch by driving foot traffic with key visuals featuring the scannable mini program QR code in stores.

In the future, Swarovski plans to leverage further on its WeChat mini program and make it a sustainable component of the brand's social media strategy.

For WeChat, Ms. Zhu says it "hope[s] to take this successful collaboration encourages more brands to leverage WeChat mini programs in their brand activities."

In a state where some luxury brands are still wondering how to take advantage of mini programs, this definitely represents an case that could inspire others as Pablo Mauron, managing director and partner at DLG China, pointed out.

"This project jointly developed with Tencent and Swarovski, demonstrates how mini programs can be developed in the right way to optimize the offering from brands and experience for users," he said.



*Iris Chan*

*Iris Chan is a brand marketing professional with diverse international experience including several years leading client services at Digital Luxury Group (DLG) in Shanghai. Reproduced with permission from [Luxury Society](#), a division of [Digital Luxury Group](#). Adapted for style.*

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