

RETAIL

## Neiman Marcus begins holiday marketing early with UGC contest

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*Neiman Marcus is asking consumers to submit their photos. Image credit: Neiman Marcus*

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By STAFF REPORTS

Department store chain Neiman Marcus is turning its Christmas Book into a celebration of its customer experience.

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For the first time, the retailer's holiday catalog will feature user-provided photos on the cover, sharing memories made in-store. User-generated content is increasingly used by brands as a means to extend a brand's visual identity.

In print

Neiman Marcus' Christmas Book provides a range of gifting inspiration, from the accessible to the fantasy.

For this year's catalog, the retailer will feature a mosaic of user-generated photos on the book's cover. The contest, open now to those residing in the United States, offers the potential of prizes and publicity in exchange for shots shared to Twitter or Instagram with the hashtags #NMholiday and #Contest.

Neiman Marcus is asking for original photos that are tied to a brand memory, such as a lunch shared with friends at an in-store restaurant or the moment a wedding dress was found.

Each week for the length of the contest, one winner will be chosen to receive a \$250 gift card. These photos will be chosen on a combination of their creativity, adherence to the theme and quality.



*Neiman Marcus will feature UGC on its Christmas Book cover. Image credit: Neiman Marcus*

While those looking to make the cover need to submit before July 31, the contest will run through Dec. 23, for a total 31 weeks. A grand prize winner will be chosen from the among the weekly winners and will walk away with a \$10,000 shopping spree.

Along with those who will be featured on the catalog, Neiman Marcus is showcasing entries through a gallery on its Web site.

The holidays are a time that retailers reflect on the bond between store and shopper.

Last year, department store chain Nordstrom showcased the relationship it shares with its customers in a thankful holiday effort.

"Love, Nordstrom," launched Nov. 1 in the United States and Canada, turned the lens on more than 30 of its real customers, celebrating their personal style. As an increasing percentage of shopping moves online, pausing to celebrate the bond between store employee and customer may help to maintain the personal element of retail ([see story](#)).

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