

APPAREL AND ACCESSORIES

## Tamara Mellon creates opportunity for elevated shoefies in contest

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*Tamara Mellon's contest centers on a helicopter ride. Image credit: Tamara Mellon*

By STAFF REPORTS

Footwear label Tamara Mellon is reaching out to fearless females with an experience that takes fashion to new heights.

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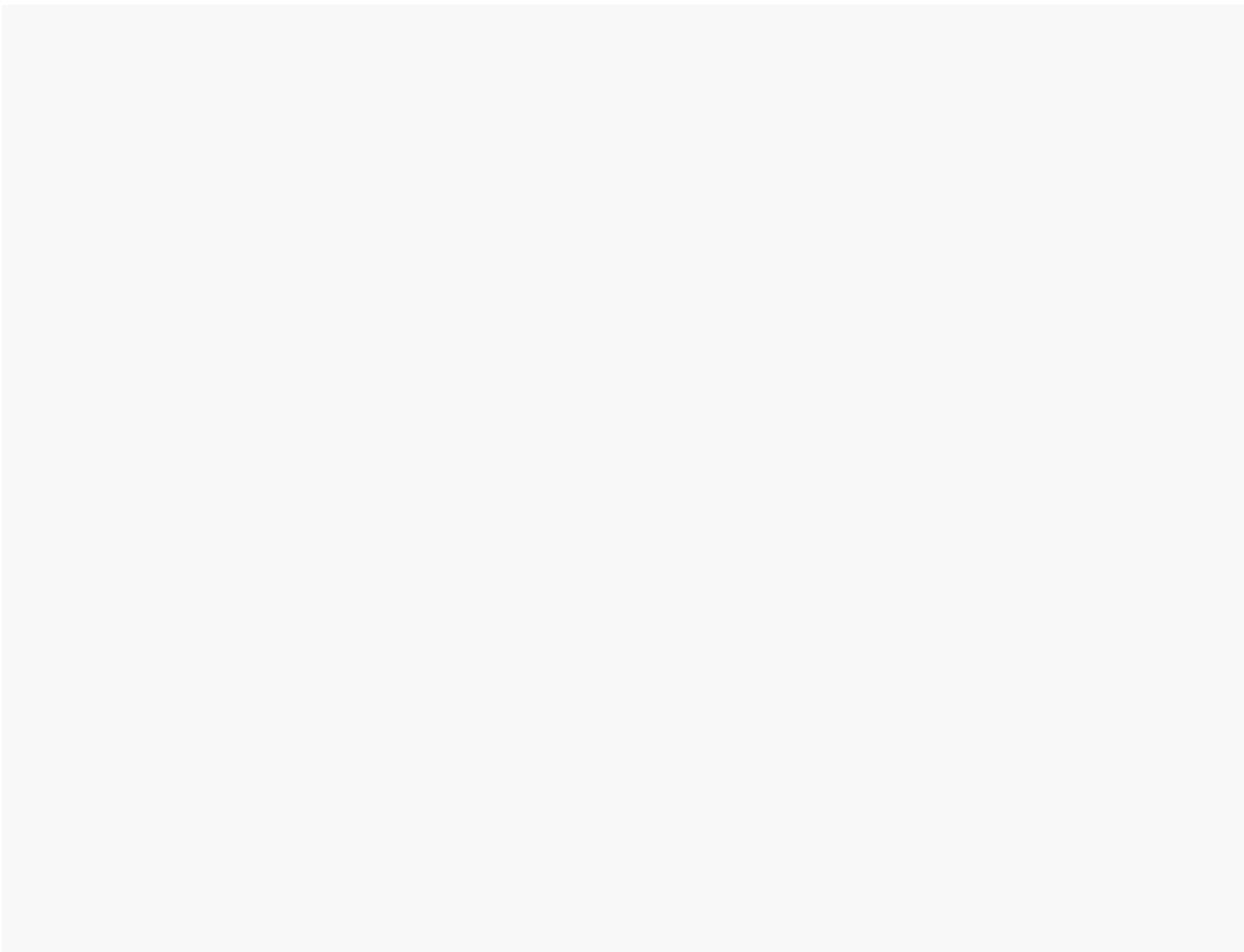
The brand is launching a sweepstakes for an open door helicopter ride over Los Angeles, giving the grand prize winner the chance to catch the perfect "shoefie" atop the city. Recently relaunched with a rule-breaking positioning, Tamara Mellon speaks to women who are similarly unafraid ([see story](#)).

High heels

Tamara Mellon asks contest entrants for their name and email address, allowing the brand and the sweepstakes sponsors Onomie and FlyNylon to grow their newsletter subscriber lists.

In addition to the helicopter ride, the grand prize includes round-trip airfare for two to Los Angeles, a two-night stay at a hotel, Tamara Mellon shoes and a gift card and skincare package from cosmetic brand Onomie.

While on their ride, the winner will be able to dangle her feet out of the side of the helicopter. Demonstrating the photogenic potential of this experience, the brand filmed a video following a model's high-flying heels.



ATTENTION FEARLESS WOMEN: To celebrate your willingness to break rules and defy expectations, we want to give you the experience of a lifetime. Tap the link in our bio to enter for a chance to win a trip to Los Angeles for two, complete with an open-door helicopter ride over the city by @flynyon with your feet dangling off the side (we're serious). You'll go home with pairs of Tamara Mellons, #shoefies like the one you see above, and a story that's (almost) as badass as you are. #tmwomanontop

A post shared by Tamara Mellon (@tamaramellon) on Aug 3, 2017 at 8:42am PDT

The Los Angeles sweepstakes opened Aug. 3 and will close Aug. 10. After Los Angeles, Tamara Mellon will be bringing the contest to San Francisco, Miami, New York and Las Vegas.

In a sea of contests, the experiential promise of Tamara Mellon's sweepstakes may help it stand out.

While giveaways and contests are nothing new for marketers, the growth in mobile marketing has driven the strategy to social media, where programs increasingly lack creativity and provide little value.

A slew of brands often take to social media attempting to engage consumers with contests and activations for prizes and giveaways, which means it is vital to adopt a visual and creative strategy that will win out over the onslaught. Marketers should make entries with as little steps as possible, while also creating an experience that is unique and fun for consumers paired with a worthwhile prize ([see story](#)).