

RETAIL

## Bloomingdale's fall campaign creates a team from its followers

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*Bloomingdale's recruits Instagram users to become a part of "Team Bloomies"*

By BRIELLE JAEKEL

Department store chain Bloomingdale's is looking to continue back-to-school sales with an effort that taps user-generated content to expand its reach.

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In keeping with a back-to-school theme, Bloomingdale's is promoting its "varsity-level" fall collection by mining social media for user content to incorporate on its Instagram. Spanning various social channels, Bloomingdale's is weaving its campaign content into a strategy that will entice users to participate.

"By increasing their social media exposure through key influencers in the Instagram world, Bloomingdale's will effectively spread brand exposure to thousands of potential consumers," said Laura Sossong, manager at Boston Retail Partners. "A large-scale promotion of this nature that compels multitudes of fashion bloggers to participate creates synergy, volume and hype, making it particularly effective in attracting new appeal."

### User generated campaigns

Bloomingdale's is promising its users that a winning fan will be featured on its Instagram along with a gift card to help jumpstart their fall purchases. The contest is part of its 100 Percent collection and campaign.

Want a chance to be featured in our Insta Story and win a Bloomingdale's gift card?

<https://t.co/SPB53JzON8> <https://t.co/AnxTt9JhOm> [pic.twitter.com/zdpWKH2Glk](https://pic.twitter.com/zdpWKH2Glk)

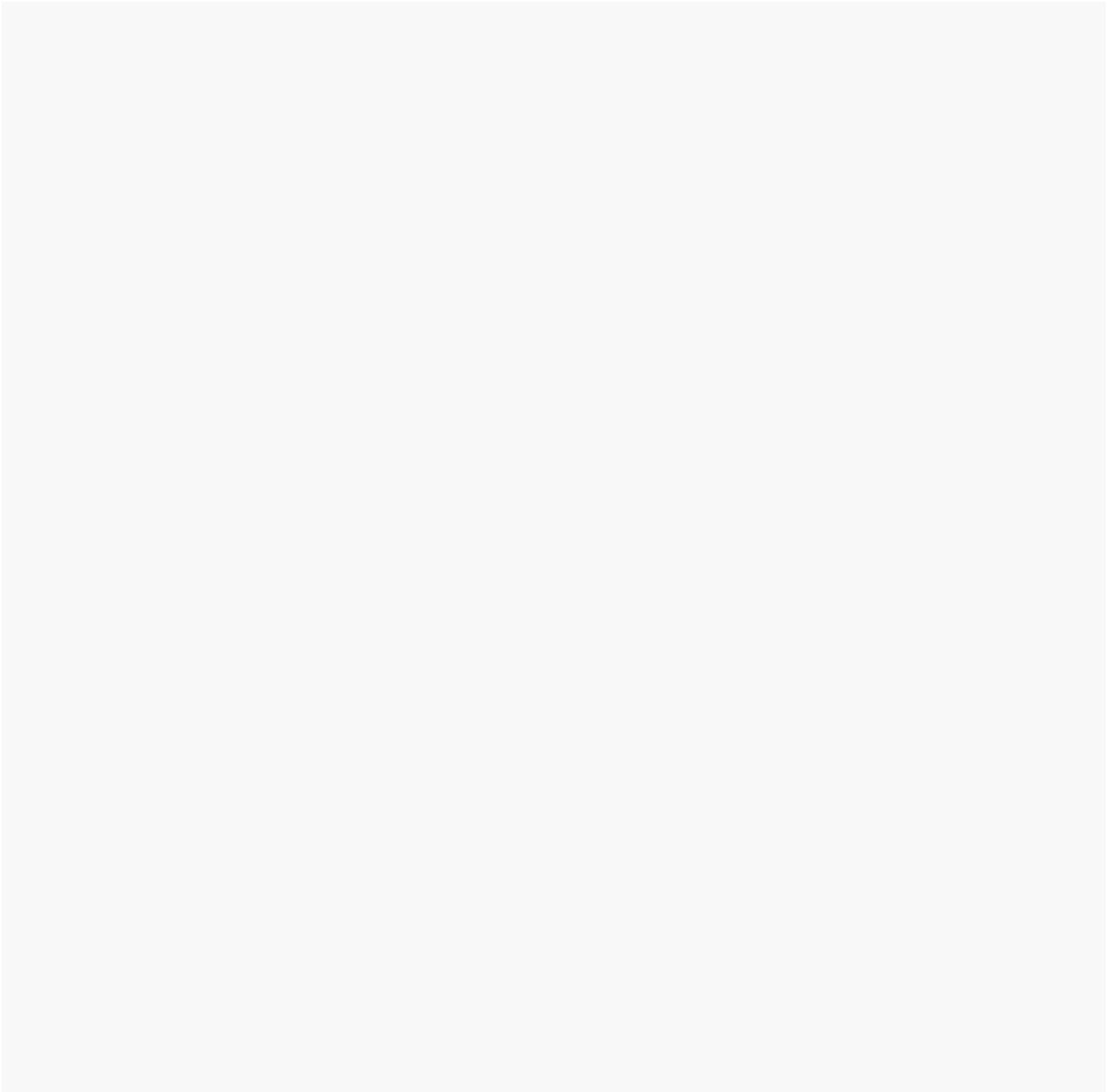
Bloomingdale's (@Bloomingdales) [September 21, 2017](#)

Interested participants can send pictures of their "team" or a group of people, numbering a maximum of six total individuals. The idea is to share photos of your team, similar to a school sports team.

The department store is accepting entries through direct message and email to Bloomingdale's official accounts, @bloomingdales on Instagram or [socialmedia@bloomingdales.com](mailto:socialmedia@bloomingdales.com) for email.

One entry, picked at random by Bloomingdale's, will receive gift cards for each individual topping out at \$600 total. Each member of the "team" will receive a \$100 gift card to Bloomingdale's.

The winner will receive a direct message from Bloomingdale's and must reply within a 24-hour period.



Want a chance to be featured in our Insta Story and win a Bloomingdale's gift card? Then don't miss today's story!  
#100PercentBloomies

A post shared by Bloomingdale's (@bloomingdales) on Sep 21, 2017 at 7:20am PDT

Bloomingdale's will be using the USG to create a relatable and personal campaign to help boost its fall sales. The chain has prompted entries through a variety of social channels, hoping to spread the word and connect with its followers.

Additional campaigns

The department store is often sharing unique and interesting campaigns hoping to establish a bond with fans.

For instance, Bloomingdale's headed to Broadway with an interior design renovation in honor of new musical "Dear Evan Hansen."

Prior to the show's premiere on Broadway on Nov. 14, 2016 at the Music Box Theatre, Bloomingdale's transformed the Al Green room into the Blue Room, taking cues from the play's signature color. Open from Nov. 4 and up through the duration of the show's run, this space will give the retailer a presence among the cast, crew and their guests ([see more](#)).

Similar to this fall's 100 Percent campaign, Bloomingdale's asked consumers to say anything with a user-generated content contest that solicits for text over photos for its last year's campaign.

Continuing its omnichannel efforts around its 100 Percent Bloomingdale's campaign, the retailer hosted a mobile-only sweepstakes that centers on adding a creative touch to a word. This different approach to a social contest may give Bloomingdale's new insight into its audience, while spreading its visual campaign narrative through its followers ([see more](#)).

"This Bloomingdale's unique contest is a great way to incentivize brand ambassadorship and reach a large population with a simple, low barrier to entry giveaway," Ms. Sossong said. "It also gives shoppers inspiration, promoting sales by allowing them to visualize how they would wear various pieces from Bloomingdale's.

"By searching the keyword #100percentbloomies, access to thousands of photos is provided in one simple, easy to access and easy to shop spot," he said.

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