

MOBILE

## Swarovski continues Hello Kitty push with first branded app

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By RACHEL LAMB

Precision-cut crystal manufacturer Swarovski is killing two birds with one stone by continuing the promotion of its Hello Kitty collection and launching its first mobile application.

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The Hello Kitty mobile app transitions the same theme and ideas of the Swarovski Facebook page and is targeted toward women ages 18-25. The app will launch August 1 for Android and Apple devices, with a large social media buildup.

“Our research has shown that our consumers are more on mobile, and we want to entertain them wherever they are,” said Livia Marotta, New York-based director and head of communications and public relations at Swarovski.

“We are able to get into mobile in a very unique way, thanks to Hello Kitty,” she said.

“Hello Kitty is a happy brand, and Swarovski is associated with happiness, sparkle and glamour.

“What better way to penetrate our target group than with a character that is very popular and suitable for being associated with Swarovski crystals?”

Hello mobile

The Swarovski Hello Kitty mobile app will follow the same themes as an app on the brand's Facebook page ([see story](#)).

Earlier this month, [Swarovski](#) launched an initiative on the social media site where consumers could put Hello Kitty's iconic bow on their profile pictures.



### *Hello Kitty Facebook app*

The brand is striving to get 10,000 consumers to put bows on their profile pictures and when the number reaches the target amount, Swarovski will give away 10 items from the collection to those who participated.

The mobile app will allow consumers to take pictures of themselves and pick one of eight Hello Kitty frames.

Consumers are then able to upload the images to Facebook to share with their friends.

“The 18-25 age group is very appealing to Swarovski right now,” Ms. Marotta said. “We are trying to incorporate an emotional element in this campaign and taking pictures is very personal.”

The brand will also be integrating another mobile element into the campaign – QR codes.



### *Swarovski's Hello Kitty charm bracelet*

When the app launches, all 240 U.S. Swarovski retail locations will incorporate bar codes into their in-store displays.

Consumers who scan the codes will be able to learn about the app and be linked to the Swarovski Facebook page on a mobile site.

#### Kit cat

In addition to its mobile efforts, a large part of the Hello Kitty collection marketing will consist of social media because of the age group that Swarovski is targeting.

This campaign is unique in that it is the first that is solely on the brand's Facebook page and not on its Web site, according to Ms. Marotta.

On July 25, the brand will start a countdown of Hello Kitty collection products on the brand's Facebook page.

On the day of the app launch on week later, an interactive 3D catalog featuring the collection will also be available .

The Hello Kitty collection consists of small leather goods, jewelry, handbags and crystal figurines.



### *Swarovski's Hello Kitty ring*

The collection will be available in-store and on the brand's site at <http://www.swarovski.com> later this month.

"The line is made with the highest-quality materials," Ms. Marotta said. "It's not just toy or children's jewelry, but well-made serious jewelry that is inspired by Hello Kitty."

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*