

INTERNET

Barneys prepares for September with social media photo contest

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Show us your style!



By KAYLA HUTZLER

Department store Barneys New York is using Twitter to engage younger consumers and promote its denim line just in time for back-to-school shopping and Fall temperatures.

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Luxury Daily

The retailer is asking fans to send a picture of themselves in their favorite Barneys denim style using a Twitter hashtag. The winner will receive a \$500 gift certificate to Barneys.

“Luxury brands using Twitter contests in their promotional arsenal need careful strategy in constructing and promoting them,” said Paul Farkas, founder of [Social.TV](#) and [SocialFashion.com](#), New York. “They are a good way to kindle a following when creating a new account.

“Limited-edition items and exclusive invites distinguish well-planned promotions, while lower-level prizes should be considered only if there are many to give out often,” he said.

Mr. Farkas is not affiliated with Barneys, but agreed to comment as a third-party expert.

[Barneys](#) was not able to respond by press deadline.

With flair

Barneys has asked its social media fans to follow the branded Twitter account to enter the

contest.

The denim contest has followers post pictures of themselves in their favorite denim looks, be it dresses, jeans, shirts or jackets and send the picture to Twitter.

On Twitter, the fan can mention @BarneysNY in the post, but she must also use the hashtag #BNYDenim.



The contest will be open until Aug. 31 at 9 a.m. Eastern Standard Time.

A winner of the contest will be chosen randomly from the picture entries and notified via Twitter direct message.

The department store has alerted its current followers numerous times through tweets.

At press deadline, Barneys had 73,543 Twitter followers.

To expand its Twitter network, Barneys also notified its 116,969 Facebook fans of the contest through a post on its Facebook wall.

The contest has a micro pop-up site that contains the guidelines for entry, the rules of the contest and a countdown clock to the contest deadline.



Barneys New York

Enter to win a \$500 gift card to Barneys New York! Follow us on Twitter @BarneysNY; then upload a picture of your BNY denim style! <http://bit.ly/rks4X1> #BNYDENIM



BarneysNY on Twitter

offerpop.com

Win a \$500 gift card to Barneys New York! Follow us; then upload a picture of your hottest BNY denim style! #BNYDENIM <http://bit.ly/rks4X1>

Sunday at 5:30pm · Like · Comment · Share

41 people like this.



Patty Tedford Cupples This message is on F.B. so why not be able to win from F.B? I do not have Twitter.

Sunday at 5:35pm · Like · 7 people



Carina Piaggio Please extend this to FB

Sunday at 6:05pm · Like · 2 people



Fannie Jones Amen

Sunday at 7:10pm · Like · 1 person

Write a comment...

Photo finish

The amount of pictures that Barneys receives will be a good indicator of the engagement level of social media with the store's fans, according to Chris Ramey, president of [Affluent Insights](#), Miami.

"Twitter contests are inexpensive and fast-market research," Mr. Ramey said. "The response will tell them if it is an effective medium."

Many luxury brands have been using social media contests as a way to engage consumers and stay top-of-mind.

For example, British department store Harrods is giving away store credit to consumers who follow the branded Twitter feed ([see story](#)).

In addition, French skincare line L'Occitane en Provence is asking consumers to snap photos of the brand's best-selling hand cream and upload it to Twitter or Facebook ([see story](#)).

However, despite the brand's social media fan base, the effectiveness of this campaign is questioned by some experts.

It is a lot to ask consumers to think of their favorite denim look, wear it, snap a picture and post it to Twitter for everyone to see.

"[It is] my experience that affluent individuals don't want to jump through hoops to participate," Affluent Insight's Mr. Ramey said.



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Time left
20 days
20 hours
1 minute
41 seconds

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In addition, SocialTV's Mr. Farkas feels that there are some places in which the Barneys contest could improve.

For example, an area of improvement could be factoring-in the photo content asked from contestants by having it judged or rated , rather than ultimately picking a winner at random, he said.

Despite the doubts about this particular Twitter contest, the idea of social media initiatives and consumer-reward incentives are most likely here to stay.

"We will find influence and status scores, loyalty rewards and social contests increasingly interwoven in real-time social shopping and geosocial networking," Mr. Farkas said.

"Ultimately, luxury brands will learn to respectively create and participate in communications and promotions that add value to their goals, and steer clear from those that dilute or add more noise," he said.

Final Take

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