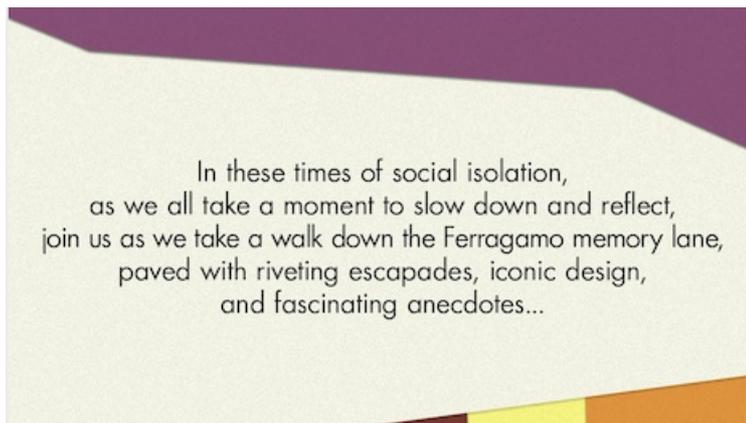


APPAREL AND ACCESSORIES

Salvatore Ferragamo creates branded Instagram game to entertain homebound fans

March 30, 2020



Salvatore Ferragamo is running an Instagram trivia game to entertain consumers on COVID-19 lockdown. Image courtesy of Salvatore Ferragamo

By DIANNA DILWORTH

Italian footwear and apparel brand Salvatore Ferragamo has created a trivia game night that will run live on social media in a move to uplift consumers who are shut in during the coronavirus pandemic with engaging content.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

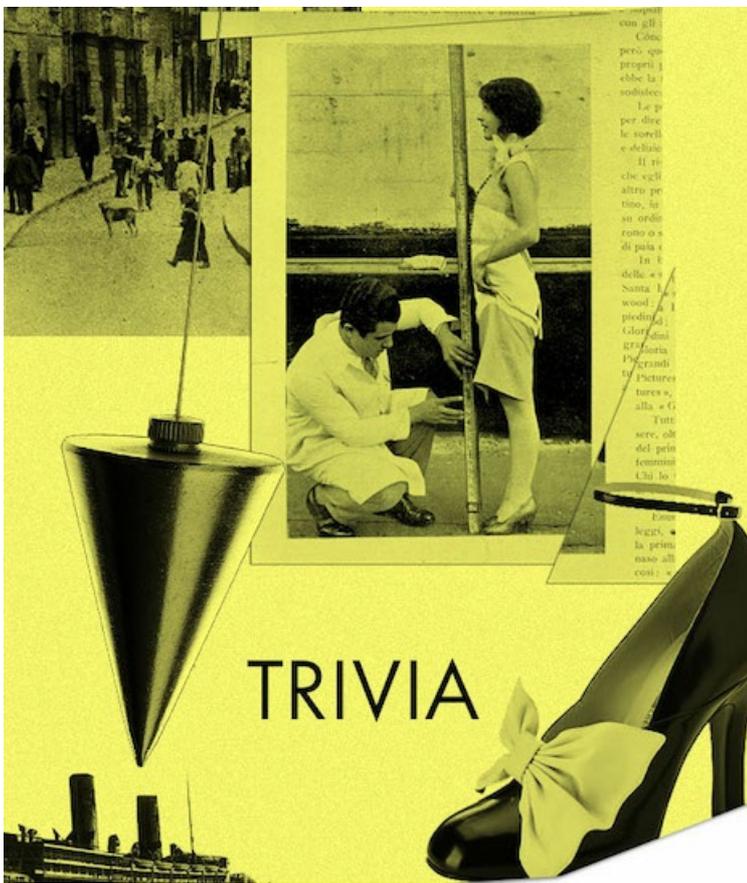
The initiative comes as several Italian luxury brands including Bulgari, Giorgio Armani, Gucci, Tod's, Ermenegildo Zegna and Ferragamo have chipped in to help Italy deal with the COVID-19 coronavirus outbreak that has rampaged through the country and shut down production of goods and services as well as restricted movement of consumers.

"In a moment of great difficulty for the whole world, we created trivia with the aim to communicate a positive message of solidarity, strength, color and courage addressed to our large community, which for us represents a great extension of the Ferragamo family," said Shannon O'Rourke, PR manager at Salvatore Ferragamo, New York.

"Through trivia people can rediscover the brand thanks to the story of its founder, Salvatore Ferragamo, an extraordinary pioneer of innovation and a man who never gave up facing the adversities that characterized his professional path," she said.

"His life is the result of different characteristics: determination, instinct, genius, inventiveness, curiosity, intuition. We believe that, now more than ever, these elements are fundamental tools to look to the future in this uncertain time."

The trivia game comes more than three weeks after [Ferragamo](#) debuted "Rising in Hollywood," a series of four short films that highlight the insights, emotions and ambitions of a new crop of women creative personalities and entrepreneurs ([see story](#)).



Salvatore Ferragamo's trivia game sources the designer's library and museum for questions. Image courtesy of Salvatore Ferragamo

Strategic positioning

As affluent consumers sit home on orders to shelter-in-place, many are increasingly connecting with friends and influencers on Instagram.

Ferragamo is making a strategic move to be in front of these consumers with a fun and lively game that will keep the brand top of mind.

"The strategy of the campaign is to remain relevant and extend relevancy to a new audience," said Marie Driscoll, managing director of luxury and fashion at [Coresight Research](#), New York.

"Ferragamo is recreating and repeating its heritage in this campaign, and this storytelling reveals the man and the brand in our culture and deepens our engagement with the brand via these shared associations," she said. "The timing works, given how many people are homebound with nowhere to go and nothing to do.

The campaign targets fans of all ages of the brand. But based on the demographics of consumers who use Instagram, this will likely be especially appealing to a younger audience.

"The campaign, with its gamification aspect is perfect for attracting Gen Z and young millennials, while at the same time, the retelling of the brand's origins, a reveal of the man behind the brand will appeal to all, boomers growing up with the brand and those born post-2000," Ms. Driscoll said.

Salvatore borrowed nails, thread and white canvas from the village cobbler and secretly constructed the shoes overnight. Next day, to general amazement, the shoes became a great success! Nine year old Salvatore had found his calling. He would be a shoemaker.



Salvatore Ferragamo is running an Instagram trivia game to entertain consumers on COVID-19 lockdown. Image courtesy of Salvatore Ferragamo

Game night

Salvatore Ferragamo's trivia game will be held every Wednesday and Saturday through April 4 on [the brand's Instagram page](#).

The game will include quizzes about the founder, the company and iconic milestones in the brand's existence.

All material for the game was generated from the company's historical documents that are now preserved in the company archive and museum, the Salvatore Ferragamo Museo in Florence, Italy.

For instance, one question asks: "What did he end up making for Diamond in the Sky'?" Multiple choice answers are: Pumps, cowboy boots or wedge heels.

Viewers can join in and play along with the hashtag #FerragamoTrivia.

"The game is creating digital connections with other players that could be made physical when the lockdown ends with brand events that continue community, engagement and deepen brand involvement," Ms. Driscoll said.

"Luxury brands need to court their consumers where they live and due to coronavirus, more people are using social media to connect with friends and brands," she said.

"On the other side of this pandemic, changed consumer behaviors will likely include more frequent usage of social media in tandem with pent-up demand to be social in a safe way. Social media is a medium to increase brand relevance via storytelling and for some brands, increasingly a commerce channel as well."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.