

MOBILE

Swarovski soars into gaming with Christmas-themed mobile app

November 11, 2011



By KAYLA HUTZLER

Precision-cut crystal manufacturer Swarovski is ushering consumers into the holiday spending spirit with its new Swarovski Christmas gaming mobile application.

[Sign up now](#)

Luxury Daily

Swarovski's Around the World Christmas game asks users to drag and drop branded tree ornaments to rack up air-travel points to access new levels. The brand sent an email out to newsletter subscribers yesterday morning announcing the new app and its potential to help consumers win Swarovski prizes.

"We aim at providing entertaining experiences for our fans that allow Swarovski to connect with them and engage them in our fun and sparkling world," said Livia Marotta, director of communications and public relations of Swarovski North America, New York.

"Swarovski is a major destination for the holidays with the vast assortment of holiday jewelry and ornaments [that] we offer," she said.

Trimming the tree

The Swarovski game has a portfolio of characters, each of whom have a different color scheme and a list of favorite Swarovski items.

The game requires consumers to drag branded holiday ornaments from a Christmas tree

Shining star

Consumers can find more information about the Swarovski products that are featured in the ornaments by clicking on the question-mark button in the corner of the map.

On this screen, players can see each of the fictional character's favorite products and click on them to receive a product description and number.

"This app is unique in its own right in that it not only offers you the full Christmas catalog, but it engages the customer to interact within the app," Mr. Buckingham said.



Also in this section is a place for consumers to create a wishlist of products, see the global high-score list, re-read the game rules and find Swarovski contact information.

Swarovski is spreading the news about the app through a QR code-embedded email to its newsletter subscribers.

The email invites consumers to Play and Win by scanning the QR code or visiting <http://www.swarovski.com/christmas-tree>.



For Smartphone users: Play and win with Swarovski's Christmas app!

Visit www.swarovski.com/christmas-tree or scan the QR code above with your mobile device to get Swarovski's Christmas app [Swarovski Christmas - Around the world](#) and play to win fantastic prizes!

Indeed, using a QR code to lead to the mobile app makes sense since affluent consumers who are interested and tech-savvy enough to scan the code are likely to be intrigued by the game.

Furthermore, the leverage of the email and the inclusion of a Web address to get to the app will help gain the attention of the consumers who have not adapted to QR codes yet.

“QR codes have not caught on just yet, but are something to watch out for,” Mr. Buckingham said. “There is only about a 20 percent adoption rate for people who even know what QR codes are.

“Email is a great way to spread word of an app because it is the oldest marketing channel on the Internet,” he said.

Final Take

Kayla Hutzler, editorial assistant on Luxury Daily, New York