

INTERNET

Moschino uses social picture project to create fan community

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By KAYLA HUTZLER

Italian apparel and accessories brand Moschino is using the Facebook application platform to run a picture-based engagement campaign to overcome language barriers and engage with its fans around the world.

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The new social media initiative is meant to drive traffic and attention to the newly redesigned Moschino.com and its new community tab that looks to create a network amongst brand loyalists. Through the Facebook app, fans of the brand can get their own picture on the new Web site.

“The great thing about running picture-based contests for global brands is that a picture needs no language translation,” said Tamar Koifman, a senior social media strategist at [Digital Luxury Group](#), Geneva, Switzerland and contributor to New York-based [Fashion’s Collective](#).

“And with a large percentage of people with a camera on their cell phone taking a photograph, and a decent one at that, is not a big challenge,” she said. “Moschino is looking to get their community of fans involved in an easy and spirited way.”

Ms. Koifman is not affiliated with Moschino, but agreed to comment as a third-party

expert.

Moschino did not reply by press deadline.

Framing its fans

The Moschino Pic Me app is found in its own tab on the brand's Facebook page at <http://www.facebook.com/moschino.officialpage>.

First, consumers are asked to choose one of four branded frames that make the photo look like a Polaroid the edges of which have been printed with polka dots, a checkerboard pattern, stripes or question marks.



Next, consumers add choose a photo saved on their computers or use their Webcams to take a new picture.

Once the picture has been placed inside the frame, consumers are invited to type a message on the corner and share it with the Pic Me community on the brand's Web site.

After a picture is on the Pic Me community page, all visitors can comment on or "like" the poster's photo through Facebook.

Moschino has been promoting the contest through an instructional video on the brand's YouTube page.

The video is also found on the Pic Me tab on the brand's Facebook page and on its Web site.

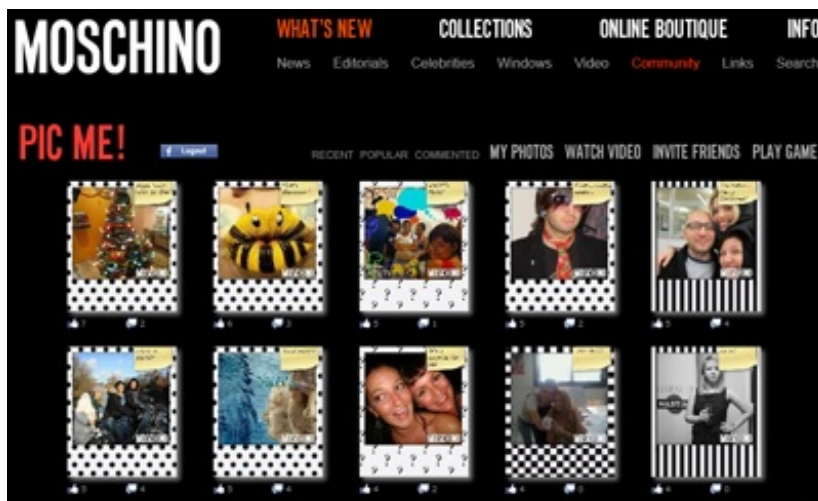
Moschino's tutorial video

Community effort

The new social media based promotion is likely looking to drive traffic to the new Moschino Web site that was released earlier this Fall.

The new site features online editorial content that covers topics such as celebrities wearing Moschino, fashion editorials including branded items, Moschino news and branded video content.

Currently, this section features the Pic Me video and Pic me community along with the brand's Christmas window displays and fashion editorials from magazines L'Official and British Cosmopolitan that feature Moschino products.



Moschino has been doing a lot to engage with its consumers this year.

The Italian brand was late to the Twitter scene, creating its first account earlier this summer in an effort to bring together its global audience and promote a consistent message worldwide ([see story](#)).

Additionally, Moschino continued its goal to reach the on-the-go consumers with a newly-released mobile-optimized site that allows consumers to browse runway looks and watch videos, as well as share their branded activities with friends via social media ([see story](#)).

Also, the brand took it one step further by optimizing a mobile site specifically for the iPad

canvas last month ([see story](#)).

However, Moschino likely made a smart move keeping the picture contest on Facebook as it will reach aspirational consumers and help increase the campaign's audience through fans' networks.

"Facebook is an excellent platform for brand campaigns of this nature, because of the built-in audience and opportunities for friends of fans to be made aware of the fun," Ms. Koifman said. "There's no arguing that including a prize could increase the participation dramatically.

"However, offering a prize also opens the door to fair-weather friends taking advantage of the contest or 'liking' a page despite not really having an interest in the brand," she said. "This has been a long-time challenge of sweepstakes, contests and competitions long before they came to Facebook."

Final Take

Kayla Hutzler, editorial assistant on Luxury Daily, New York