

MULTICHANNEL

Neiman Marcus launches multichannel Louboutin anniversary campaign for social interaction

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By RACHEL LAMB

Department store chain Neiman Marcus has launched the Sole Seekers social media challenge to celebrate the 20th anniversary of footwear manufacturer Christian Louboutin.

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Luxury Daily

Sole Seekers comprises social media and mobile efforts that enter consumers into a chance to win a pair of Louboutin shoes. The challenge is hosted via Instagram, Twitter, Facebook and Neiman Marcus' blog.

"This definitely seems like a great promotion that is playing off the well-known love for the Christian Louboutin brand," said Ron Schott, senior strategist at Spring Creek Group, Seattle.

"Neiman Marcus has done a great job in the past bringing together their own community with that of designers and brands and this newest promotion is a continuation of that," he said.

JiffyLoub

Participants are encouraged to submit photos of their own Louboutin shoes or those that they see at Neiman Marcus stores through Instagram or Twitter.

The photos submitted must contain @NeimanMarcus, @LouboutinWorld and #NMLoubiLove in the caption to be entered to win the shoes.

All images are aggregated into a single online screen onto a pictorial spread. Consumers can enter as many times as they like, but a different image must be used each time.

"SOLE SEEKERS"

We're celebrating 20 years of glamour, red soles and YOU. Show the world your love of Louboutin!

Post a photo of authentic Christian Louboutin shoes on Twitter or Instagram. They can be your own shoes, or shoes you find at Neiman Marcus stores or NeimanMarcus.com.

The @NeimanMarcus, @LouboutinWorld and #NMLoubiLove in your caption and you will automatically be entered to win a pair of Christian Louboutin shoes up to \$1,200.

Home Enter Rules Tell A Friend

Wanted: @LouboutinWorld @neimanmarcus #NMLoubiLove <http://t.co/v0B3V7p>
Created at: Tue, 21 Feb 2012
From User: oao18

Love my red soles always classic @NeimanMarcus @LouboutinWorld #NMLoubiLove
Created at: Tue, 21 Feb 2012
From User: waak001

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Sole Seekers on the NMDaily blog

At the end of the contest, an album of images will be made into a Facebook tab on the Neiman Marcus Web site and on the Neiman Marcus blog at <http://www.nmdaily.com>.

A winner will be selected at random to win the shoes at the end of the contest March 10.

In addition to the social media components, Neiman Marcus is finishing off the contest with a 20th anniversary Christian Louboutin Capsule Collection in select stores.

Twenty distinctive shoe styles inspired by past collections will be available only in Atlanta; Bal Harbour, FL; Beverly Hills, CA; Coral Gables, FL; Newport Beach, CA; King of Prussia, PA; Chicago; Dallas; Palm Beach, FL; and San Francisco.

"I think luxury brands are inclined to participate in this initiative since it's definitely tied to two well-known luxury brands," Mr. Schott said.

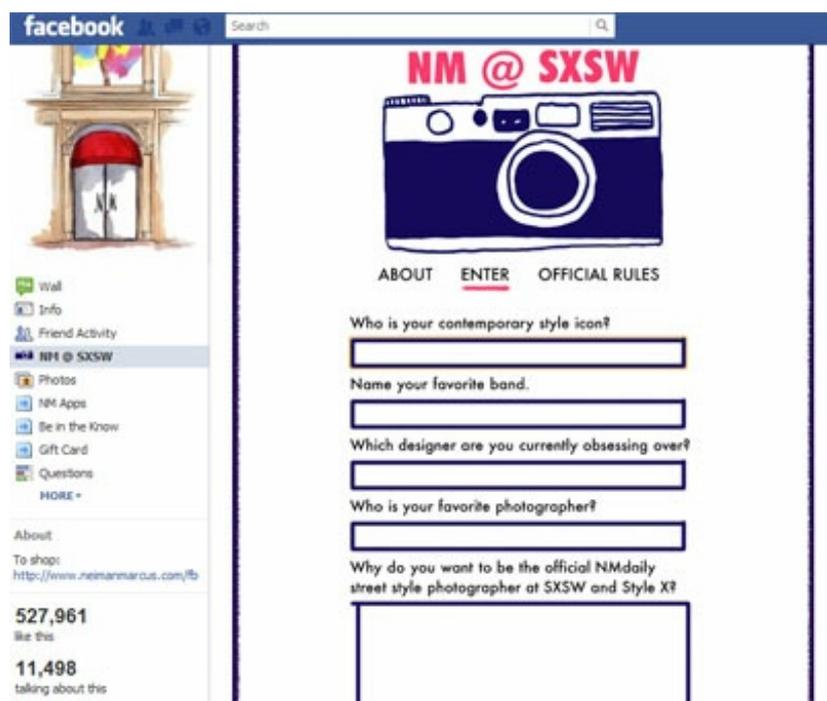
"Affluent consumers who are already fans of the brand will definitely look for a way to show their affinity for the brand and the contest's entry bar is definitely set low enough to encourage participation," he said.

Social working

Although there are many components to this effort, social media seems to be the biggest.

This is not surprising, since Neiman Marcus and sister retailer Bergdorf Goodman are taking their social media initiatives in stride.

For example, Neiman Marcus is looking for new street-style photographers to take pictures at music festival SXSW for its NMDaily blog through a Facebook contest launched earlier this month ([see story](#)).



SXSW tab on the Neiman Marcus site

Meanwhile, Bergdorf Goodman recently started using its Facebook account to post a monthly “What I’m wearing today” feature that tracks five consecutive outfits of an employee.

Consumers can comment on the images and mostly are directed to the Bergdorf Web site where they can buy the items themselves.

Furthermore, the branded Bergdorf Twitter feed also hosts makeup tutorials and question-and-answer sessions with celebrities and style experts. All a consumer has to do to participate is tweet @Bergdorfs or include a pre-provided hashtag.

Bergdorf so excels at social media marketing that it was named Luxury Daily Retailer of the Year in 2011 ([see story](#)).

“Being able to put your hand in the air and say, ‘I’m part of this brand’ is something that consumers really enjoy,” Mr. Schott said. “Consumers are willing to participate in these types of contests in social media, but that may differ in their real life.

“You’d probably be hard-pressed to get these same users to interact, say, at an in-store contest or event, but you’re giving them a chance to participate though social, while at the same time using their participation to spread the message,” he said.

Final Take

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