

INTERNET

## Barneys, Mandarin Oriental tap social media for Mother's Day contest

April 10, 2012



By TRICIA CARR

Barneys New York and Mandarin Oriental are tapping Facebook to market a new contest that gives a mother-daughter pair the chance to win a brand-oriented getaway package that will hopefully draw awareness to the retailer's products and the hotel's spa services.

**Sign up now**  
**Luxury Daily**

The high-end retailer and the hotel chain's New York property are partnering to create an exclusive experience that comprises a stay at the hotel, a spa package, lunch at a Barneys eatery and two \$500 gift cards from the retailer. Barneys and the Mandarin Oriental are using their location-specific Facebook and Twitter pages to create awareness for the contest among their followers.

"One of our main objectives for this promotion is to increase our visibility to potential guests," said Jessica Seasholtz, associate director of communications at **Mandarin Oriental, New York**. "A contest of this kind is a tried-and-true way to both build awareness and inspire consumers to follow a brand."

"Barneys is the large specialty store in New York for those in-the know," she said.

"Whenever two iconic luxury brands come together the marketing value from a brand image standpoint is substantial."

"When this contest was developed, it was a way to remind our past guests that the Mandarin Oriental, New York, is the destination for celebrations, from birthdays to engagements and especially Mother's Day,"

Mother-daughter day

The contest winner will receive a complimentary mother-daughter getaway for two at the Mandarin Oriental, New York.

This package includes Mandarin Oriental spa treatments, lunch at Fred's eatery located at Barneys' Madison Avenue store and two \$500 Barneys gift cards.

The contest runs April 9-27. One winner will be selected at random.

Barneys shared the contest via its Facebook timeline and **Twitter account** mentioning the Mandarin Oriental New York Twitter handle.

Mandarin Oriental shared these posts on its own social media accounts.

Every post linked to a contest-specific page that lives on the Barneys Facebook page.



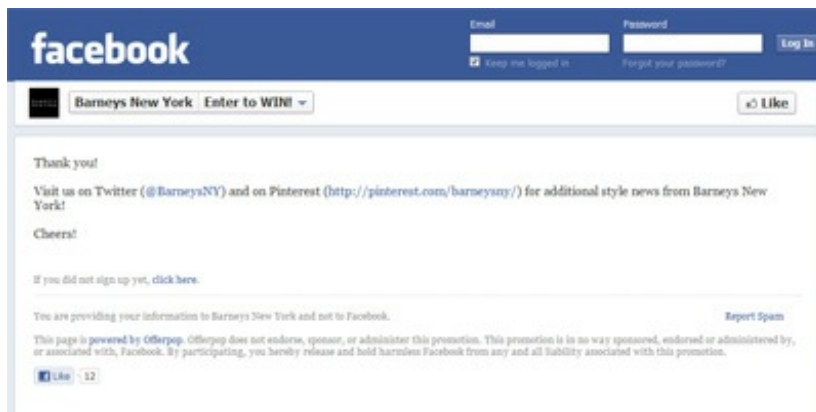
### *Contest entry page*

Consumers can register to win by entering their email address, full name, ZIP code, birthday and gender and agreeing to the contest rules.

Barneys is pushing its email newsletter, Twitter page and Pinterest account on the contest entry page.

The retailer is giving entrants the chance to sign up for its monthly email newsletter by checking a box on the contest registration page.

The submission confirmation page tells users to visit Barneys on Twitter and on **Pinterest** for style news.



### *Contest entry confirmation page*

Both marketers could be using this contest as a venue to highlight aspects of each property.

For instance, Barneys is bringing to light its Fred's restaurant by including lunch in the contest while Mandarin Oriental is showcasing its spa services in the contest announcement.

The hotel stay and two \$500 gift certificates act as an incentive to enter the contest and may help to attract luxury consumers.

A contest is a way for both brands to gather data and prospect customers, said Rob Frankel, branding expert at marketing consultancy firm **Frankel & Anderson**, Los Angeles.

This dual-brand contest allows both marketers to split the costs of a mutually-beneficial program, he said.

"If Barneys is successful in placing its brand top-of-mind to women as a gift-giving resource, a little luxury stay for two is well worth the price," Mr. Frankel said.

"The fact that [the contest] is tied to a luxury destination is an attempt to remain brand-consistent and lean more to the affluence expected by Barneys customers," he said. "The two brands are of equal station, so the match works or at least does not do either harm."

Take your chances

Luxury retailers such as Barneys are increasingly relying on social media to push contests.

For example, London-based department store Harrods tapped into consumers' creativity by holding a contest on Pinterest that allows users to design their own store window.

Consumers have a chance to have a Harrods window inspired by their mood board and will be brought to London for the special unveiling. Harrods drew attention to the Pinterest contest via its active Facebook and Twitter outlets (**see story**).

In addition, department store chain Saks Fifth Avenue engaged its social media followers by holding a 10-day "Caption Our Heart" contest to promote women's spring footwear on the brand's shoes-only Tumblr page. A winner was chosen each day to receive a \$250 Saks gift card.

Saks is promoting the contest on its Facebook page with more than 300,000 fans and its Twitter page with 99,000 followers ([see story](#)).

Mandarin Oriental and Barneys could be using Facebook as a cost-effective and efficient means to market this contest.

"This is a small deal to generate publicity for a small amount of money," said Al Ries, chairman of marketing consultancy [Ries & Ries](#), Roswell, GA. "Running an ad program to promote the contest would have cost a lot more than an all-digital campaign.

"Most consumers who participate are likely to be middle-class consumers and not big buyers of luxury products," he said.

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

---

© Napean LLC. All rights reserved.

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