

INTERNET

Swarovski builds loyalists through character-themed app

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By RACHEL LAMB

Precision-cut crystal maker Swarovski is creating brand loyalists through its newest Facebook application that lets consumers virtually travel the world with two recurring characters, Erika and Eliot.

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Luxury Daily

The Erika and Eliot postcard app is inspired by the “Erika & Eliot Around the World” collection, in which the two figures appear with different jewelry and accessories from a different country. The app allows consumers to send postcards from different countries to their friends and share Swarovski products.

“The app gives another connection point for Swarovski fans that brings them deeper into the brand,” said Ron Schott, senior strategist at **Spring Creek Group**, Seattle. “It has also done a great job of making the app about the fan, not about Swarovski.

“The images that are created have the mascots, but the main focus is on the fan and their images which makes them more likely to share,” he said.

Mr. Schott is not affiliated with Swarovski, but agreed to comment as an industry expert.

Swarovski could not comment before press deadline.

Charming app

Consumers can access the app through Swarovski's Facebook page at

<http://www.facebook.com/swarovskicom>.

On the app, users can personalize postcards from the United States, Britain, France, Italy, Germany or China.



Erika and Eliot postcard

Consumers upload an image from their computer or Facebook and add a personalized message to share on a friend's wall.

Users can also watch a video of Erika and Eliot's trip on the Swarovski YouTube site, which is linked through the app.

Erika and Eliot around the world

The app includes an e-book, which is a virtual photo album of Erika and Eliot's trip around the world. The e-book is hosted on the Swarovski ecommerce site.



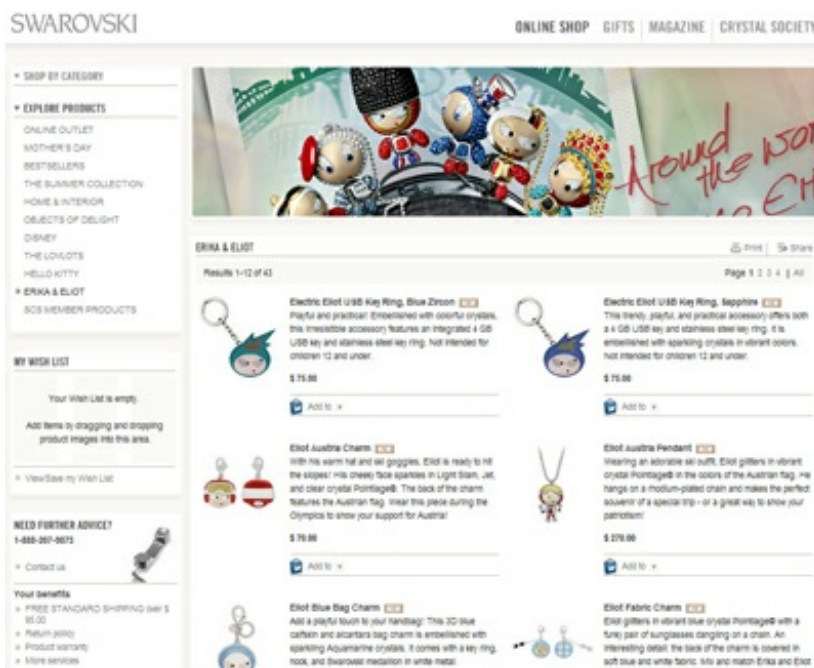
E-book on the Swarovski site

Clicking on an image in the ebook will take consumers to its product page on the Swarovski ecommerce site.

The Facebook app will be available through June 4.

Status symbol

Erika and Eliot were first introduced in 2008 as pendants. They are now reinvented every season through Swarovski's collections.



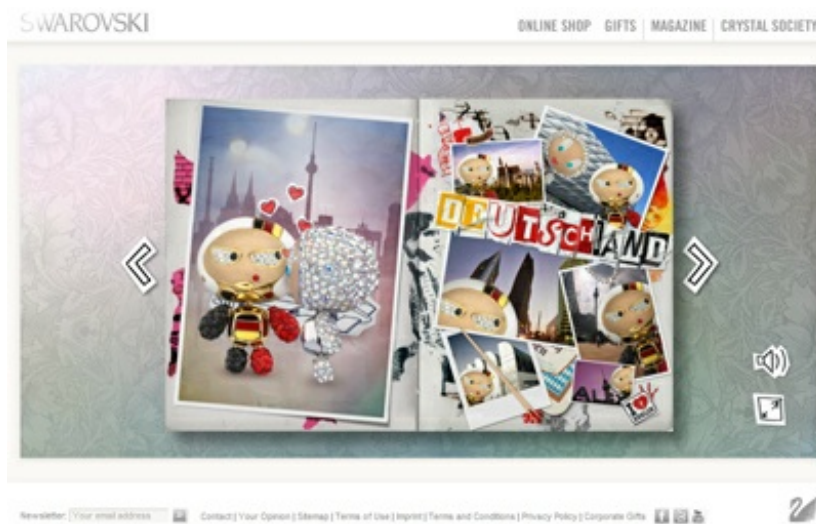
Erika and Eliot collection

The Around the World collection features jewelry, coin purses, clutches and charms inspired by the United States, China, Italy, South Korea, Brazil, Russia, Spain, France, Switzerland, Austria, the Netherlands, Britain and Germany.

These characters are important to the brand because not only do they add light-heartedness to Swarovski collections, but they are collectable.

Consumers who love these characters will want to buy the new pendants from around the world. Shoppers who have country pride are probably also inclined to buy a themed

charm from that country.



Erika and Eliot in Germany

Other jewelry brands have mascots that consumers tend to collect.

For example, Cartier's panther appears in many of its collections and is an internationally-known symbol of the brand.

Building on brand traits, symbols or mascots and using them to engage consumers will likely lead to brand loyalty.

"Swarovski has a great knack for creating repeat customers and mascots and recurring characters are a great way to do that," Mr. Schott said. "If a parent buys their child one version of the mascot or character, the likelihood of them buying additional versions of the mascot or character are much higher, creating a connection with the brand."

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York