

MOBILE

Michael Kors ups mobile efforts for Mother's Day campaign

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By TRICIA CARR

Fashion label Michael Kors is tapping its fans for a contest that lets consumers enter to win one item per day until Mother's Day via a Facebook app that, for the first time for the brand, is mobile-compatible.

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Luxury Daily

Michael Kors is beginning its Mother's Day campaign called What She Wants in the two weeks leading up to the holiday that could be most crucial for appealing to last-minute shoppers. What She Wants began today and will let consumers win items selected by Michael Kors while focusing on digital and mobile marketing channels.

"I think [this campaign] positions the brand as a leader in mobile marketing," said John Casey, founder of [Freshfluff](#), New York.

"The trick is to find new and unique ways to engage the customer, particularly during a seasonal event like Mother's Day," he said. "I think by next Mother's Day, a mobile-based contest will be old news."

"The mistake a lot of brands make is using mobile technologies to sell, but mobile users are happy to engage and that is why the contest makes sense."

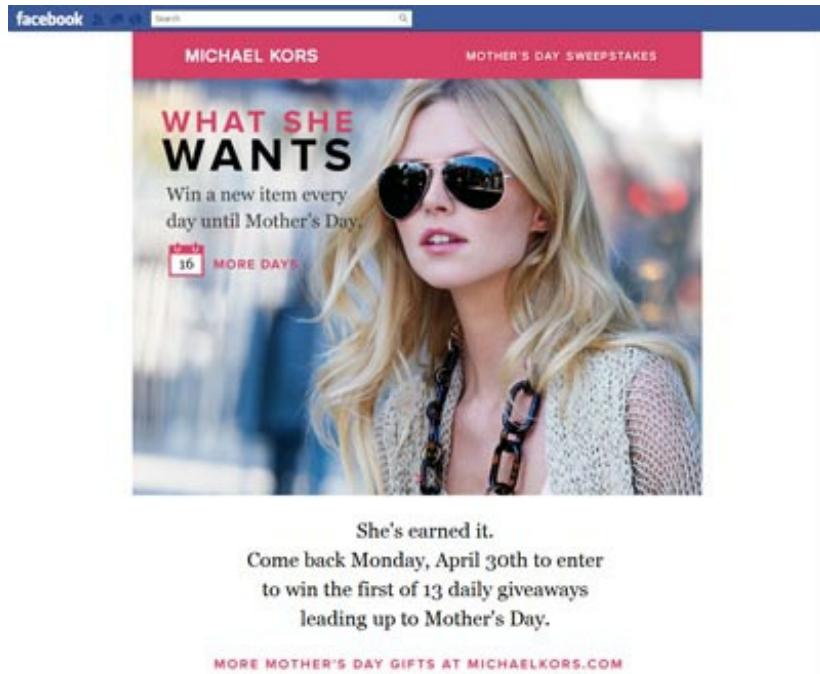
Mr. Casey is not affiliated with Michael Kors, but agreed to comment as an industry expert.

Michael Kors could not comment before press deadline.

Digital dames

Michael Kors seems to be reaching out to daughters in need of last-minute gifts, affluent consumers who are also mothers and aspirational consumers who want to win products.

The brand's What She Wants contest will be located on a Facebook app. Consumers can enter to win one item chosen by Mr. Kors from the summer collection each day for the next 13 days leading up to Mother's Day.



Contest Facebook app

This is the first time that the Michael Kors brand is making its Facebook app mobile-compatible, probably to reach a wider, on-the-go audience.

Items featured in the contest will have "enter to win" and "buy" options linked to the brand's ecommerce site.

In addition, the brand is using mobile call-outs on windows in select stores to further promote the contest.

It is critical that Facebook apps are mobile, especially for a luxury retailer, per Mr. Casey.

"Most consumers, particularly women, communicate through Facebook, via their smartphones and if they pass a window or in-store display about the Michael Kors contest, they are able to engage instantly," he said.

One of Facebook's most active groups is women over 40. This demographic is also increasing for smartphone usage, per Mr. Casey.

"Every brand, particularly in the luxury segment, should be utilizing all aspects of mobile technology since it is quick and virtually effortless, which if you think about it, are attributes of luxury," Mr. Casey said.

"From a personal point of view, my mother, who is every bit the luxury shopper, will turn 70 this year and she is a habitual user of her iPhone," he said. "She is quickly recognizing the mobile call-outs during her in-store shopping experience."

What a tease

Michael Kors began pushing the campaign last week via email, social media and its Web site.

The brand teased the contest by installing the What She Wants app on its Facebook page, which is now the venue for the Mother's Day contest starting today.



Michael Kors Facebook page

A countdown to Mother's Day appeared on the page Friday and told consumers that they can return on Monday for the sweepstakes.

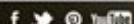
An email sent on Friday displayed the campaign slogan in bold lettering and showed a picture of a white watch.

WHAT SHE WANTS

Special everyday watches—extra points if one can give her more hours in a day!

[shop now >](#)

MICHAEL KORS RUNWAY TWIST WATCH, \$195

[FIND A MICHAEL KORS STORE NEAR YOU >](#)

What She Wants email

Users who clicked on the email were brought to the **Mother's Day section of the ecommerce site**.

The campaign and chosen products will be featured on Facebook, Twitter, Pinterest, Instagram and **DestinationKors.com**, the brand's editorial site.

The Michael Kors **Twitter account** is using the hashtag #WhatSheWants to spark a conversation.

For example, @MichaelKors tweeted “Mothers Day is just around the corner! Get her #WhatSheWants!” and linked to the ecommerce site.

Also, a Pinterest board was created called What She Wants that shows Mother's Day products.

Michael Kors has been focusing on its social media presence this month.

For example, the brand celebrated 1 million Facebook fans by revamping its page to Timeline, showing off brand and designer history, a curated video and dedicated social media components.

In conjunction with the Timeline, the brand dedicated a Pinterest board and made a video

that highlighted Michael Kors milestones ([see story](#)).

"The Mother's Day mobile campaign is an excellent way to reach women and moms and my guess is that it will score in creating positive brand awareness for Michael Kors," Mr. Casey said.

"I recall the brand's clever use of Pinterest behind-the-scenes during fashion week, which was smart since it was one of the first retailers to recognize this emerging platform as a very visual way to communicate its brand in an unobtrusive way and pictorially to women who are overwhelmingly the biggest users of the platform," he said.

Final Take

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