

INTERNET

Hugo Boss pushes timepiece functionality via Facebook contest

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By TRICIA CARR

German fashion label Hugo Boss is pushing its Boss Orange watch collections via a Facebook contest that lets users set the time on a virtual timepiece and enter to win a watch each day for 50 days, while adding consumers to its social media and email lists.

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Luxury Daily

The label has committed to give away 50 watches over 50 days to some of its 2 million Facebook fans via a Lucky Times app that lets them set the time on a virtual Boss Orange watch and register to enter a contest. Hugo Boss is also encouraging digital browsing by linking the Facebook app to two sections of its site that show the entire Boss Orange line and watch collection.

“This is a clever way for the brand to promote their Boss Orange watches,” said John Casey, founder of [Freshfluff](#), New York. “The drawing of a ‘lucky time’ not only reinforces the functionality of the watch, but it has a Vegas roulette feel to it.

“If the contest is a hit, it should increase the number of fans to the Hugo Boss Facebook page, add additional names and demographic information to its database of customer lists and lift sales of watches from the Boss Orange line,” he said.

“I like that the contest goes beyond simply giving watches away and appreciate the trifecta

approach – the roulette feel of the random time drawing that reinforces the functionality of the watch while promoting the watch.”

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

Hugo Boss did not respond before press deadline.

Who’s the boss?

Hugo Boss began promoting its Lucky Times contest May 29 via its Facebook [Timeline](#).

The contest is held in an app on the label’s Facebook page called Watch Special. Users must be a fan of Hugo Boss to enter the contest.

Users who enter the app are shown a virtual Boss Orange watch and are told to click a button on the watch to set the time. There is also text that explains that consumers have the chance to win one watch per day for 50 days and a link to a spreadsheet that lists all retail locations that carry Boss Orange watches.

facebook

HUGO BOSS WATCH SPECIAL

BOSS ORANGE

LUCKY TIMES

50 WATCHES IN DAYS WIN NOW!*

This is your chance to win one out of 50 cool BOSS Orange watches within 50 days. What is your time? It's your turn now! Simply press the button and set your time randomly. With a little luck, your time is drawn by the end of the day and you win an cool BOSS Orange watch. Good Luck!
[BOSS Orange Watch Collection in stores](#)

PRESS THE BUTTON AND WIN!

* Participating countries: USA, UK, Germany and Denmark

► DISCOVER THE CAMPAIGN

► DISCOVER ALL WATCHES

Lucky Times app

When a user clicks on the watch, a time is set at random and becomes the user's lucky time.

Next, a user must register to win by submitting full name, address, email and date of birth. Users can also opt into receiving the Hugo Boss fashion newsletter via email.

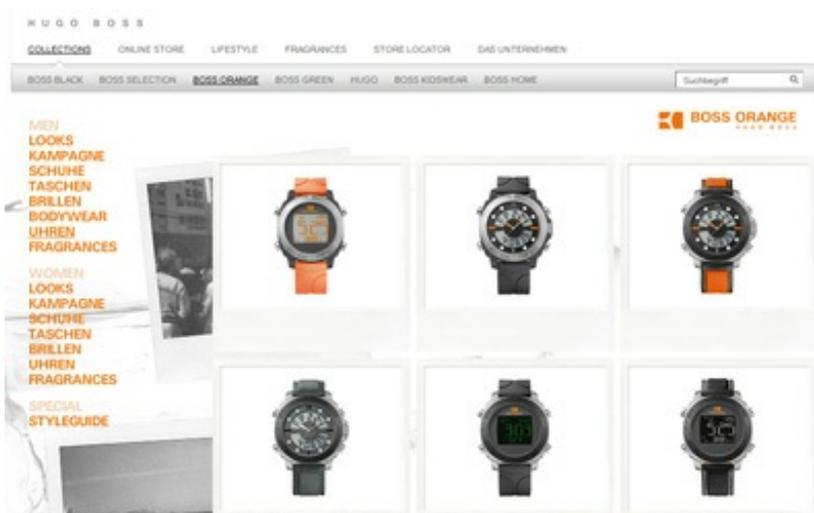
Hugo Boss is picking a time at random each day and the user who set that time wins a Boss Orange watch.

The label announced its first winner May 30. The brand posted an image of congratulations that shows the winner's name and lucky time with a Boss Orange timepiece.



Winner post

There are also two Polaroid-style images in the app that link to pages on the Hugo Boss Web site that show the Boss Orange men's and women's collections and the watch lines. These photos are captioned, "Discover the Campaign" and "Discover all Watches."



Boss Orange watch collection Web site

In addition, there is a share button at the bottom of the app that lets users post about the contest on their personal Facebook pages.

App-etizing

Facebook apps seem to be a choice venue for accessible luxury brands to hold contests.

A well thought-out app could showcase product lines with interactive components that are not available in other channels such as email or social media such as Pinterest.

For example, crystal maker Swarovski asked Facebook fans to make videos of themselves dancing in virtual Swarovski sunglasses via an app on its Timeline for the chance to win eyewear from the brand's new collection.

Furthermore, Swarovski likely focused on sunglasses as summer approaches to seem attainable to younger consumers who have not previously considered the brand for eyewear ([see story](#)).

In addition, fashion label Michael Kors tapped its Facebook fans for a contest that let consumers enter to win one item per day until Mother's Day via an app that, for the first time for the brand, was mobile-compatible.

Michael Kors began its Mother's Day digital 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 ([see story](#)).

As these brands show, a Facebook app could make a label seem more accessible to aspirational consumers who can afford to buy lower price-point items. Hugo Boss may be position its watches as a summer accessory or Father's Day gift.

Brands are also strengthening their databases by collecting consumer information.

"Clever Facebook contests are an engaging way to build fan bases, generate interest about the brand and extend brand awareness to new fans who visit and 'like' the brand's page," Mr. Casey said.

"Once someone becomes a fan, the brand now has a way of remaining in contact via

engaging posts – not sales pitches – that appear on their fans’ news feeds,” he said. “And, taking the extra step of getting their contact information to confirm entry to the contest allows the brand to add vital demographic and contact information to their database of current and potential customers.”

Final Take

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