

INTERNET

TAG Heuer boasts global appeal in social contest

August 14, 2012



By TRICIA CARR

Swiss watchmaker TAG Heuer is leveraging the worldwide appeal of its timepieces by hosting a vacation photography contest that gives consumers a chance to win the brand's accessories.

[Sign up now](#)

Luxury Daily

Users can upload images taken during the summer that show them wearing a TAG Heuer timepiece to a Facebook application to enter the contest. The watchmaker is not the first luxury marketer to hold an amateur photography contest and it seems to be relying on the popularity of Facebook image sharing and the Instagram smartphone app to raise awareness for its lesser-known accessories.

“As we have seen with other luxury brand campaigns this summer, TAG Heuer is trying to tap into the passions of its most loyal fans on Facebook,” said Marko Muellner, senior director of marketing at [ShopIgniter](#), Portland, OR. “By inviting them to submit vacation photos featuring their watches, it makes customers feel like they are part of something bigger and instills a sense of pride in showing off their sophisticated style.

“Wrapping the promotion around summer also enables their fans to show-off their amazing summer vacations,” he said. “I think this is a smart approach and, by the look of the response it has gotten, it has been remarkably successful.

“Additionally, this type of promotion – asking Facebook fans to submit vanity photos, taps into what people are already doing on Facebook, sharing photos of their summer, and including the ability to use Instagram photos – is also really smart as it improves the quality of the submissions, extends the images to fans' Instagram networks and makes participating fun and easy.”

Mr. Muellner is not affiliated with TAG Heuer, but agreed to comment as an industry expert.

TAG Heuer did not respond before press deadline.

Watch out

The “My TAG Postcard” Facebook app lets users upload recent images taken during their summer vacations that also show the brand’s timepieces.

The images are virtually sent as postcards to the watchmaker and its fans via the map section of the app. It is powered by Google Maps.



App map

Each red mark on the map represents a postcard. Users can click on a mark to view the photo and the destination where it was taken.

When users upload their own images, they are entered into a contest to win a TAG Heuer accessory. Prizes include one of three 48 Hour fabric travel bags, two 24 Hour fabric travel bags, three pairs of black sunglasses, two Vintage collection business card holders and two Classic collection mini wallets.



Image from Switzerland

Users have the option of uploading images from their computers or linking their Instagram accounts. Instagram users can also publish images with the #SummerTag hashtag to add them to the Facebook app.

TAG Heuer will choose the 12 best images and prizes will be given at random. The winners will be announced on the brand's Web site and Facebook page.



Image from Baltimore

Sept. 15 is the deadline for submissions.

TAG Heuer is raising awareness for the contest via its Web site and Facebook Timeline.

"Photography has always been an enormous part of luxury marketing as luxury products aim to be iconic and unforgettable just in their design," said Maxwell Sebela, senior social media strategist at **Morpheus Media**, New York. "Across the space we are seeing more and more luxury brands see the highest levels of engagement with photography that highlights their products design, heritage, and story.

"Photography contests allow luxury enthusiasts to create exactly the kind of imagery they have shown they want to see, and become a part of the brand's overall efforts," he said. "Beyond that, seeing products on real people in real situations can make people realize that luxury products are more approachable and attainable than they might think - just seeing a TAG Heuer watch on a friend or a colleague can be enough for someone to

realize that they too can own a piece of luxury.

"Overcoming inaccessibility can be a huge hurdle for luxury brands, and accepting and encouraging fan photography is a great way to begin a social conversation."

Photographic memory

Luxury marketers across many sectors have tried photography contests to spark interest in their products.

For instance, Mercedes-Benz USA is holding a photography contest with the same premise as TAG Heuer's contest.

Mercedes-Benz USA Facebook fans can enter by submitting photographs of their favorite summer moments that incorporate the automaker's vehicles or logo. The prize is a 13-month lease for a 2013 SLK250 Roadster ([see story](#)).

In addition, Italian label Giorgio Armani is hosting a contest via Instagram in which consumers can upload images of them wearing their favorite sunglasses for the brand's "Frames of Your Holiday" campaign ([see story](#)).

Consumer-curated image displays are a cost-effective way for luxury marketers to show the appeal of their products. However, these efforts should be executed with caution so that brands are not hurt in the process.

Luxury marketers may want to monitor submissions to be sure that the imagery aligns with the brand message.

There is also the risk that a brand can appear to have a mass-appeal in these contests, which could deter affluent consumers who want to buy top-tier products.

TAG Heuer's move to limit contest participation to existing watch owners can help it avoid brand dilution.

"I do not think this effort will go very far in distinguishing the brand from others on Facebook," Mr. Muellner said. "It is a smart campaign and it has been successful, but it is not very different from what we have seen from other brands."

"That being said, there are a few elements that do set it apart such as the map interface for the gallery really gives the campaign a global feel," he said. "It is really powerful."

"Using Instagram is not revolutionary, but it is smart and not many brands are doing it."

Final Take

Tricia Carr, editorial assistant on Luxury Daily

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.