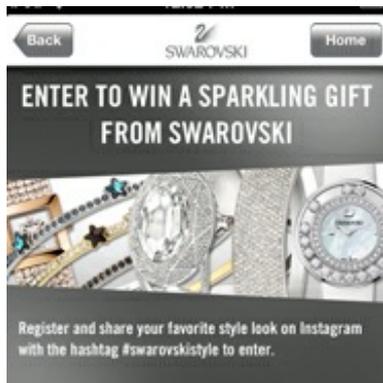


MOBILE

Swarovski boosts ecommerce via augmented reality Instagram contest

December 4, 2012



By ERIN SHEA

Precision-cut crystal maker Swarovski is pushing its holiday collections through a contest where users on its “Multiface(t)s: Style Yourself with Jewelry” mobile application can enter to win prizes by uploading their augmented reality images to Instagram.



Using the augmented reality technology of the Multiface(t)s mobile app, users can virtually try on pieces of jewelry and then upload the images to Instagram using the hashtag #swarovskistyle. Winners can receive a Swarovski watch or bangle.

“Since the Swarovski Multiface(t)s app is based around creating customized images, it only makes sense to integrate it with a social media platform that focuses on photo sharing,” said Shuli Lowy, marketing director at [Ping Mobile](#), Beverly Hills, CA.

“One of the beautiful things about using Instagram is that many active Instagram users link their Instagram account with their Facebook profile,” she said. “Accordingly, the image will most likely be showcased not only to the user’s Instagram followers but also to the user’s Facebook friends.

“This campaign allows the brand to fuse an ad of a piece of its jewelry with a personalized photo of the user, enabling the brand’s ads to truly participate in the social

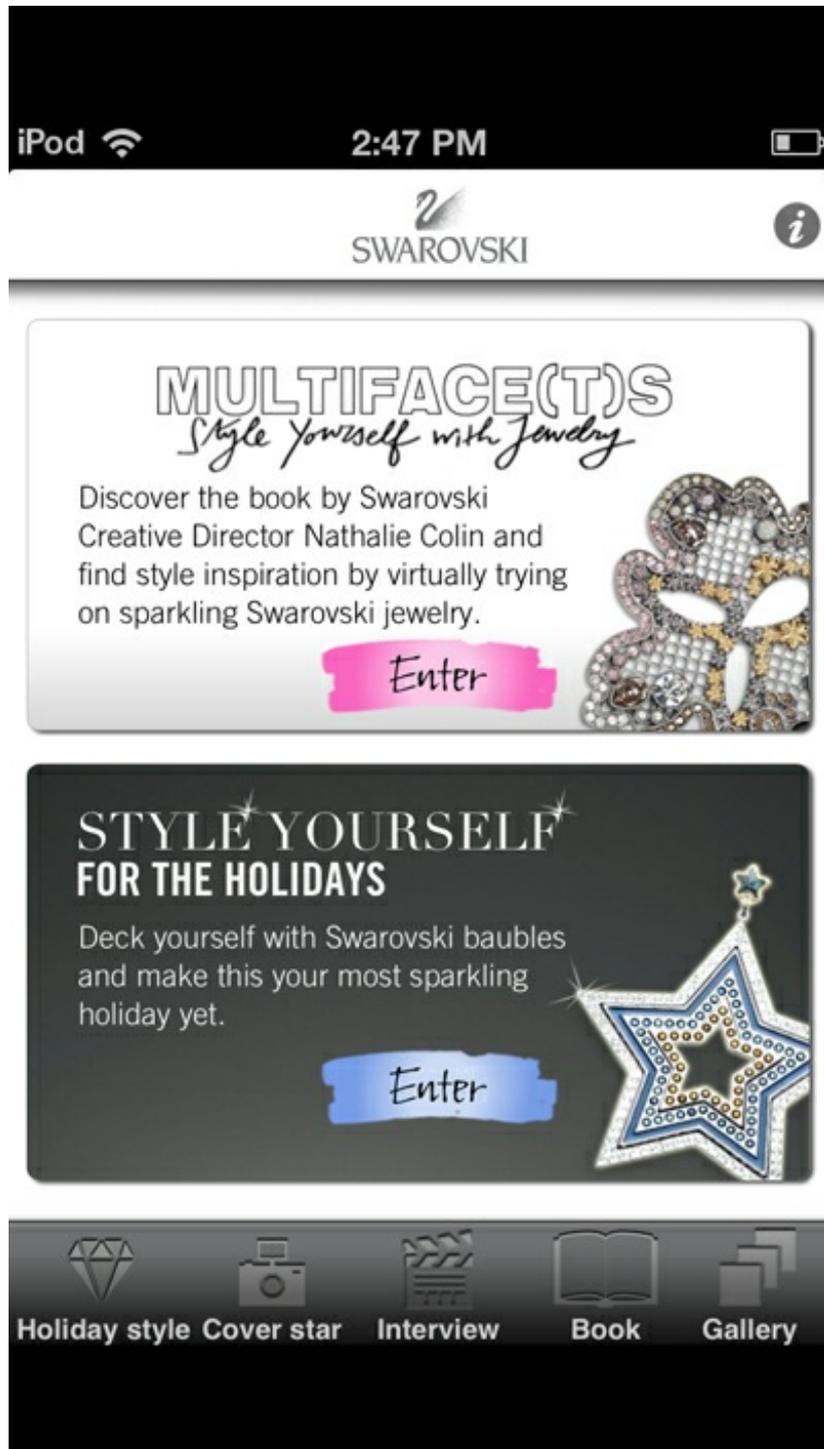
experience and be pleasurable to the audience.”

Ms. Lowy is not affiliated with Swarovski, but agreed to comment as an industry expert.

Swarovski was not available to comment before press deadline.

Holiday style

The contest is being promoted on the home screen of the Multiface(t)s app with the words “Style yourself for the holidays.”



Home screen

A click-through leads to the next page that tells users to “Take a photo and show off your dazzling style.”



Holiday style

Users can choose between five different categories of augmented reality jewelry to capture an image of themselves virtually wearing the jewelry.

The categories are classic, fashion, festive, fresh and pure.



Style mood menu

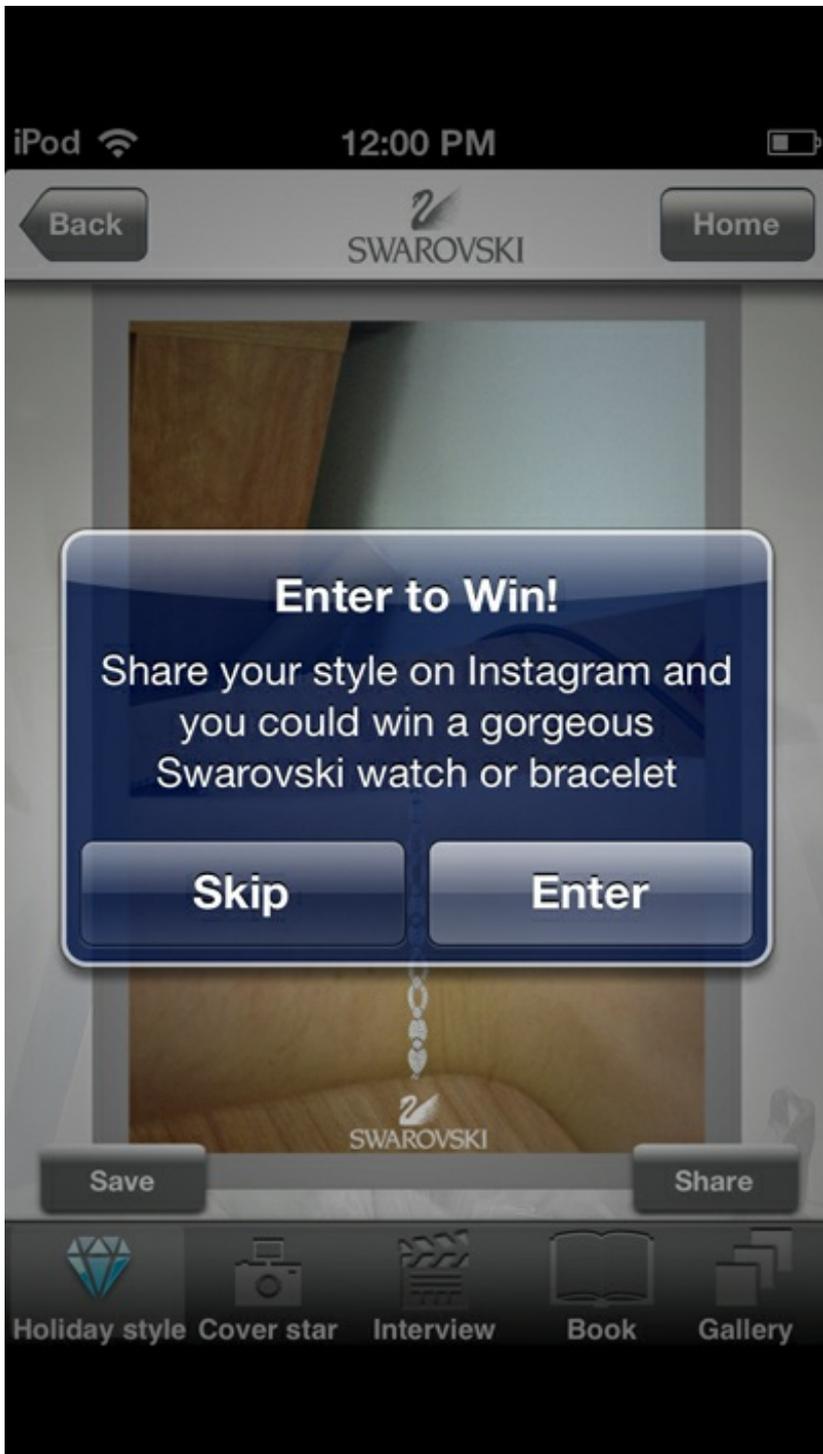
Users can choose between watches, rings and bracelets in the categories. Each category contains five products from which to choose.



Jewelry selection

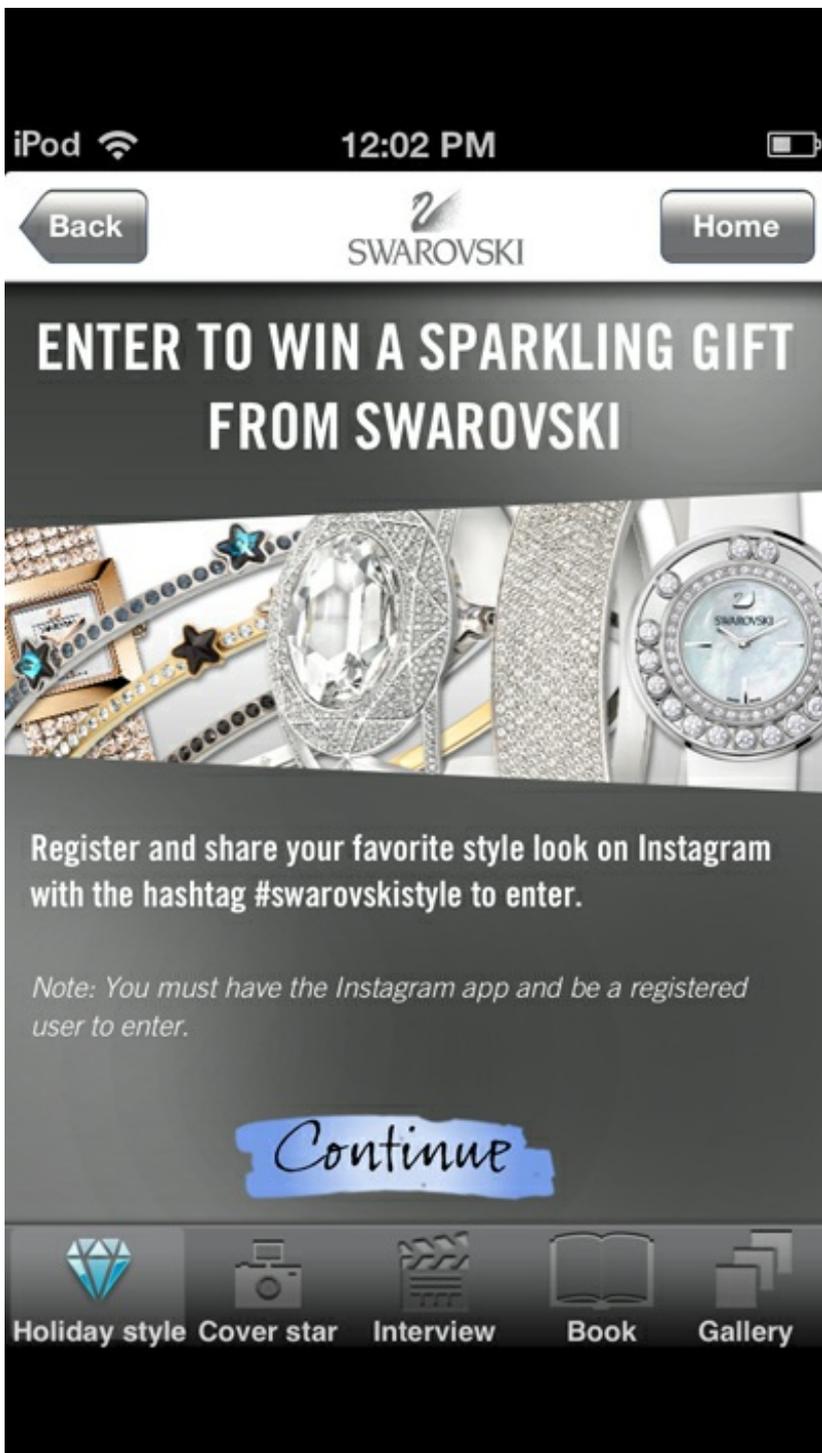
After the image is taken, users have the option to share the image on various social media sites.

Clicking on the “share” button prompts a notification to pop up that reads “Enter to Win!” The message tells users to share the image on Instagram to win a Swarovski watch or bracelet.



Contest notification

To enter the contest users must have the Instagram app and be a registered Instagram user, per Swarovski.



Contest details

The contest was also mentioned on the brand's Facebook page.

Adding a social media aspect to the marketing campaign can give a deeper brand experience to the user who showcases the brand post and it allows the brand's message to be spread to the user's social media contacts, per Ms. Lowy.

"Social media was founded on the principle that users like to see pictures and updates of people that they know," Ms. Lowy said.

"The contest will not only add value to the Swarovski brand by creating a deeply engaging experience for participants, but also through organically spreading the Swarovski name to participants' followers and friends," she said.

Reality check

The crystal maker unveiled the Multiface(t)s app earlier this year.

Swarovski pushed its how-to book through companion iPhone and Android apps that let consumers virtually try on jewelry and see themselves as the book's cover model.

Apps are often used by luxury marketers to bring campaigns to a channel on which young, affluent consumers are comfortable. In this case, Swarovski is looking to make the brand more accessible to its female consumers through its book called "Multiface(t)s: Style Yourself with Jewelry" and likely chose mobile to reach this audience for an additional push ([see story](#)).

Augmented reality seems to be a trend this year in luxury marketing, but various industries are using the technology to promote their products in different ways.

Automakers, for example, are using augmented reality on mobile devices to let consumers take a 360-degree tour of models and jewelers are paving the way for augmented reality try-on experiences. Brands that want to implement these types of mobile campaigns should be sure to educate consumers on the technology and focus on problem-solving through the platform as well as providing a spectacle ([see story](#)).

In addition to promoting the brand itself, augmented reality could increase sales.

"A woman who virtually tries on Swarovski crystal-studded necklace and likes how it looks on her will be more amenable to purchase the piece," Ms. Lowy said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/Xgae-Twirjo>

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