

MOBILE

## Swarovski bolsters brand recognition on Instagram via spring/summer push

March 21, 2013



By TRICIA CARR

Precision-cut crystal maker Swarovski is bolstering its brand presence on mobile image-sharing application Instagram through a contest that ties in with its spring/summer campaign.

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**Luxury Daily**

Swarovski is partnering with 52Grams, a mobile platform where brands can curate shoppable look books from Instagram images, to host the “Style Scene of Carnival” competition and engage its customers on a platform they often use. The contest supports the brand’s other efforts to push its “Tropical Paradise” collection including a digital style guide and a year-long campaign.

“Our strategy was to create an engaging digital campaign that raises awareness of our latest jewelry and accessories collection,” said Jennifer Hinkle, director of communications at [Swarovski North America Limited's](#) consumer goods business, New York.

“Since our spring/summer line is inspired by South America, we decided to focus on Rio de Janeiro and its famous Carnival festival,” she said.

“The campaign allows consumers to express their creativity and passion for Swarovski.”

Picture this

Swarovski kicked off the contest March 19 on the 52Grams site at <http://52grams.com>. It runs through March 24.

Consumers can submit their Instagram images that best capture their passion for personal style by tagging them with the hashtag #SwarovskiRio.

Images that are accompanied by the hashtag will be curated on the #SwarovskiRio look book located on 52Grams' Web and mobile sites at <http://52grams.com/participate/swarovski>.

Embedded Video: <http://www.52grams.com/users/show/5f89/2/2/branded>

*52Grams look book*

Swarovski is gathering a panel of fashion bloggers to judge the contest including Kelly Saks of <http://kellysklosetblog.com>.

Three winners will be selected to receive a \$500 Swarovski gift card.

The Style Scene of Carnival campaign complements other cross-channel efforts that are themed after the Tropical Paradise collection.

Swarovski will host events at more than 200 U.S. boutiques on the evening of March 22 to celebrate the Carnival festival.

Also, a multichannel campaign centered on the collection links the brand's in-store, digital and mobile channels.

Swarovski's new all-encompassing branded mobile app for iOS and Android app and a new microsite feature a jewelry styling guide, films and engaging monthly activities ([see story](#)).

This campaign also intersects with Swarovski's year-long U.S. campaign called Passport to Sparkle that centers on travel and aims to build relationships with customers and reward loyalty.

Those who wish to participate in the campaign must visit a Swarovski boutique to pick up their own Passport to Sparkle and register it in the store so that they can earn gifts, monthly prizes and the chance to win a trip for two to Rio de Janeiro, Brazil ([see story](#)).

"All of our marketing efforts to promote the new collection celebrate travel, exploration and exotic destinations," Ms. Hinkle said.

Look books

Swarovski has partnered with 52Grams previously to engage with the savvy female users of Instagram and raise brand awareness.

The brand tapped consumers' competitive spirit in its Fashion's Night Out campaign by hosting a street-style contest to be judged the night of the event.

The brand chose mobile to host the bulk of “The Style Elite of FNO” national campaign that centered on a user-made look book created through an exclusive partnership with 52Grams.

Swarovski and style experts judged the contest that evening and awarded winners with a piece from the fall/winter collection and a \$500 gift card ([see story](#)).

“Instagram is an effective platform for Swarovski because it allows for beautiful imagery and visual storytelling that really bring our products to life,” Ms. Hinkle said.

“We are targeting fashion-forward consumers who are digitally savvy,” she said.

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

Embedded Video: [http://www.youtube.com/embed/sAogC\\_bo-1U](http://www.youtube.com/embed/sAogC_bo-1U)

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