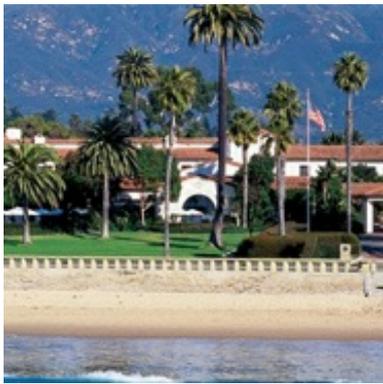


IN-STORE

## Four Seasons pushes fashion roots with Facebook, blogger campaign

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By ERIN SHEA

Four Seasons Resort The Biltmore Santa Barbara is giving Facebook fans the chance to win a two-night stay during its “Dressed at Four Seasons” fashion campaign.

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The property is giving away a two-night stay and a \$500 gift card to a local boutique as well as offering fashion tips through promotions from bloggers. The campaign triggers cross promotion among the bloggers, boutique and hotel.

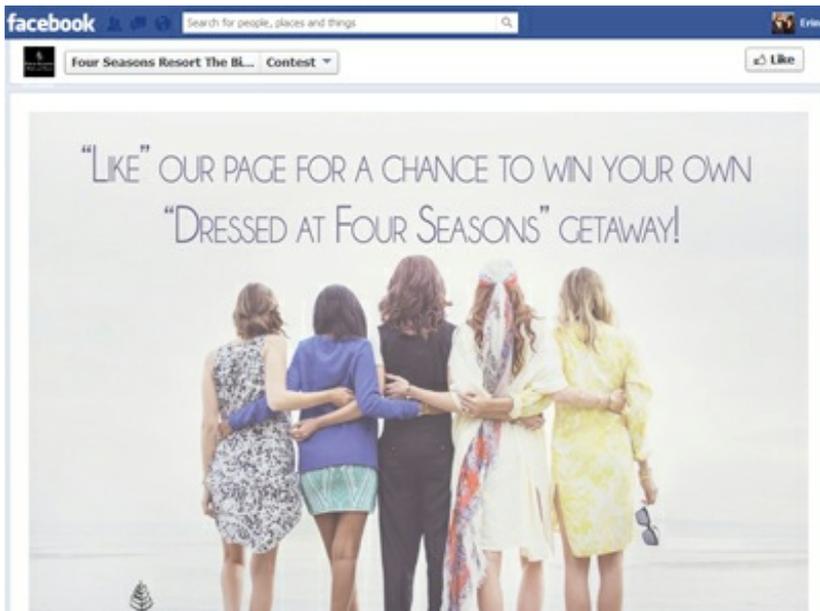
“In addition to helping us expand our reach on Facebook and grow our followers, it has been a fun way for us to engage around the idea of a weekend getaway,” said Gena Downey, director of public relations at **Four Seasons Resort The Biltmore**, Santa Barbara, CA.

“We have also been able to expose a slightly different luxury lifestyle audience of fashion lovers to the beauty and allure of the resort, and introduce our more travel-focused audience to an incredible local designer boutique,” she said.

“The partnership is a match made in heaven.”

Facebook fashionistas

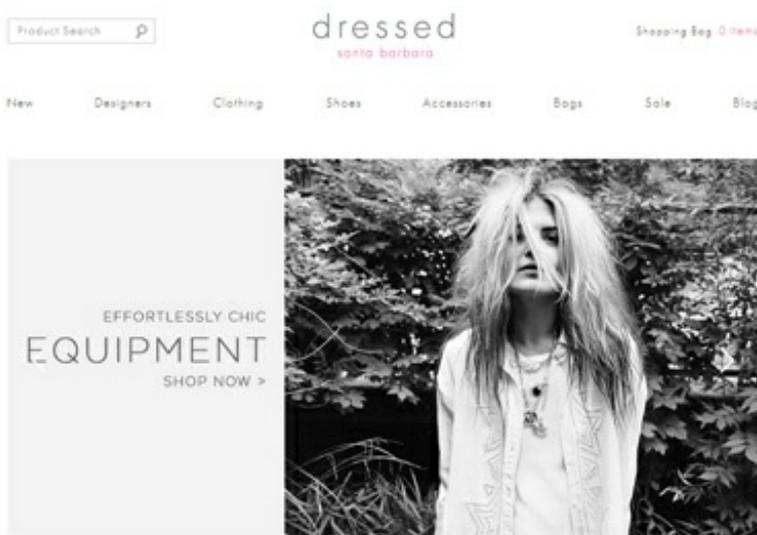
The contest opened April 9 and runs through April 23. Facebook users must “like” the hotel’s Facebook page to access the contest.



### *Facebook contest page*

After entering their information, consumers are brought to a final screen that gives them the chance to view a look book or go to the hotel’s Web site.

The look book leads to local boutique Dressed’s Web site so consumers can browse the products.



### *Dressed's Web site*

In addition, the hotel has partnered with fashion bloggers to promote the contest. The participating blogs are Damsel in Dior, Tobruck Ave, SnakesNest, Walk In Wonderland and Could I Have That?

The contest has been promoted on the blogger’s Facebook pages as well.



### *Facebook post*

For the campaign, the bloggers are giving their own style tips for shopping at Dressed and staying at the Four Seasons.

Also, they were photographed in Dressed products at the hotel.



### *Damsel in Dior at the hotel*

“The campaign as a whole reaches across several media, with each blogger creating original content on their respective blog and sharing their entire experience with their own social communities,” Ms. Downey said.

“We chose to host the actual contest on Facebook [because] in addition to being an

extremely visually-driven space, it is the area where we currently have the most engagement and see the most opportunity for growth,” she said.

“Plus, it allows ample space for conversations to happen around the imagery that may help to further inspire followers to book their own trip to the Four Seasons or shop for their favorite featured pieces on the ecommerce site.”

## Social contests

Facebook contests can be a good way for brands to reach their target audience and reward loyal followers.

Other luxury marketers have used Facebook contests and giveaways to do this.

For instance, department store chain Neiman Marcus launched a contest to find a fashion blogger that embodies the Cusp customer, an effort marketed primarily via social media and the retailer’s online presence.

Consumers were able to enter the contest by submitting a portrait and a personal biography. The contest ran last fall ([see story](#)).

Also, Toyota Corp.’s Lexus raised awareness for its highest-end LFA model in a Facebook contest while pushing its end-of-summer sale event to show consumers its full range of models and price points.

The bulk of the “Unleash the LFA” campaign was hosted on Facebook where consumers could enter a contest to drive a Lexus LFA vehicle at the Laguna Seca Raceway with professional racecar driver Scott Pruett ([see story](#)).

In addition to its Facebook efforts, Four Seasons may benefit from the extra exposure from the bloggers and the boutique.

“While the idea for the contest was the first step, the bloggers’ experience was really critical in that it translated to an authentic quality in their posts, as well as the stunning imagery,” Ms. Downey said.

“Both partners hoped to showcase the ultimate shopping experience and vacation experience for the bloggers during their time in Santa Barbara,” she said.