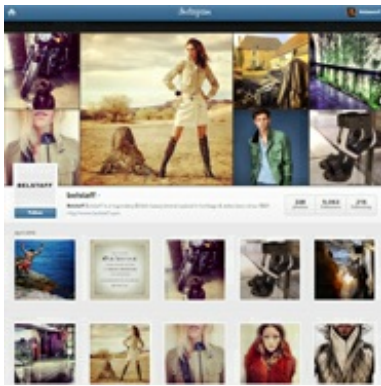


MOBILE

## Belstaff touts adventurous side in Instagram campaign

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By TRICIA CARR

British fashion house Belstaff is pushing the brand's adventurous side in a week-long Instagram campaign that prompts brand engagement on the mobile-social channel.



The brand is giving away one of its iconic Roadmaster jackets each day during the #PureAdventure campaign. Though many fashion marketers use Instagram to curate images featuring their products and engage with savvy consumers, Belstaff seems to be embracing the platform's ability to capture consumer moments of exploration, which could make its campaign more effective.

"Belstaff is the only luxury brand with true edge and a spirit of adventure," said Damian Mould, chief marketing officer of **Belstaff**, New York. "Instagram is the best medium to visualize this lifestyle in real time globally."

Adventure awaits

Belstaff is asking consumers to share their daily adventure for its new Instagram effort so that they can personally interpret the concept, per the brand.

Instagram users who wish to enter to win the daily contest must tag @Belstaff and use the campaign hashtag #PureAdventure with their photograph.



*Belstaff Instagram image*

Each day for one week, Belstaff is picking a winner to receive a men's or women's Roadmaster, which is a four-pocket jacket that is part of the label's Legends collection.

The #PureAdventure campaign is not only meant to showcase the jacket and the motorcycle-lifestyle vibe that goes along with it, but also to push the brand's adventurous roots, per Belstaff.

This is the first time that Belstaff has held an Instagram contest of this kind since the social medium allows consumers to be part of the brand identity in a personal way.

Finally, the brand is also looking to increase engagement with its fans by having a two-way conversation.

When Belstaff chose its daily winner April 16, it reposted the image by @nickmelephotography and added a quote by Lewis Carroll: "No, no! The adventures first, explanations take such dreadful time."



*Winner's image*

“Instagram is an excellent social media channel for a luxury fashion brand because it's a visual platform that engages the audience with beautiful photography,” said Christine Kirk, CEO of [Social Muse Communications](#), Los Angeles.

“The strategy with this contest is to use a visual channel like Instagram to introduce the audience to Belstaff's iconic motorcycle jackets,” she said.

#### Daily dose

Many luxury marketers are looking to engage with consumers over a span of time through social campaigns.

For example, Tiffany & Co. is revealing pieces from its 2013 Blue Book Collection exclusively to its Facebook community in a daily campaign.

Each weekday, the brand is giving its fans an up-close look at one piece from the new Blue Book catalog before it is mailed out to its list. Each piece is showcased with images and facts about the item, its history and the inspiration ([see story](#)).

In addition, German automaker Porsche honored its 5 million Facebook fans by letting them collaborate to design a 911 Carrera 4S vehicle which it seems that the automaker will produce.

Porsche held the voting for the specifications of the special-edition model for five weeks. Each week, fans could vote on a different part of the vehicle ([see story](#)).

Belstaff could trigger daily engagement with the campaign since it is offering a high-ticket prize.

But the brand will also create a persona online that embodies an adventurous lifestyle, per Ms. Kirk.

“The hashtag #PureAdventure lends itself well to building online buzz with those who consider themselves thrill-seekers,” Ms. Kirk said.

“Also, a plus is that the hashtag they created is appealing across a broad audience,” she said. “You don't need to know who Belstaff is to want to participate, you just need a sense of adventure.

“By selecting this type of hashtag instead of a branded or corporate hashtag, Belstaff will expose itself to a broader audience.”

Final Take

*Tricia Carr, associate reporter on Luxury Daily, New York*

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