

INTERNET

Marc Jacobs exposes World of Marc to fans via contest

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By ERIN SHEA

Marc Jacobs Intl. is exposing its World of Marc to brand enthusiasts through a social video contest to win an exclusive photo shoot with photographer Brian Bowen Smith in Los Angeles.

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Luxury Daily

Consumers must create a video on YouTube and submit it via Twitter to enter the contest. In addition to giving away a valued prize for Marc Jacobs fans, the brand is also creating a social conversation through the platforms it is using for the contest.

“We are giving away a huge prize, but more importantly, we are creating a huge social story and making one fan’s dream come true,” said Daniel Plenge, director of digital for [Marc Jacobs Intl.](#), New York.

“We are very big on the idea of #MarcFam, and these video entries are giving us insight into our client and fan base as well as a chance for us to share with them,” he said.

Social family

The contest requires consumers to complete three steps to enter.

First, consumers must subscribe to the Marc Jacobs YouTube channel from their personal

account.

Then, they must create a video telling the brand why they should come to Los Angeles to participate in the photo shoot and various activities. The brand encourages consumers to be creative.

Once the video is created and uploaded to YouTube, consumers must tweet the video link to [@marcjacobsintl](#) and [@brianbowensmith](#) with the hashtag #MJinLA.

One winner will be announced April 23 at noon Eastern Time.

In addition to the photo shoot, the winner will receive a Marc Jacobs collection look, a meet and greet with actress Emmy Rossum, a signed copy of Mr. Smith's new book "Projects" and a signed print from the photo shoot by Mr. Smith.

The hashtag has been active on Twitter as consumers are sending in their video submissions.



We want to come to LA and play!
[@MarcJacobsIntl](#) and have fun with
[@brianbowensmith](#) #MJinLA see our video
youtu.be/S8oNlljxVoo LA BABY! xo

← Reply ↻ Retweet ★ Favorite ⋮ More

YouTube



Marc Jacobs Getaway LA Video!

Why we want to go to LA with Marc Jacobs and Brian Bowen Smith! #MJinLA

Contest submission

The brand has been promoting the contest through its social media channels and email.



Facebook post

By using social media to drive the contest submission, Marc Jacobs is communicating directly with its fans.

“The #MJinLA contest is a chance to open up the World of Marc to our followers and give one of them the opportunity to come along with us for a Los Angeles getaway,” Mr. Plenge said.

Creating buzz

This Marc Jacobs contests helps the brand become more involved in the social media-based lives of its target demographic and drive additional brand exposure on multiple social media platforms.

“The initiative drives additional exposure for the brand in several ways,” said Rachel Lewis, senior strategist at **iProspect**, Fort Worth, TX.

“First, the contest requires participants to subscribe to the Marc Jacobs YouTube page,” she said. “This will create both short- and long-term exposure to the brand, as users will be able to view related content when they visit the site.

“Second, participants must tweet the video’s link to specific users with a specified hashtag, creating additional buzz around the initiative.”

In addition, the brand is targeting a younger demographic in a relatable way. This contest will likely give consumers a stronger connection to the brand and, in turn, give the brand a better understanding of its fan base.

“Leveraging video to attract this younger shopper makes perfect sense, as this demographic is consuming and producing video at a higher rate than any other group,” Ms. Lewis said.

“Interacting with these consumers speaks to them on their terms and engages them with the brand in a meaningful way,” she said.

“Encouraging user-generated content in this manner not only creates engagement and exposure, but it also gives the brand a deeper understanding of consumer perception of the Marc Jacobs brand.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/SI8tvf85t7g>

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