

MOBILE

Mr Porter engages Father's Day gift shoppers via lifestyle contest

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By TRICIA CARR

Net-A-Porter's men's destination Mr Porter is staying top of mind during the weeks leading up to Father's Day June 16 with a themed Instagram contest to immerse smartphone users in the brand lifestyle.

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Luxury Daily

As luxury retailers are beginning to offer curated Father's Day gift guides across their sites and social channels, Mr Porter is likely looking to connect with gift buyers of both genders and all age levels via the social-mobile, image-sharing application. The retail brand has a sharp lifestyle content strategy and a mobile contest that allows consumers to participate in that lifestyle on the go.

"In a dialogue-centric world, brands are increasingly realizing the imperative of engaging customers through compelling content and conversations," said Rebecca Robins, London-based director for Europe, the Middle East, Africa and Latin America at **Interbrand** and co-author of "Meta-luxury: Brands and the Culture of Excellence."

"As such, brands need to deploy a constant stream of creativity and innovation to remain relevant, but they need to do so in ways that are consistent with the clarity of their brand proposition," she said.

Ms. Robins is not affiliated with Mr Porter, but agreed to comment as an industry expert.

Mr Porter was unable to comment directly.

Mr Porter parent

Mr Porter's #DapperDad Father's Day Instagram competition requires consumers to enter by June 9 with a winner to be announced the week of June 10.

The retailer is prompting its Facebook, Twitter, Google+ and Tumblr followers to enter the contest by asking "Have a sartorially smart father?"

When users post an Instagram of their stylish father and mention @MrPorterLive and the contest hashtag, they are entered for the chance to win.



#DapperDad image

Mr Porter will award the owner of the images that show "Instagram's most dapper dads" with an Aesop Grooming Kit.

Meanwhile, the retailer is also offering a Father's Day gift guide similar to its potential competitors.

The theme of the guide is “Whatever he’s doing, find the perfect gift for him this year.” Consumers can shop in four sections: On vacation, Blowing the inheritance, Enjoying downtime and Hard at work.



Gift guide

In an instant

This Father's Day competition is not the retailer's first use of Instagram to boost a seasonal campaign.

For example, Mr Porter enhanced the spring/summer installment of its “Style Wherever You Are” campaign with new creative assets and an Instagram challenge.

The Style Wherever You Are campaign began in fall 2012 with images shot in metropolitan and remote areas to show the span of where Mr Porter ships.

The latest campaign began Feb. 19 with placements in select print publications and online media.

Mr Porter introduced the campaign to its digital followers with the Global Style competition on Instagram. Consumers could participate by taking self portraits that emulate the campaign images and show them in their most stylish attire ([see story](#)).

Indeed, mobile seems to be an important channel in Mr Porter's multichannel strategy.

In another effort to engage with on-the-go consumers, the retailer released its first iPad application in November that acts as an interactive magazine and video hub centered on the tuxedo.

The Tux app is split into four chapters that each focuses on a different aspect of wearing a tuxedo.

The magazine-style app is likely meant to assert the brand as an authority on black-tie menswear as well as increase mobile transactions through links to its ecommerce site placed throughout the content ([see story](#)).

Mr Porter's use of Instagram and other mobile efforts will help it target the correct audience, per Ms. Robins.

"Mr Porter has leveraged a celebratory point in time that unites father and son to bridge one generation to the next," Ms. Robins said.

"And as we've just heard at the FT Business of Luxury Summit, the bulk of new luxury consumers in Europe are male," she said.

"Businesses such as Mr Porter are perfectly placed to tap the potential of this burgeoning market."

Final Take

Tricia Carr, associate reporter on Luxury Daily, New York

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