

MULTICHANNEL

## Piaget triggers peer-to-peer brand communication through social contest

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By ERIN SHEA

Richemont-owned Piaget is teasing its new Rose Collection by launching the first annual “Piaget Rose Day” and a Facebook application.

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**Luxury Daily**

The Swiss watchmaker and jeweler is celebrating the new collection by hosting a contest for its Facebook fans to win a trip to its headquarters. Piaget is likely aiming to create additional buzz around the collection before its debut.

"Incorporating social media in a product or collection launch campaigns is a smart tactic for creating pre-launch buzz," said Kelly Cooper, marketing manager at ShopIgniter, Portland, OR.

"Social media promotions such as this allow for brands to engage a connected and targeted audience, provide an opportunity for these individuals to explore the collection and share campaign messages out to their own social graph," she said.

"This peer-to-peer communication around product discovery and exploration builds momentum, steadily increases reach and exposes the brand and campaign messages to new audiences."

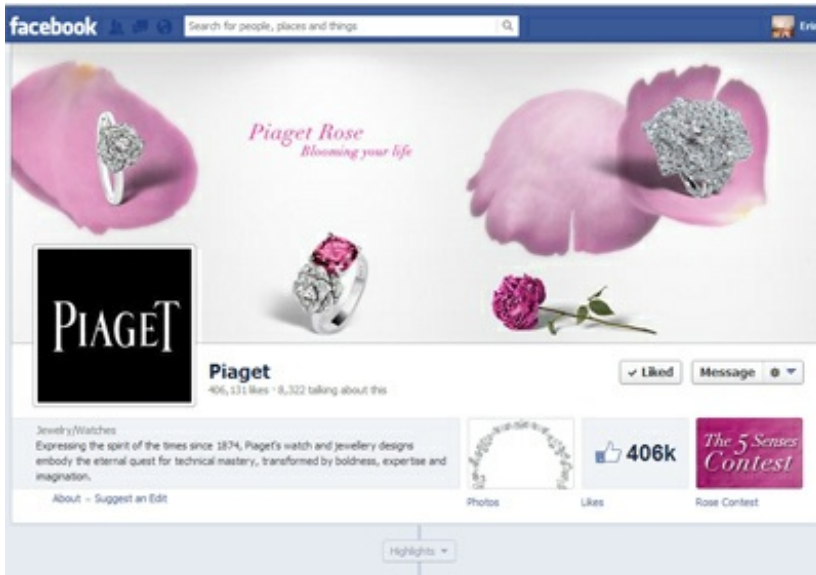
Ms. Cooper is not affiliated with Piaget, but agreed to comment as an industry expert.

Piaget did not respond by press deadline.

## Smelling the roses

Piaget has been promoting its new Rose Collection through its social media and on its Web site. It has also established the #PiagetRoseDay hashtag.

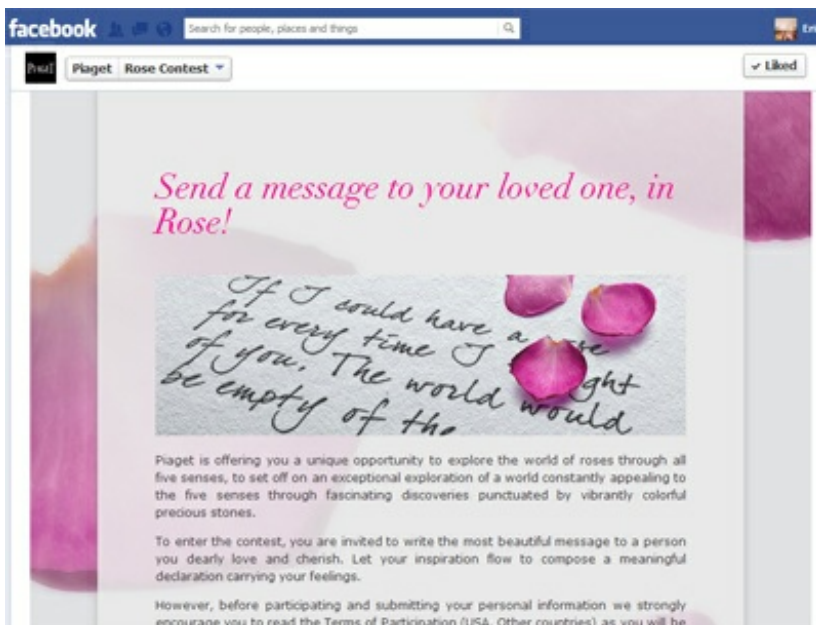
Piaget has not shared many details for its Rose Day celebrations, but is encouraging consumers to check back on its Web site the day of.



## Piaget Facebook

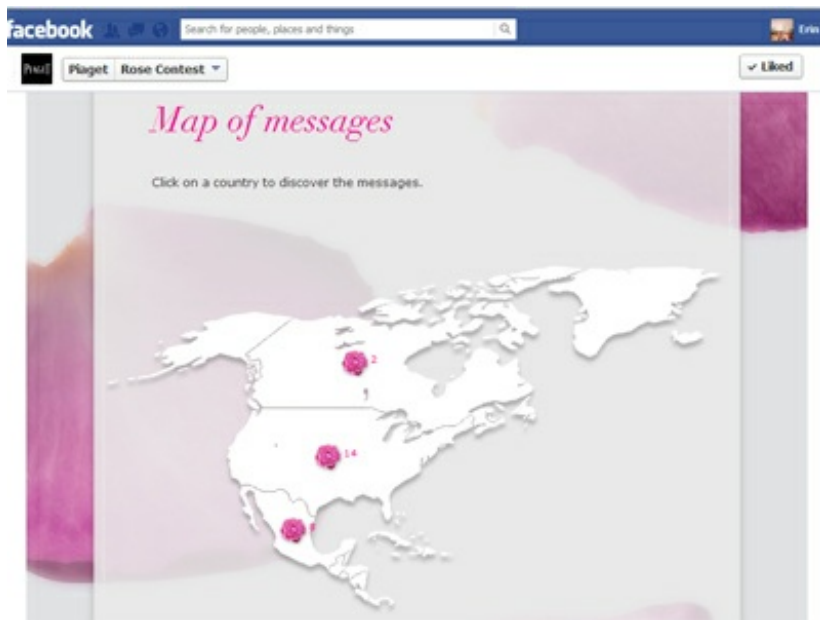
The Facebook app titled “Rose Contest” gives consumers the opportunity to win a trip to Geneva to experience the new collection through all five senses.

To enter, consumers must write “the most beautiful message” to a person they love. The receiver will see the message on Rose Day.



## Contest

Before writing the note, consumers can check out the competition by browsing submitted notes on a world map.



### *Messages*

Also, consumers can learn about the Rose Day celebrations and the contest grand prize, which offers a winner the chance to experience the world of Piaget in Geneva.

The experience will cover all five senses. Sight is stimulated by a tour through the jewelers' headquarters to see how collections are created; touch is experienced through trying on of the Rose Collection; smell is a main factor during a walk through the rose garden; taste is used during a special rose-themed dinner and lastly, hearing is used while watching a DVD on the video clip "La Vie en Rose" signed by Melody Gardot, who revamped the song for the Rose Collection.

Although social promotions can be a way to generate buzz, consumers are not always likely to explore information on a Facebook app.

"As with any Facebook app, if you build it, they may not come," Ms. Cooper said.

"To ensure that Piaget is driving traffic to its app, a campaign specific post strategy should be developed," she said.

"In tandem with reaching its own fans through organic timeline posting, Piaget could use paid social tactics such as Facebook sponsored stories and post ads or Twitter promoted posts to reach and engage audiences segments beyond those in their immediate network of fans and followers."

### *Loyal followers*

Social media contests can help a brand reward its loyal followers and help spread the word about a certain campaign.

Other luxury brands have tapped into fan creativity and dedicated by hosting social contests.

For instance, 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.

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 ([see story](#)).

Additionally, Marc Jacobs Intl. exposed 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.

Consumers had to 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 also created a social conversation through the platforms it is using for the contest ([see story](#)).

By using social media to launch campaigns, brands can easily target an active and interested group of consumers.

"A brand's social fans are also its most loyal," Ms. Cooper said.

"They have opted-in to receiving messages and are, in general, more likely to engage with brand content such as a contest," she said.

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

Embedded Video: <http://www.youtube.com/embed/RilQrN5ZI2A>

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