MOBILE

Four Seasons Hong Kong enlivens young travelers with Instagram campaign

June 13, 2013

By JOE MCCARTHY

Four Seasons Hotel Hong Kong is interacting with a diverse group of young consumers by inviting Instagram users to capture views of the cosmopolitan city.

The summer contest is seeking to bring new visitors to the hotel and invigorate current visitors with a creative mission. Instagram competitions of this kind breed memorable ties by spurring entrants to make new experiences.

"Launching a contest through a social platform like Instagram can stir up a lot of attention because of the peer-to-peer social sharing inherent in the platform," said Kelly Cooper, marketing manager at ShopIgniter, Portland, OR.

"This digital communication builds momentum quickly, continually exposing new audiences to the brand and campaign message - like a contest," she said.

Amateurs and professionals unite
Through June 25, consumers have the chance to win approximately $4,500 in prizes by participating in the hotel's #OurHK Instagram contest.

The three-week contest could attract many followers of the hotel's Instragram handle @fshongkong.

Alex Ogle, professional photographer for global news agency Agence France-Presse, seems to elevate the contest's credibility by acting as the judge.

Four Seasons is encouraging its Instagram followers to target specific sites. In doing so, prospective visitors will have a virtual tour of the city.

In tandem with the Hong Kong Tourism Board, Four Seasons has put location-based boundaries on the contest.

Additionally, a hedged number of locations will allow Mr. Ogle to more efficiently sift out the winners by allowing him to notice patterns and discern originality.

♡ 32 likes

#OURHK Entry

These locations include Tai Hang, Tai O, Hong Kong Tram, Lamma Island, Victoria Harbour and Temple Street.

Also, the overarching hashtag #OurHK for the contest will be joined by a geotag or the location-based hashtags such as #taihang, #taiO, #tram, #lammaisland or #lamma, #victoriaharbour and #templestreet.

#OURHK Entry

Interestingly, quite a few entrants have used the #victoriaharbour hashtag, likely due its proximity and accessibility to tourists in Hong Kong, according to the hotel.

Equally important, the contest gives hotel visitors structure by suggesting notable places to see.

The primary prizes of the contest are two-night weekend stays in a Deluxe Harbour View Room with breakfast for two people.

Other prizes will be given to follow-up contestants.

"A relevant prize will provide the incentive needed for audience participation," Ms. Cooper said.

Instagram's charm
Four Seasons is sparking interest in the #OurHK contest among mobile-savvy consumers via Facebook and Twitter.

Since the contest is designed strictly for mobile users, other consumers may be spurred to familiarize themselves with the technology for contest eligibility.

Also, Instagram campaigns have flourished as a way to stir up brand interest.

Four Seasons Toronto generated buzz with an Instagram contest that asked followers to capture a perfect moment of the city (see story).

Furthermore, other luxury marketers such as London department store Harrods and footwear label Brian Atwood have capitalized on Instagram's minimal investments and far-reaching potential with related tactics.

For example, Harrods has enlisted followers in a scavenger hunt for its iconic green man (see story).

Similarly, Brian Atwood invited followers to upload "selfie-style" photographs of their favorite Brian Atwood or B-Brian Atwood shows (see story).

"The contest serves as a brand-building tactic that, combined with other marketing efforts, can build brand affinity and loyalty, eventually resulting in a lift of sales," Ms. Cooper said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: http://www.youtube.com/embed/_y5vzuZ3-zQ