

INTERNET

## Astley Clarke attracts aspirational consumers with diamond giveaway

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By JOE MCCARTHY

British jeweler and retailer Astley Clarke is looking to raise brand awareness and attract aspirational consumers by giving away 10 pairs of diamond earrings through a promotional event on its Facebook page.



The event runs for 10 days and aims to garner 10,000 new Facebook fans for the brand. Leveraging social media with giveaways allows brands to entice prospective consumers and stir interest in products while employing fans to do the legwork of expanding the audience.

"We have had a phenomenal reaction to the initiative with over 2,000 new followers across channels since we sent out an email two days ago," said Fran Cookson, public relations and social media manager at [Astley Clarke](#), London.

"Most importantly, they are quality followers, our target audience and people who probably weren't aware of the brand before," she said.

### Share and flare

The event asks fans to share Astley Clarke's Facebook page for a chance to win a pair of earrings. The more times a fan enters and shares the page, the higher the chances of winning.

By structuring an event that relies on fan participation, the brand simply has to post reminders. Each post will confront more fans since the giveaway operates in a snowball fashion, with more shares generating more followers which generates more shares.

There is a limit of 10 referrals per entrant.

Earrings are given away every time the page tallies 1,000 new followers. Pictures of the diamonds accompany the posts to further goad fans.

Followers are informed about how much time remains, how many entries there are and status of their entries. Entrants can share the event with through email as well as their Facebook page.

\*\*\*\* GIVEAWAY! \*\*\*\*

ENDS IN

05 : 09

days hours

5741

total entries

0 / 5

entries earned

ASTLEY CLARKE

L O N D O N



Astley Clarke Diamond Earrings

ENTER TO WIN

LOG IN

Log in to enter this giveaway.

f

Log in w/ Facebook

or

Use Your Email

### *Entry page*

In addition to gathering fresh interest in the brand, the giveaway may push independent purchases.

"There is such a buzz surrounding the competition and the brand, our existing followers on social are sharing the competition with their friends, and those in turn with their friends," Ms. Cookson said.

## Spin the wheel

Giveaways are commonly used to generate fresh interest, target new demographics and show fans that the brand is actively searching for ways to enliven customer relations.

Many luxury brands have spun the giveaway template to fit consumers' interests.

For example, Marc Jacobs Intl. used email and social media to entice younger aspirational consumers with a back-to-school promotion that promised product giveaways in exchange for increased customer engagement.

Social media and email are opt-in bases, meaning that consumers who interact with Marc Jacobs are likely brand loyalists and will be the most interested in this promotion. These media combined with free giveaways and the overall school theme means that Marc Jacobs was likely trying to build a relationship with consumers when they are younger to affirm loyalty for bigger-ticket purchases later on in their lives ([see story](#)).

Astley Clarke, meanwhile, continues to deliver social media events to engage new fans.

For instance, the brand targeted male shoppers through a holiday gift guide that was packaged as an email cheat-sheet on gifts for women.

The gift guide had been sent out to Astley Clarke customers via email with the subject "Men of the world, don't panic. The cheat sheet is here." The brand was likely engaging its male customers who do not think about purchasing jewelry as often as its female customers might ([see story](#)).

Staying innovative on social media requires concentrated efforts.

"We are constantly looking for new and innovative ways to inspire our growing customer base through exciting content, rewards and witty language," Ms. Cookson said.

## Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/3kBLlh9tQvg](https://www.youtube.com/embed/3kBLlh9tQvg)