

MOBILE

## Swarovski gains exposure via Instagram video contest

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By ERIN SHEA

Precision-cut crystal maker Swarovski is gaining exposure through a fan contest that uses mobile image-sharing application Instagram's new video features.

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The brand again partnered with 52Grams, a mobile platform that allows brands to curate shoppable look books from Instagram images, for its #InstaSparkle contest where fans can win Swarovski Nirvana Jewelry. Since Instagram is a current topic of interest in the social media world, Swarovski is likely to gain more brand recognition by continuing to engage with consumers through the app.

"After seeing success in our Instagram photo contest #catchthelight promoting our watch collection, we saw an opportunity to engage our fans on a deeper level by inviting them to share through Instagram's new functionality," said Yelena Aschberger, head of communication and social media at Swarovski's consumer goods business in Männedorf, Switzerland.

"The timing is right because the video function is still new and many Instagram users are just starting to experiment with it, and we have a chance to be one of the first brands to host such a program," she said.

"Instagram has become the platform of choice for sharing moments from everyday life through pictures for millions, video as a medium was the natural next step."

Sparkle and shine

Through the new contest, Swarovski is asking its followers to capture a sparkling light reflection through Instagram's new video feature.

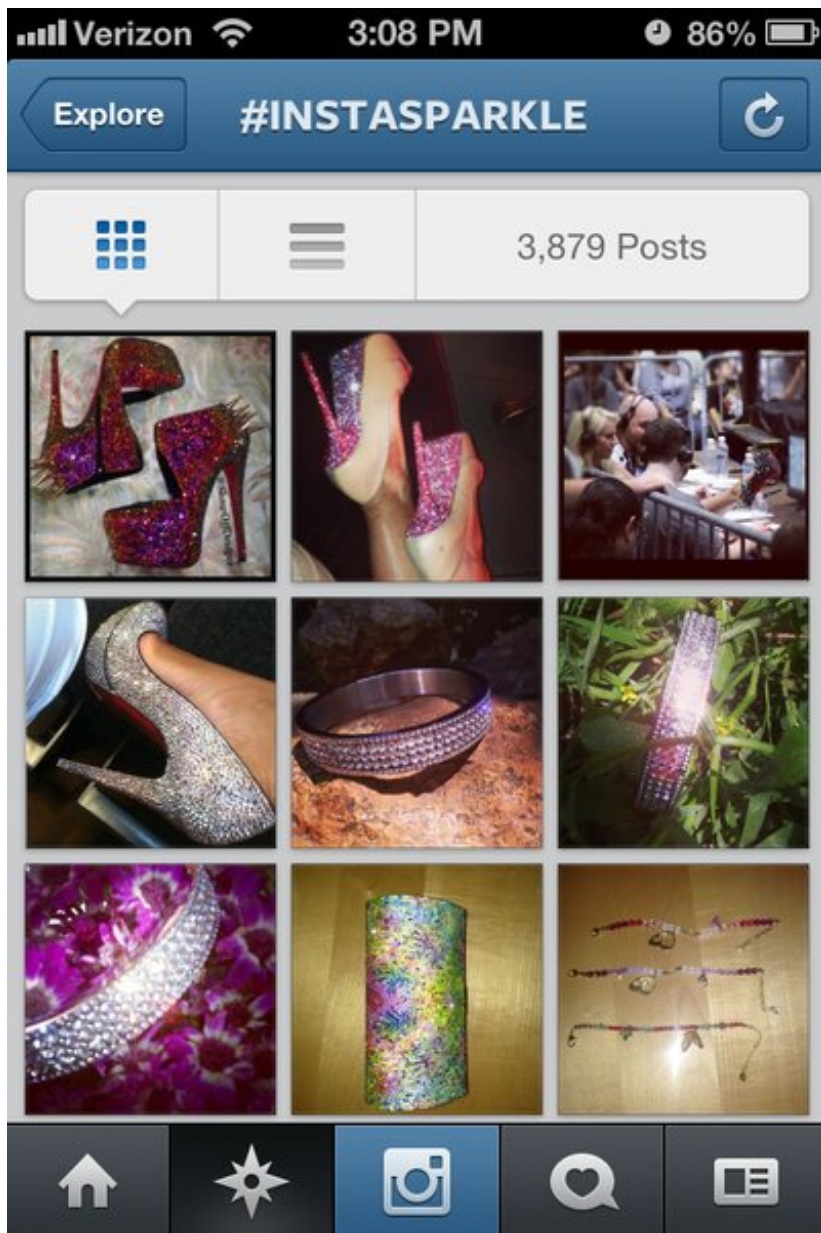
However, the brand is accepting image entries as well. Video and images will be judged separately and awarded different prizes.



*Video entry*

Instagram users must use the hashtag #InstaSparkle to enter the contest for a chance to win Swarovski Nirvana jewelry. The contest runs July 8-19.

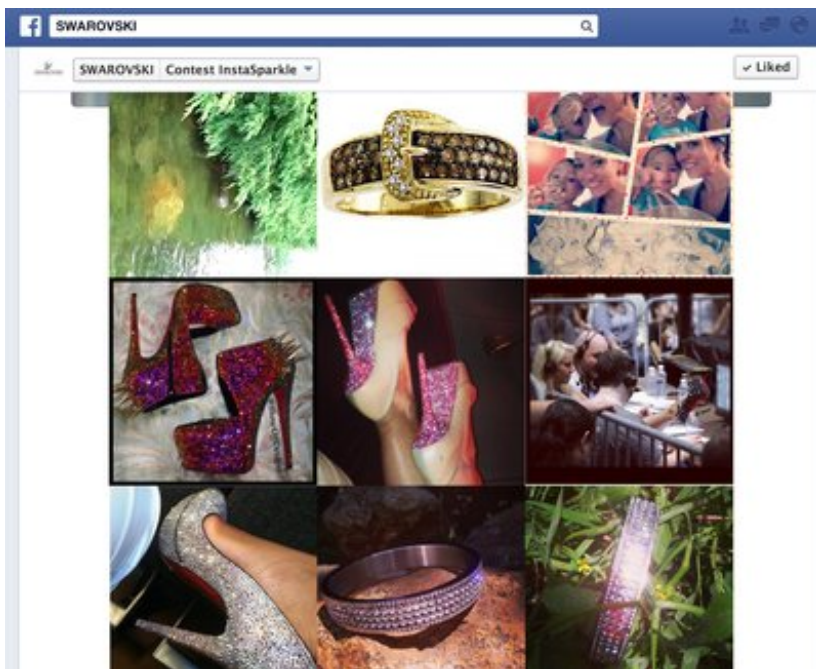
On first day of the contest, there were almost 4,000 images tagged with #InstaSparkle.



*#InstaSparkle*

Swarovski is pushing the contest through its social media platforms and 52Grams' Web site.

The brand is using a Facebook app to promote the contest and show off the submissions.



### *InstaSparkle Facebook app*

Swarovski is likely to gain exposure through this contest given Instagram's popularity and current consumer interest in Instagram's video features.

"All the talk lately about Instagram's new video capabilities coupled with the inherent peer-to-peer sharing of the platform is bound to pay off for Swarovski in terms of interest in the campaign," Kelly Cooper, marketing manager at [ShopIgniter](#), Portland, OR.

"A contest to win iconic Swarovski jewelry that naturally sparkles and plays directly into the strengths of video is frankly a pairing too good for the Swarovski marketing team to pass up," she said.

"Video is proving to be a strong marketing mechanism, with higher engagement levels than static text or images, and is a great way to get consumers to interact with the brand and the brand promise, 'the sparkling world of Swarovski.'"

### *Insta-pros*

Swarovski has used Instagram for previous campaigns to help engage consumers and drive brand loyalty.

For instance, the brand bolstered its brand presence on Instagram through a contest that ties in with its spring/summer campaign.

Swarovski partnered with 52Grams to host the "Style Scene of Carnival" competition and engage its customers on a platform they often use. The contest supported the brand's other efforts to push its "Tropical Paradise" collection including a digital style guide and a year-long campaign ([see story](#)).

In addition, Swarovski tapped consumers' interest in image-sharing mobile application Instagram by hosting a contest to mark its 1 millionth Facebook fan that was a one-week sponsorship of digital image competition platform InstaDerby.

Swarovski encouraged its social media followers to participate in the contest that required



them to use Instagram to take an image that captured “numbers,” which is the InstaDerby theme of the week. InstaDerby is a platform on which Instagram users can compete amongst themselves each week to find out who took the best image that falls under a theme ([see story](#)).

Now that Instagram has video capabilities, more consumers are becoming involved on the network, which is likely to give Swarovski's campaign a boost.

"Instagram video has been getting lots of buzz and is still pretty new," said Yuli Ziv, founder/CEO of [Style Coalition](#), New York. "By attaching their name to this innovative feature Swarovski becomes part of the conversation and is perceived as innovative as well.

"Kudos to Swarovski for pulling off an Instagram video campaign so quickly after the release," she said.

"Brands should learn to react fast and adjust their strategy based on new platforms and releases if they want to take a real advantage of the social channels."

Final take

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

Embedded Video: [//www.youtube.com/embed/nLJkBackW60](https://www.youtube.com/embed/nLJkBackW60)

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