

MOBILE

## Mandarin Oriental gets insider's view of Hong Kong via Instagram contest

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By JOE MCCARTHY

Mandarin Oriental Hong Kong is furthering its 50th anniversary celebrations with an Instagram contest until Nov. 14 that aims to compile a broad range of experiences to give prospective consumers a feel for the area.

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The #MOInsider contest asks fans to submit photos of must-see experiences that represent what Hong Kong and Bangkok mean to them. The deliberately broad guidelines for the contest will likely generate a full view of both environments.

"Instagram contests that focus on experience and destination oriented themes rather than narrow themes can be more successful in attracting participation and engagement from followers because it's inclusive of everyone not just hotel guests," said Tiffany Dowd, founder and president of [Luxe Social Media](#), Boston.

"Social media is all about word of mouth and peer-to-peer recommendations," she said.

Ms. Dowd is not affiliated with Mandarin Oriental, but agreed to comment as an industry expert.

[Mandarin Oriental](#) did not respond by press deadline.

## Your view

To enter the contest via Instagram, fans must follow either the Mandarin Oriental Hong Kong or Bangkok pages and tag the photo with one of the #MOInsider, @MO\_HKG and @MO\_Bangkok hashtags. Descriptions of the photo's content and location must be included.

Fans can also submit via Facebook by sending a photo in a private message with accompanying descriptions.

The brand is encouraging fans to submit photos that depict favorite locations and meals. Mandarin Oriental will select certain photos to share on its social media pages.



The winners of the contest will be announced Nov. 25. Different prizes will be awarded to submissions relating to either the Bangkok or Hong Kong location.

Winners of the Hong Kong Insider Moment will receive a weekend stay at Mandarin Oriental Bangkok, a Dinner for two at Mandarin Grill + Bar and a Utopia Facial at The Mandarin Spa.



### *Mandarin Oriental*

A weekend stay at Mandarin Oriental, Hong Kong, dinner for two at Ciao, Italian Restaurant and the Oriental Signature Treatment for two at The Oriental Spa will be given to the winner of the Bangkok contest.

The brand has been promoting the contest via its social media pages.



### *#MOinsider photo contest*

Mandarin Oriental's flagship property Mandarin Oriental, Hong Kong celebrated its 50th anniversary with a series of events ranging from culinary celebrations to special packages meant to honor loyal guests and inject new energy.

The pinnacle of the celebration occurred Oct. 17 with a red-carpet gala featuring celebrity guests, live entertainment, specialty cocktails and cuisine, video and photography. Milestone anniversaries can provide a launch pad for transformation or usher in a wave of vitality that frames the brand in a new light ([see story](#)).

Different goals

Instagram contests come in many different shapes with many different goals.

For instance, department store chain Bloomingdale's is letting fans determine the best selfie shot from its #BloomieSelfie Instagram contest to increase participation and spread awareness of the campaign.

The #BloomieSelfie contest asked fans to submit a selfie that details a favorite beauty or styling tip that enhances their snapshot. By aggregating a diverse range of interpretations, the retailer not only boosts the reputation of its social media pages but also gets a clean insight into what consumers want ([see story](#)).

Also, Leading Hotels of the World is celebrating its 85th anniversary with an Instagram competition through Nov. 22 that invites fans to share photographs of memorable birthday cakes.

The length of the #ShareYourCake contest ensures that an ample amount of submissions will arrive, from which three winners will be awarded \$500 gift certificates redeemable at LHW hotels. Although it may seem odd to celebrate an 85th anniversary, promotions throughout the year have increased the brand's Facebook likes by around 80 percent since 2012 and Twitter followers have increased by around 40 percent ([see story](#)).

Beyond engaging consumers, Instagram contents allow brands to peer into the collective imagination of its target audience.

"It's a great way for hotels to tap the local scene and see first-hand what is popular in their destination with guests," Ms. Dowd said.

"They can then use this information to share destination highlights across other social media channels besides Instagram," she said.

Final take

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

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