

INTERNET

Astley Clarke links British heritage brands for 12-day social media giveaway

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By JOE MCCARTHY

British jeweler and retailer Astley Clarke is distilling the heritage of six British luxury brands in a 12-day prize giveaway to accentuate shared values that may endear the brand to consumers across product categories.

Sign up now

Luxury Daily

The "12 Days of British Luxury" asks fans to sign up for a chance to win prizes from The Dorchester Collection, Harper's Bazaar and designer swimwear brand Orlebar Brown. By playing off the whimsical 12 days of Christmas theme, the jeweler is able to downplay its attempt to align with elite British taste.

"We really wanted to work with six of Bec's (founder and executive chairman of Astley Clarke) favorite British luxury brands to create a buzz in the social media space," said Fran Cookson, public relations and social media manager at [Astley Clarke](#), London.

"The initial inspiration was to reward our clients with indulgent gifts from some of the most loved British luxury brands and the initiative really grew from there," she said.

"We worked with the other brands to implement a fully interactive marketing and social media strategy, encouraging each brands loyal customer base to take part."

Sneak preview

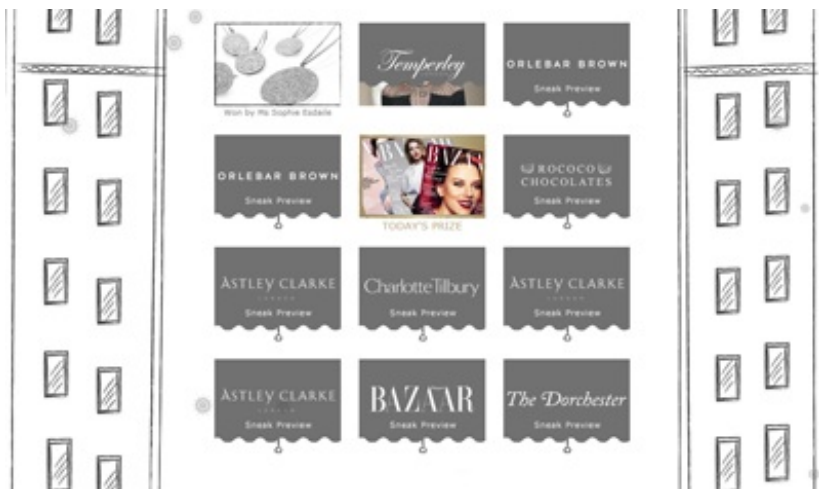
The 12 days of giveaways began Nov. 18 with an Astley Clarke Muse Icon Diamond necklace won by Ms. Sophie Esdaile, a fan of the brand. The campaign's Web site can be accessed [here](#).

On the Web site, the 12 prizes are arrayed in rows of gray curtains on a cartoon drawing of The Dorchester as snowflakes drift down.



12 Days of British Luxury

Each curtain lists a brand name and a sneak preview trigger that pulls the curtain up when the mouse hovers over it to reveal a sliver of the prize.



12 Days of British Luxury

Astley Clarke provides four prizes, Harper's Bazaar and Orlebar Brown both offer two and The Dorchester, makeup artist Charlotte Tilbury, Orlebar Brown, Rococo Chocolates and women's ready-to-wear and dress brand Temperley all offer one prize.

Unlike typical giveaways that require fans to fill out forms or consent to give up social media freedom, Astley Clarke merely asks fans to type in their email address. However, participating fans will receive emails from brands involved.

Giveaway and takeaway

Astley Clarke has previously leveraged giveaways to generate a burst of fresh attention.

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 ran for 10 days and aimed 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 ([see story](#)).

British brands consistently team up to tout shared heritage.

For instance, Dorchester Collection's 45 Park Lane in London enlisting Rolls-Royce Motor Cars to provide penthouse suite guests a chance to test out the new Wraith model starting Nov. 1.

The hotel encourages guests to take the Wraith on a half-day excursion and greets their return with a Wraith-inspired cocktail. Joining forces with another British-based luxury brand will likely generate national interest and demonstrates the brand's commitment to the national economy ([see story](#)).

"Effective brand alignment plays a key role in Astley Clarke's growth in the fine jewelry sector," Ms. Cookson said.

"Not many luxury brands do online well and we are thrilled to be able to offer 12 amazingly generous gifts from some of Britain's most loved brands," she said.

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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