

MULTICHANNEL

Swarovski drives holiday retail traffic through Pinterest, Instagram holiday contests

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By JOE MCCARTHY

Precision-cut crystal maker Swarovski is embarking on a multi-pronged social initiative Nov. 29 called "12 Moments to Give" that contains Instagram and Pinterest components and aims to drive substantial United States retail traffic.

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Pinterest followers are asked to share favorite Swarovski pieces, while Instagram users will craft stories behind personal gifts. Other components of the campaign include an in-store QR code, surprise prizes for participants, a mobile application and a microsite that offers gift-guides, styling tips and more information.

"Multi-dimensional campaigns that integrate online, social, and in-store activity are fantastic ways to generate interest while driving foot traffic," said Taylor Rains, account executive at [Rawle Murdy Associates](#), Charleston, SC.

"Launching an online competition – like Swarovski is doing here on Pinterest – allows potential customers to engage without being overly committal," he said. "The subsequent steps in the competition are increasingly action-driven, ultimately drawing people into the store."

"The only drawback to integrated campaigns such as this one is the complexity. There is a chance that consumers will be deterred from participating owing to the different steps that are involved. Although I have to say that, in this case, Swarovski appears to have made the transitions from step to step rather seamless, so I don't foresee much fallout over complexity."

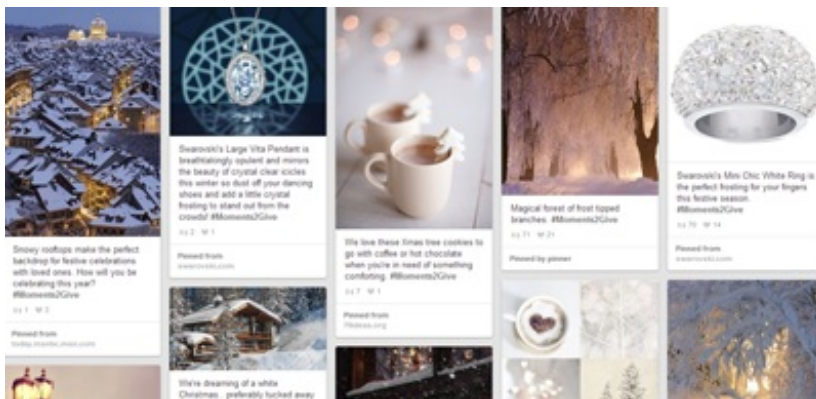
Mr. Rains is not affiliated with Swarovski, but agreed to comment as an industry expert.

Swarovski was unable to comment by press deadline.

Winter wonderland

To attract new audiences to the Pinterest side of the campaign, Swarovski has enlisted Katie Rodgers, fashion illustrator at Paper Fashion, and Caitlin Cawley of Color Me Caitie to host a one-hour holiday pin party.

The brand is also raising awareness among its 1.5 million Pinterest followers through a Winter Wonderland board that celebrates the holiday season.



Winter Wonderland board

The fan whose board is selected as the winner will receive a set of Crystalline Toasting Flutes.



Crystalline Toasting Flutes

A QR code in more than 450 boutiques will direct consumers to the competition page. All United States participants will be given a surprise that can only be redeemed in a retail location.

Swarovski may have found a working formula for bridging digital and in-store experiences with its emphasis on personalization.

L2 Think Tank recently ranked Swarovski second in its annual jewelry and watches digital IQ report. Consistently rising above the noise during marketing cycles, involvement in movies and a diverse social culture that culls user-generated content are the chief reasons for Swarovski's second place ranking ([see story](#)).

Starting Dec. 2, fans can participate on Instagram by sharing stories behind gifts to win the Fit Earrings worn by supermodel Miranda Kerr in the latest TV and print campaign.



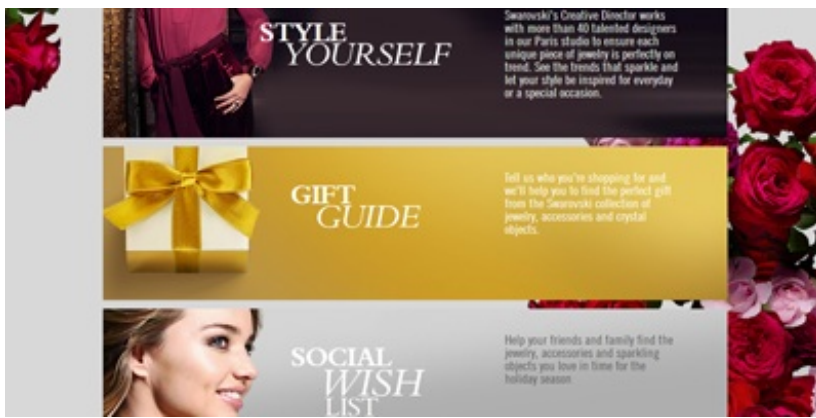
Ms. Kerr in Swarovski video

"12 Moments to Give" merges with the brand's latest umbrella campaign.

The brand initiated a 25-country, multichannel campaign featuring Ms. Kerr and original music by singer, song-writer and producer Pharrell Williams that aims to spread awareness and enliven the brand's image.

The campaign's print advertisements began in November and was followed by a television commercial that aired in France, Italy and Hong Kong. The campaign's use of vivid images, music by a well-known producer and pliable content will allow it to seamlessly travel from one country to another ([see story](#)).

Swarovski will begin aggregating all content tagged #Moments2Give on its Facebook, Instagram and Pinterest page to create a digital look-book found on the campaign's [microsite](#).



Moments to Give microsite

In addition to styling and gift guides, fans can also explore the global ad campaign and gain access to the brand's online boutique.

The mobile app contains much of what can be found on the microsite and ecommerce options and can be found [here](#).

All over

The brand has demonstrated its adeptness at transitioning to new platforms in the past.

For instance, Swarovski is giving brand loyalists an immersive look at the inner workings of the jewelry world with a blog from creative director Nathalie Colin.

Wink by Nathalie Colin includes social media channels and a blog detailing the creative director's many inspirations, fashion tips and aspects of her daily life. Efforts to improve brand transparency develop stronger connections among enthusiasts by reminding them of the human element that powers the company ([see story](#)).

The transience of digital campaigns can be partially offset by adding an in-store element that increases the chance that consumers will develop memorable experiences.

"Tying in digital to in-store is especially critical for luxury brands," Mr. Rains said. "There is no doubt that digital efforts are paramount to driving sales, but a great deal of luxury transactions are still made in-store.

"The key to an effective digital campaign is to integrate it with the in-store experience," he said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/ILRTbbU85JI](https://www.youtube.com/embed/ILRTbbU85JI)