

INTERNET

Barneys hosts a Pinterest contest to reach aspirational fans

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By SARAH JONES

Department store chain Barneys New York is reaching out to its aspirational followers with a Pinterest contest that gives consumers a chance to win a \$1,000 gift card.

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Luxury Daily

Barneys is asking fans to pin items on the Barneys Web site and enter the link to their board on its Facebook app for the contest called "Pin to Win." By using this multi-platform approach, Barneys is able to encourage engagement across all of its social media accounts and drive traffic to its ecommerce site.

"Barneys needs to attract younger clients," said Chris Ramey, president of **Affluent Insights**, Miami, FL. "They understand the shift occurring in the luxury marketplace is causing a competitive rush to millennials.

"This promotion does not target the affluent," he said.

"A \$1,000 prize is attractive only to those who consider it a lot of money. The affluent are less likely to find it an incentive, particularly when they have to work for it."

Mr. Ramey is not affiliated with Barneys, but agreed to comment as an industry expert.

Barneys was unable to comment before press deadline.

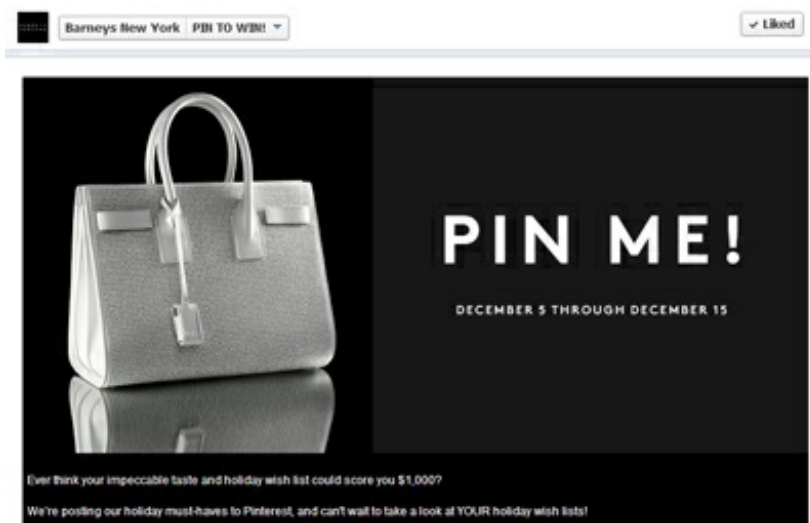
Win a wishlist

Barneys' contest, which began Dec. 5 and will run through Dec. 15, requires that entrants first like the brand on Facebook.

Consumers also must follow Barneys on Pinterest and sign up for email communications.

Next, entrants must create a Pinterest board with at least 10 items from Barneys' ecommerce site, across the categories of women's, men's, children's or home.

Once a user has created a board, she must return to Facebook and enter the contest by submitting the link to her board.

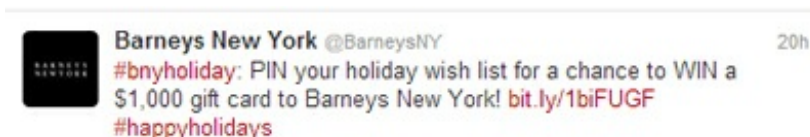


Barneys Pin to Win app on Facebook

Users are encouraged to use the retailer's branded hashtag #BNYHoliday for their Pinterest entry.

When a winner is chosen, Barneys will feature him or her on its Facebook page, giving its entrants some notoriety and another incentive to enter.

This contest is set up to give those consumers who follow Barneys but would not usually shop in one of its stores due to budget the chance to potentially shop at the retailer, initiating them to the brand.



Tweet from Barneys

Developing a following

Pinterest contests are becoming a way for brands to connect with consumers on social media and encourage users to browse their Web sites.

For instance, department store chain Nordstrom engaged social-savvy newlyweds through a Pinterest contest to win a gift card and a honeymoon package at certain JW

Marriott Resort properties.

Nordstrom partnered with JW Marriott Resorts to offers newly-married couples the chance to win a \$4,000 Nordstrom gift card and a five-night honeymoon to a participating JW Marriott property with spa treatments and breakfast included. In addition, JW Marriott is offering a package for couples who purchase a special-order wedding gown at any Nordstrom Wedding Suite ([see story](#)).

Also, retailer Saks Fifth Avenue built excitement for the holiday shopping season by giving away a \$2,000 gift card to five Pinterest users for its “Pin it to Win it” holiday contest.

Users had to pin six items from Saks’ Web site that they wanted to give as gifts for the holidays and name their board to enter the contest. Those who entered the contest are also asked to follow Saks on Pinterest ([see story](#)).

Barneys' Pinterest contest asks consumers to follow a number of steps to enter, which could be a deterrent for affluent users.

"Rules can be lubricants or barriers," Mr. Ramey said. "In this case they are the latter."

"If you're going to make affluent customers work for something it had better be for more than the cost of dinner for six in New York City," he said.

"Barney's will attract aspirational buyers who have the time to participate."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York