

INTERNET

Hermès animates orange gift boxes to spark holiday ideas

December 10, 2013

□

By JEN KING

Family-owned leather goods maker Hermès is counting down the days of December with an interactive gift guide that inspires affluent consumers to choose from its wide range of products for the holidays.



The “Hermès on Ice” gift guide countdown is an interactive calendar starring Hermès’ iconic orange boxes. Since each box is personified and performs a short action, fans may form connections with the campaign and return to the brand’s Web site to see each day’s animation.

"There is no reason for brands to miss making or being part of a holiday guide," Paul Farkas, cofounder/CEO of [Accessory2](#), New York. "Engaging digital consumers over the busy holiday season involves a balance of perceived value, here a mix of peeking at some of the most-coveted fashion items from Hermès and quality bite-sized entertainment.

"Heritage brands can be whimsical, but it's a fine, purposeful line," he said. "The design is simple and crisp and message is clear, it is a Hermès holiday world, from the personified iconic orange boxes to monogrammed stump environment.

"Curious clicks can easily lead to gifting, discovery, or wishlists for featured or similar luxury accessories. True to brand, liking the countdown is referred to 'J'aiming' it, evoking distinctive persona along social platform."

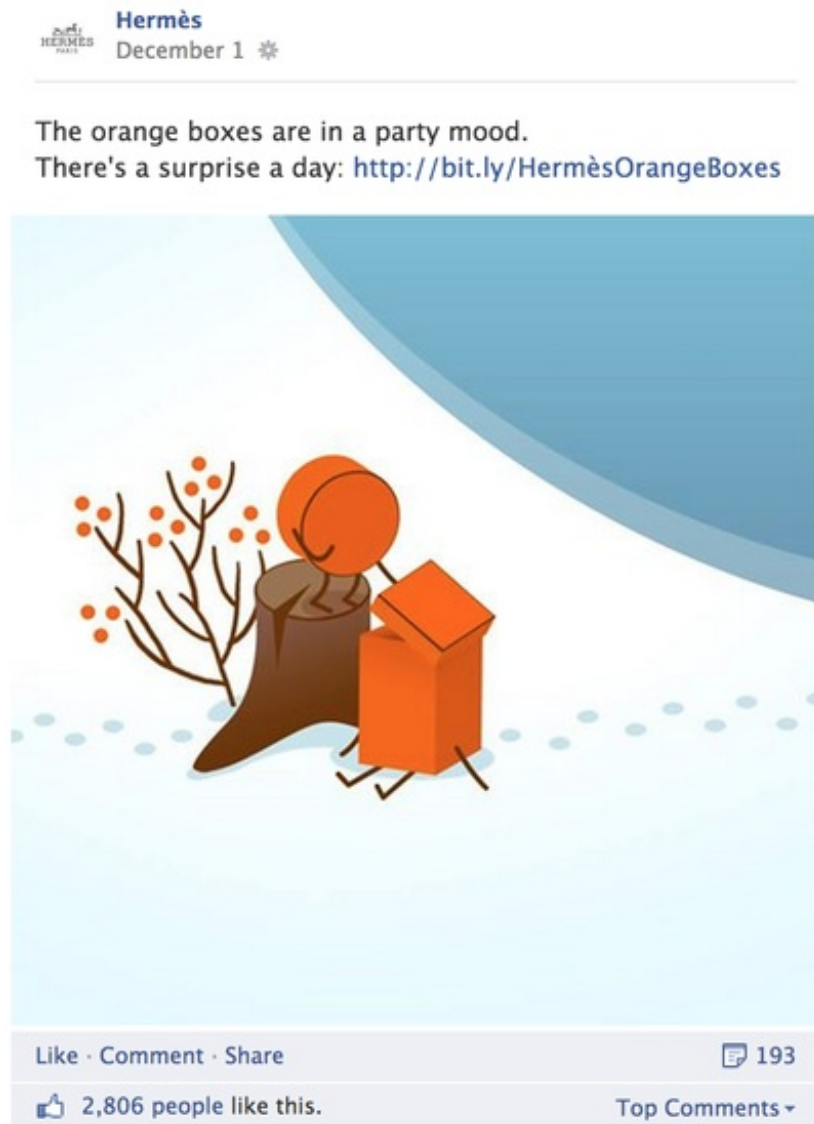
Mr. Farkas is not affiliated with Hermès, but agreed to comment as an industry expert.

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

Out on the ice

Beginning Dec. 1, Hermès introduced its holiday countdown on its Facebook page to its followers. The post showed two orange boxes with stick figure limbs sitting near a frozen pond

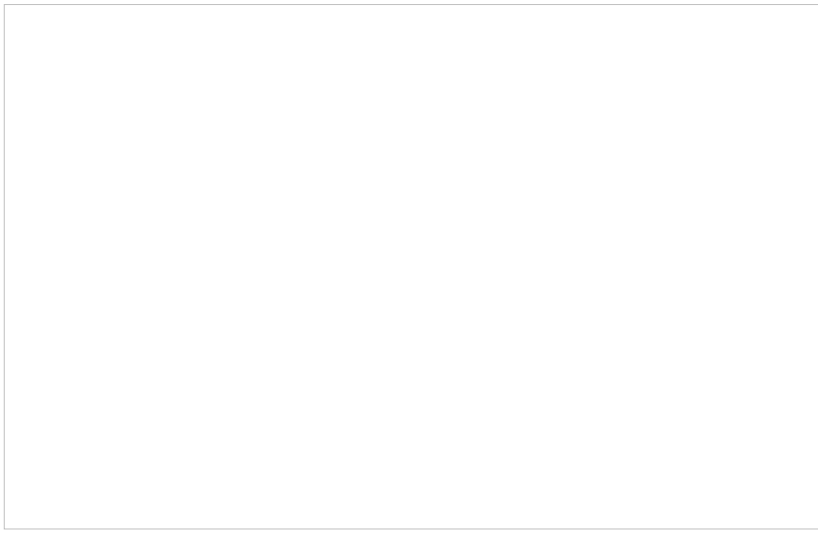
Perched on a tree stump, a round box is seen peeking under the lid of a larger rectangle box. The cartoon is accompanied by text that reads, “The orange boxes are in a party mood. There’s a surprise a day” with a link that lands on the countdown’s main page.



Hermès Facebook post

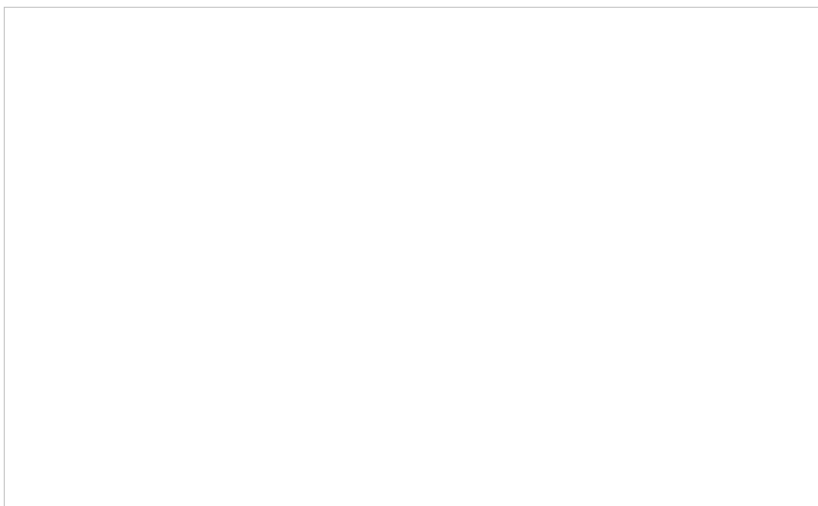
The consumer lands on Hermès’ Web site where a snowy, winter setting features 24 orange gift boxes either surrounding a frozen pond or standing on the ice wearing figure skates. Each box has its own personality with some boxes holding props.

Hermès’ gift boxes all have a number signifying the day of the month its hidden product was or will be revealed. A click-through on a box opens a short animation that finishes with the box removing its top to display the gift idea inside.



Hermès' Christmas Countdown

To learn more about the day's product, consumers can click on the animation to open the item's details and purchasing options. For example, the second day of the countdown features a box that pirouettes on ice skates before showing the consumer a Hermès leather bracelet.



Animation from Dec. 2

So far, Hermès has unveiled its scarves, jewelry, a plush horse doll, mugs, footwear, ties and leather goods. With each day revealing a new product, consumers are likely to revisit the page and share the gift items with friends via Facebook, Google +, Twitter, Pinterest, Tumblr and email.

Hermès holiday countdown can be viewed [here](#).

To revitalize the gift guide near the halfway point of the month, Hermès released a 49-second video that gives context to the countdown. The video shows the orange gift boxes skating together on the pond before showing a holiday message from Hermès.

Embedded Video: [//www.youtube.com/embed/TOXXhTma4dg](http://www.youtube.com/embed/TOXXhTma4dg)

The Orange Box Ballet

Daily animations

Endearing animations can help a brand maintain a lighthearted stance for the holidays. For instance, jeweler Tiffany & Co. is using an interactive Facebook application accessible on both mobile and desktop to pique the interest of consumers preparing to shop for the winter holidays.

Tiffany's "Very Merry Countdown" app's whimsical animation and seasonal theme is likely to attract affluent consumers looking for a taste of the holidays. The app's calendar format highlights the jeweler's traditional association with holidays stemming from its must-see windows displays at its New York flagship ([see story](#)).

Barneys New York took a different approach but kept the notion that a gift guide can be interactive and fun to attract attention.

The department store chain roped its gift guide into Tumblr territory with a series of Graphics Interchange Format, or GIF, animations featuring holiday products.

Barneys' "GIF Guide" shows items moving in whimsical ways, and was published on both the store's blog "The Window" and its Tumblr. Using GIFs instead of still photographs is a colorful way for the retailer to capture its audience's attention, and prove it is a modern, tech-savvy retailer ([see story](#)).

Additional content released to rejuvenate interest in the countdown throughout the month will aid Hermès in keeping consumer advocacy levels high.

"Each unlocked interactive sequence is brief and engaging, the guide should see good viral effects, but it would be a surprise if even the most loyal fans sequentially check-in for a majority of the month," Mr. Farkas said.

"Reciprocal loyalty is finally gaining style, and should some evangelist-winners be selected to receive good tidings for socially sharing all daily reveals without being asked, that would indeed be a ground-breaking campaign and spirit of note," he said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/euJLUfha6Rs](http://www.youtube.com/embed/euJLUfha6Rs)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.