

INTERNET

Jean Paul Gaultier hosts interactive contest to depart from template gift guides

December 11, 2013



By SARAH JONES

Parisian couturier Jean Paul Gaultier is taking an unconventional approach to the gift guide by asking its fans to check out an interactive video daily to win prizes.

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Luxury Daily

Jean Paul Gaultier's "Hot Spot" contest features a fragrance ad video with buttons that pop up momentarily, which users can click on to win different items daily. By creating an interactive contest that changes over time, Jean Paul Gaultier can ensure that brand fans revisit its Web site and watch the ad multiple times.

"The interactive video is whimsical, sexy and fun, just like the brand," said Scott Delea, managing partner at [Inflexion Interactive](#), Hoboken, NJ.

"It is a perfect way for Gaultier to attract new customers and engage with its audience," he said.

"The contest provides an excellent incentive for viewers to pay attention to the video and watch multiple times."

Mr. Delea is not affiliated with Jean Paul Gaultier, but agreed to comment as an industry

expert.

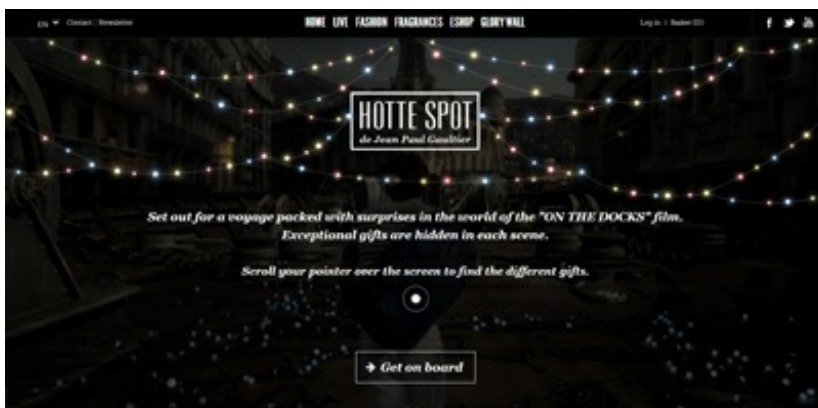
Jean Paul Gaultier was unable to comment before press deadline.

Clicking contest

Jean Paul Gaultier's contest is embedded within its "On the Docks" film for both its Le Male and Classique fragrances, which the brand released earlier this year. The contest began Dec. 5 and will run through Dec. 26.

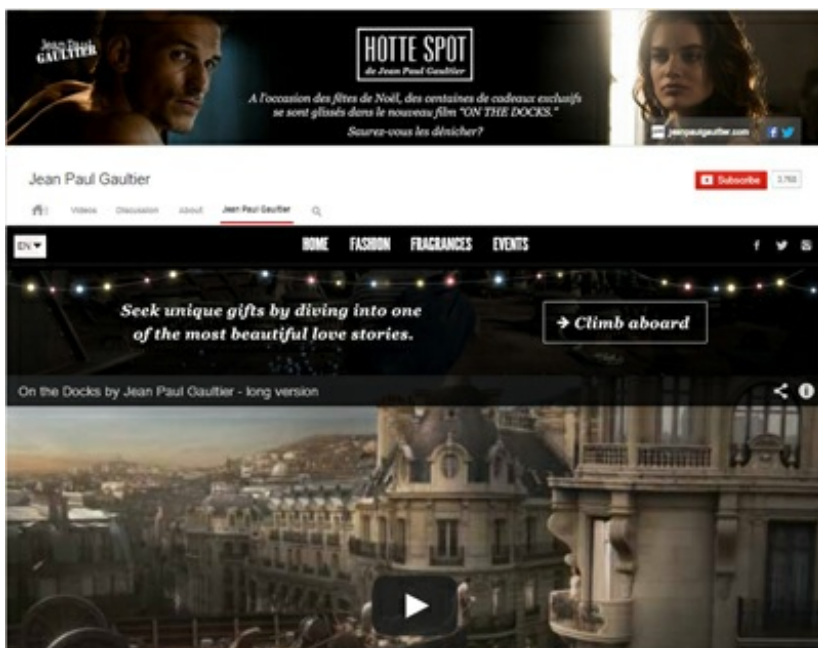
The video jumps back and forth between a sailor on a ship and the woman he loves. The ship runs aground and tears through a city, leading the sailor right up to the window of his romantic interest.

The contest is featured on the designer's homepage with a button to "climb aboard." Once the button is selected, the YouTube video appears.



Jean Paul Gaultier Hot Spot contest

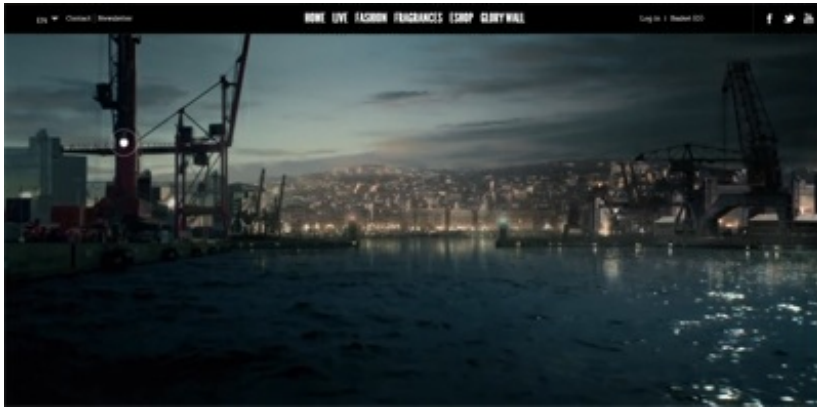
Consumers can also enter the contest on Jean Paul Gaultier's official YouTube channel on the blog post for the contest.



Jean Paul Gaultier's YouTube channel

When the user begins to play the video, dots appear at various intervals on the screen, then

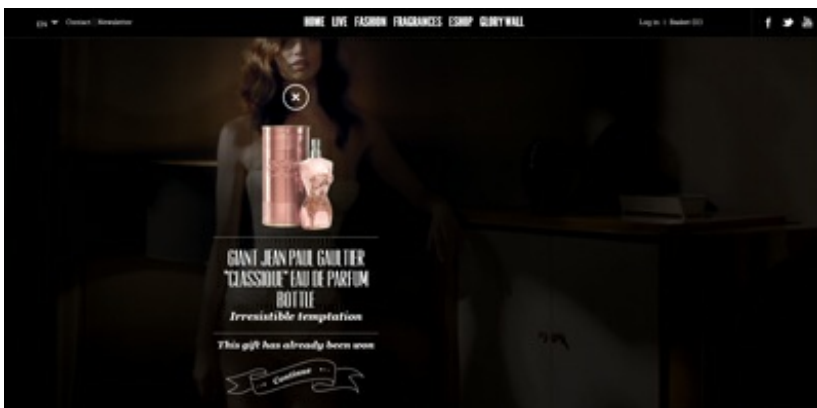
disappear. These correspond to the prizes that users can win.



Jean Paul Gaultier Hot Spot contest

If a user is the first one to click on the dot, she will be given the option to “enjoy it,” or claim the prize by pressing a button. If she chooses to win the prize, she will be asked to give contact information or sign in with Facebook.

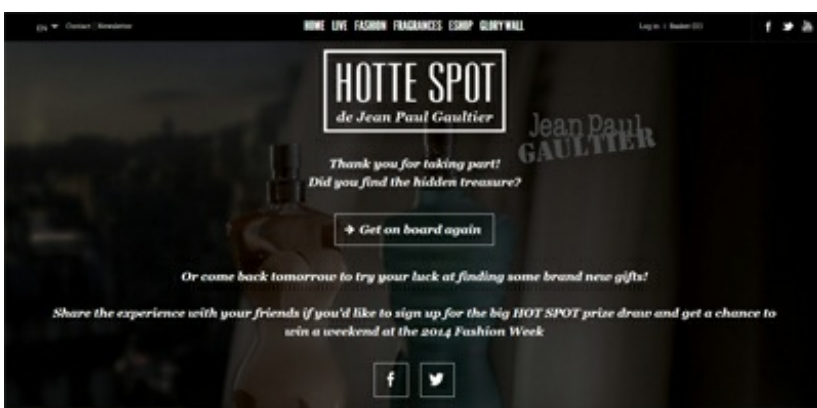
Only one prize per pinpoint will be given a day. If a prize has already been claimed for the day, a message will appear with an image of the item telling the user it has already been won.



Jean Paul Gaultier Hot Spot contest

Each entrant is only allowed to win one prize per day, but they can enter to win again on a different day. This gives users an incentive to replay the video and the game.

At the end of the video, a screen appears that asks if the user found any treasure. Entrants can go back and play the video again. The message also asks them to play again the next day.



Jean Paul Gaultier Hot Spot contest

Prizes include bottles of the brand's fragrances, a wallet and tattooing. A grand prize is a trip for two to Paris Fashion Week, where the winner can attend Jean Paul Gaultier's couture runway show in January 2014.

To win the trip, users have to share the contest with their network on social media.

Watch to win

This contest, and the prizes offered, fit well with the Jean Paul Gaultier brand image, which is currently on display in a traveling museum exhibit.

Soon after a stint in Stockholm, The Brooklyn Museum in New York is now host to the first international exhibition of French haute couture and ready-to-wear fashion designer Jean Paul Gaultier Oct. 25 through Feb. 23 that demonstrates the many inspirations that gird a luxury brand.

"The Fashion World of Jean Paul Gaultier: From the Sidewalk to the Catwalk" multimedia exhibition traces the designer's rise and showcases approximately 140 haute couture and prêt-à-porter ensembles. The vast collection of avant-garde works explore the impact that Mr. Gaultier has had on the world of fashion and beyond ([see story](#)).

Other luxury brands have used contests to incentivize consumers to watch their videos.

For example, French fashion house Chloé gave consumers an incentive to watch videos from the eight-part mini film series on its 60th anniversary collection through a quiz-style Facebook application.

The app provides consumers with the first four videos in the 60th anniversary video series. Facebook users can answer trivia questions based on the films for the chance to win a Chloé accessory ([see story](#)).

This contest from Jean Paul Gaultier has wide appeal, and will likely result in more page views for the brand, since users share the contest with their friends and enter to win multiple times.

"The video will appeal to both male and female viewers," Mr. Delea said. "Gaultier has been smart to let the video take over its homepage because it is a very effective way of introducing customers to its brand and Web site.

"The interactivity can be distracting at first, but it inevitably entices the viewer to actively engage with the brand," he said. "I suspect they will have obtain much higher views per visitors and time on site as a result of incorporating the hidden prizes and making the video interactive."

Final Take

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