

INTERNET

## Mr Porter prompts return ecommerce visits with a calendar of giveaways

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By SARAH JONES

Menswear online retailer Mr Porter is unveiling a prize per day on its virtual advent calendar in December leading up to Christmas Day to give its consumers a reason to return to its Web site each day of the month.

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Mr Porter's advent calendar serves as both a gift guide and a contest, with links to shop items featured. By creating a gift guide that updates daily, and giving the incentive of prize drawings, Mr Porter is able to ensure its consumers check in with the brand to see what's new.

"The use of the advent giveaway calendar is a creative way to generate buzz and goodwill while collecting customer information for future marketing campaigns and encouraging repeat visits to the site, thus increasing the likelihood of making a purchase," said Jeff Sopko, vice president, Strategic Solutions Group at [Baesman](#), Columbus, OH.

"Leveraging this type of sweepstakes is definitely a rich and compelling way to encourage shoppers to return to the site and purchase," he said.

Mr. Sopko is not affiliated with Mr Porter, but agreed to comment as an industry expert.

[Mr Porter](#) was unable to comment directly.

## A gift a day

When a user views the Web page for the advent calendar, they can see all of the days, but only the days that have been revealed are clickable. Once clicked, a box pops up in front of the calendar showcasing the featured item or information.

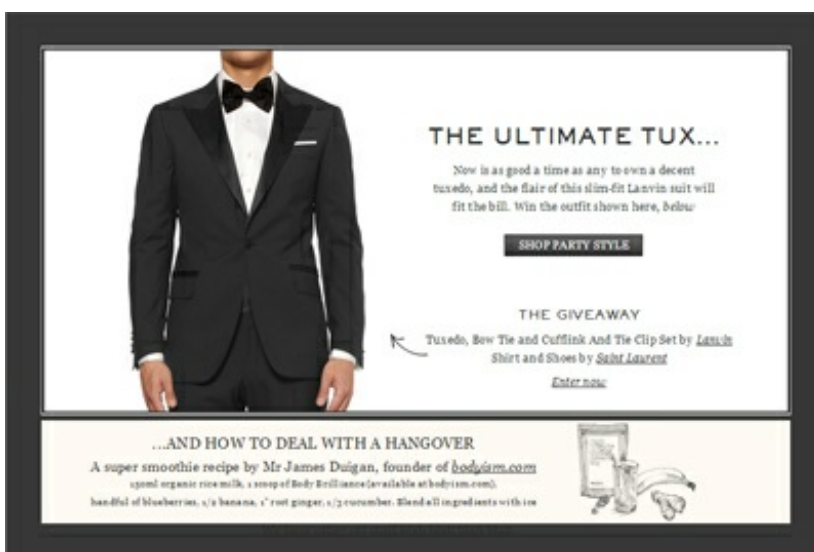


### *Mr Porter advent calendar*

Each day features one or a grouping of items. For example, Dec. 6 showcased five grooming essentials, including Aesop's Mandarin facial moisturizing cream and Baxter's cream pomade, with a video detailing the merits of the products.

Other products featured so far have included a Dolce & Gabbana cashmere sweater, gifts for women and ski wear from Kjus.

Each day that features a product has links to shop items in the same category, pointing users to groups of items that are gift appropriate.



### *Mr Porter advent calendar*

Some days feature information about Mr Porter rather than products. Dec. 3 told consumers about Mr Porter's free express shipping for the holidays, including a link to the shipping details.

One box features a Mr Porter holiday playlist, with a link to listen to the songs on Spotify. Previous days remain linked so that consumers can view the product given away. In this way, the contests also acts as a gift guide.

Mr Porter's contest features one grand prize, which is the entire month's worth of featured items. Users can enter to win the grand prize via a separate entry form located in a box at the bottom of the page.

To enter, users must have a Mr Porter account, or create one if they are not currently signed up. Mr Porter may gain some subscribers from this contest, from the option to receive emails at the bottom of the entry form.

In addition to the grand prize, smaller items are available to win throughout. On Dec. 10, jet set essentials were featured, and users could enter to win the items from that day by posting a photo to Instagram tagged with @MRPORTERlive and #MRPORTERDay10.

Mr Porter posted the Dec. 10 prizes to its Facebook and Twitter accounts to increase traffic on the giveaway day.



*Tweet from Mr Porter*

### The big reveal

Both brands and retailers are turning to digital gift guides that update to show new items to get consumers to return to their Web sites or social media pages.

For instance, 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 ([see story](#)).

Adding a contest element to a gift guide, and one with prizes that change over time, is a good way to engage consumers.

For example, 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.

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 ([see story](#)).

Unlike Jean Paul Gaultier's contest, where entrants who want to win the grand prize need to share the contest on Facebook, this contest does not include sharing capabilities or incentives besides the occasional.

"I am surprised that there isn't more of an obvious social aspect to this campaign," said Mr. Sopko. "It would be a great way to encourage user content sharing, for example, a photo of the day contest, posting pictures of favorite items from the collection to Instagram or Twitter.

"The target audience is likely the high-end male retail shopper purchasing for himself or potentially as a gift," he said. "Mr. Porter should see an obvious spike in site visits and definite database growth as well as an increase in conversion, specifically by new buyers."

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

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