

INTERNET

## Bottega Veneta creates individualized gift guides with Facebook app

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By SARAH JONES

Italian apparel and accessories brand Bottega Veneta is asking its Facebook fans to answer a questionnaire to find the perfect gift to ask for or to give to a loved one.



Bottega Veneta created a Facebook application that creates an individualized style profile based on consumers' preferences. In addition to creating an interactive experience, this app gives users the feeling of personalized treatment from the brand.

"This app allows for some level of personalization for the shopper, which typically helps to increase conversions since products are shown to the customer based off of their personal preferences," said **Brian Honigman**, New York-based content marketing consultant and social media marketer.

"Not to mention, a personalized shopping experience often helps delight customers because you're paying attention to their needs and wants, which is a good feeling for them," he said.

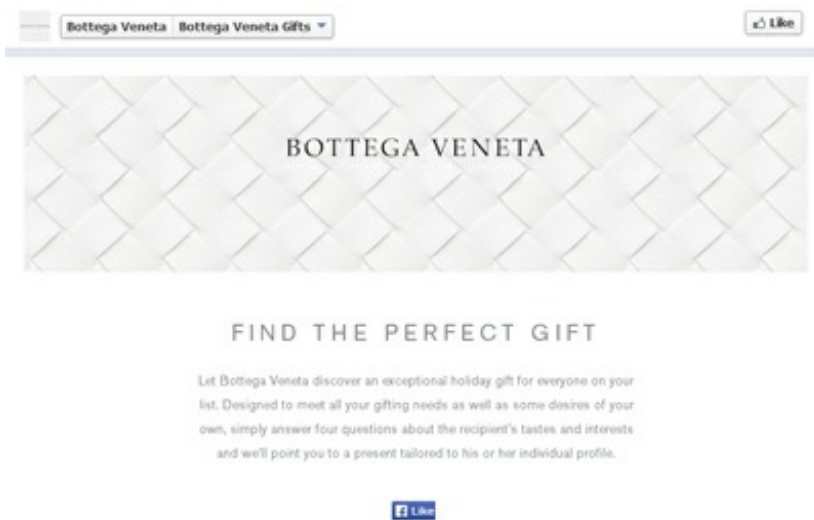
"Who doesn't want to be catered to by their favorite brand?"

Mr. Honigman is not affiliated with Bottega Veneta, but agreed to comment as an industry expert.

Bottega Veneta did not respond by press deadline.

## Personalized gifting

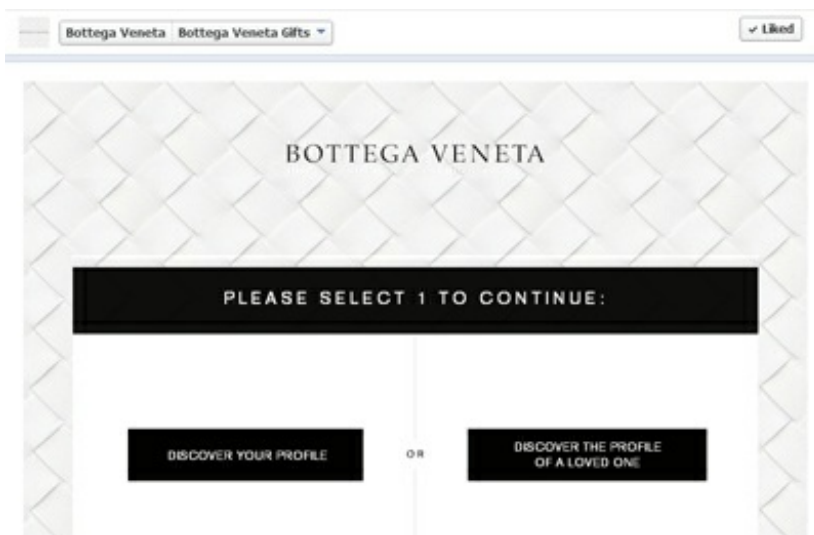
Bottega Veneta's gift guide Facebook app requires that users be signed into Facebook and like the brand.



### *Bottega Veneta gift guide Facebook app*

A page appears asking users to allow Bottega Veneta to help them find the perfect gift for the holidays. A button at the bottom of the introduction allows users to continue to the questionnaire.

Users can then decide to either discover their own profile or that of a loved one.



### *Bottega Veneta gift guide Facebook app*

The questionnaire consists of four questions that ask about users' taste and interests. A drop down gives the user three to four options of answers.

Bottega Veneta Bottega Veneta Gifts

QUESTIONNAIRE

WHAT THEY ADMIRE THE MOST?

PLEASE SELECT AN ANSWER

PLEASE SELECT AN ANSWER

CRAFTSMANSHIP

DESIGN

QUALITY MATERIAL

CONTEMPORARY FUNCTIONALITY

PLEASE SELECT AN ANSWER

WHAT INSPIRES THEM MOST?

PLEASE SELECT AN ANSWER

THEIR PREFERRED COLOR PALETTE?

PLEASE SELECT AN ANSWER

### *Bottega Veneta gift guide Facebook app*

For example, if filling out a questionnaire for a loved one, a user would be asked what inspires them the most, with options being lifestyle, arts and culture or fashion and style. At the bottom, the user selects whether the person they are shopping for is male or female.

Once the questionnaire is filled out, the user has to submit an email address to get their profile, giving the brand the opportunity to reach more fans by email.

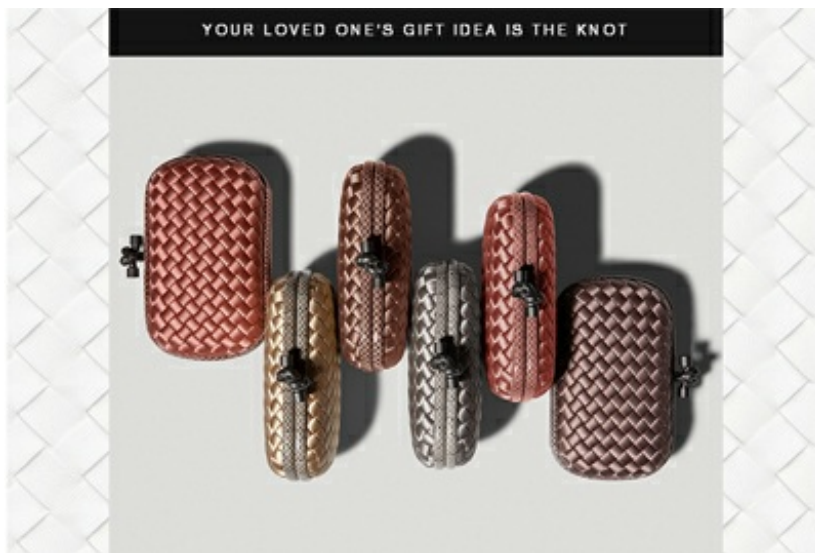
Depending on the preferences chosen, the app will then reveal a style profile. For example, if a gifter says their loved one admires design, considers themselves distinctive, is inspired by art and culture and prefers pale neutrals, they will be given the “iconic” profile.



### *Bottega Veneta gift guide Facebook app*

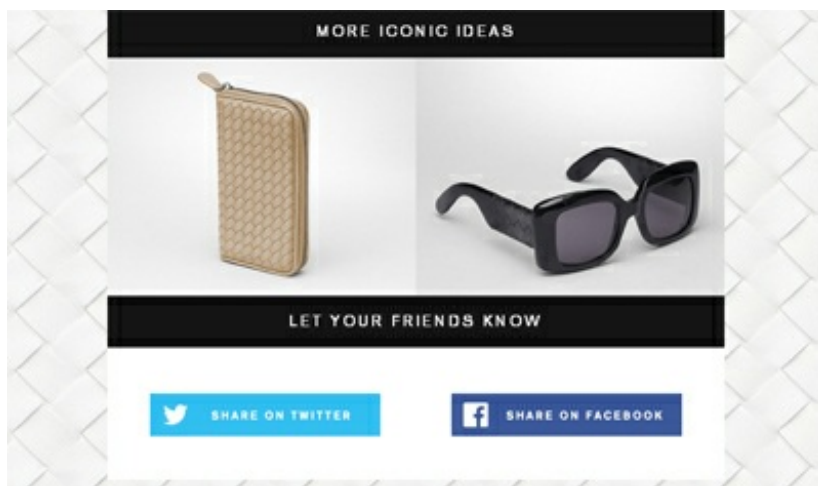
At the top of the profile is a description of the style sense of the person. For iconic, the brand explains that this person likes items that are easily recognizable.

Below the style profile is a suggested gift. For an iconic female, the brand suggests its the Knot clutch handbag. Under the video of the highlighted product is a video showing the craftsmanship that goes into making it.



*Bottega Veneta gift guide Facebook app*

As the user scrolls down past the video, they are shown additional gift ideas for the style profile. Bottega Veneta asks users to share the profile with their friends.



*Bottega Veneta gift guide Facebook app*

Bottega Veneta has posted on its Facebook page about the app, giving its fans a sneak peek of what they can expect from their style profile.

A sneak peek of a selection of #BottegaVenetaGifts specially tailored to women with an Exclusive profile. Discover yours here: <http://bit.ly/19zYuHe>



*Facebook post from Bottega Veneta*

Click for ideas

Brands are adding interactive elements to their gift guides to increase the time users spend with their guides.

For instance, French leather goods and ready-to-wear brand Louis Vuitton took the conventional gift guide a step further by creating an interactive game to help users find gifts for their loved ones.

"The Goose's Game" is a digital board game that propels users across a calendar to view gift suggestions. By adding an interactive feature to the gift idea spread, Louis Vuitton is able to increase its customer engagement and reach entry-level consumers ([see story](#)).

Also, 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.

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 ([see story](#)).

Even without a contest attached, Bottega Veneta's Facebook app encourages fan participation due to its questionnaire format.

"Bottega Veneta's strategy in launching this app was to allow for more interaction with their audience than a more traditional gift guide would allow," said Mr. Honigman.

"By recommending gifts to users the brand helps take some of the leg work out of the shopping experience for its customers, which is always a good thing," he said.

"Bottega Veneta is trying to communicate that it is ahead of the curve by creating unique experiences on digital platforms like Facebook to bring a deeper level of engagement with its customers."

Final Take

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

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