

MOBILE

Ferrari drives fan subscriptions through photo contest

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By JOE MCCARTHY

Italian automaker Ferrari is keeping a new social media contest through Feb. 10 as open-ended as possible by asking fans to showcase their passion for the brand.



The Snap your Passion contest garners photos that show how Ferrari has branded fan lives in some way, whether through a vehicle, clothing or a tapestry, thus turning the entrants into brand advocates. Although the contest does not present much in the way of originality, it affirms the notion that many fans just want to connect with their favorite brands on a regular basis.

"I don't think this is a terrible contest, as long as passion relates back to the core elements of the Ferrari brand, but I don't know if that is inherently apparent or not to a consumer," said **Brian Honigman**, New York-based content marketing consultant and social media marketer.

"It's super important to fine-tune your promotional efforts to ensure they are relevant to your business and make a clear impact," he said. "A contest should always relate back to the interests of the brand and its audience."

"There's been a craze of giving away iPads as prizes for contests, even though the item

has nothing to do with most companies offering it. When an irrelevant contest is held by a business it could draw the attention of low quality leads, not interested in your business but more so looking for a free hand out."

Mr. Honigman is not affiliated with Ferrari but agreed to comment as an industry expert.

Ferrari did not respond by press deadline.

Subscribe and compete

The brand acknowledges that the purpose of the contest is to drive member and guest subscriptions to Ferrari's Web site. Only those fans that subscribe can enter the contest.



Snap Your Passion contest

According to the "rules of regulation" page, the automaker is targeting adults outside of Italy and the the Republic of San Marino.

All promotions will take place on branded social pages and the Web site.

A jury will decide the winner on Feb. 7. The three-person jury consists of 2 Ferrari employees and a professional photographer.

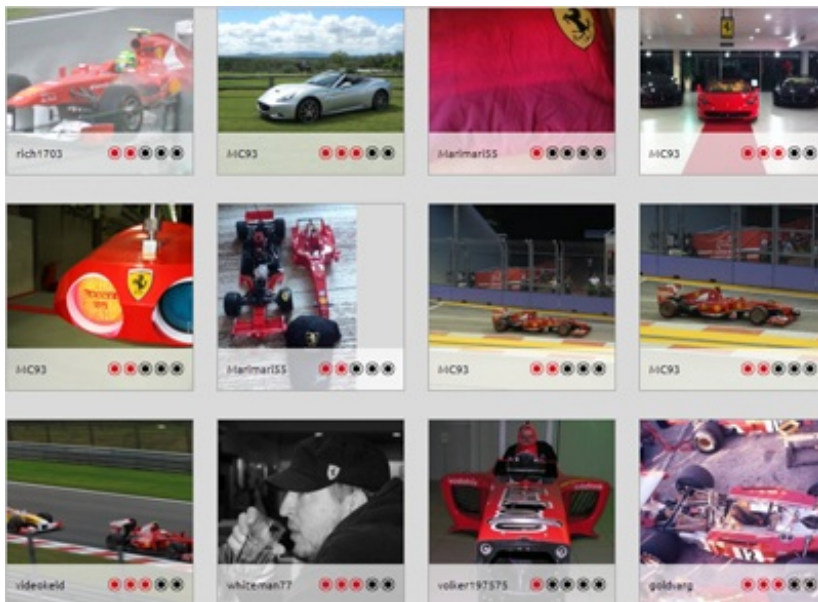
Two winners will receive a funded trip to 1 F1 test session in Bahrain from Feb. 26 - Mar. 1.

Twenty runners-up will receive a ticket to the Ferrari factory in Maranello, Italy, but these participants much provide their own transportation.



Ferrari factory

Currently, there are 46 photos on the contest's Web site.



Contest submissions

Getting interested

Automakers regularly devise social media initiatives to drive actual test drives or product inquiries.

Rolls-Royce Motor Cars is familiarizing fans with the scope of its bespoke services through an Instagram contest that asks fans to submit pictures of vibrant colors that would look good on Rolls-Royce vehicles.

The “#RollsRoyceInColour” campaign aims to instill in consumers the idea that Rolls-Royce vehicles are commissioned rather than bought. The winner of the contest will receive a scale model of a vehicle painted in the color of the submission ([see story](#)).

Other automakers have enacted campaigns that investigate the passions of drivers in-depth.

For instance, Mercedes-Benz USA has honored dedicated fans by showcasing the stories behind their passion for the brand and how they became owners on its Facebook page.

The “Owner’s Stories” profiles vary in formats ranging from question and answer to brief anecdotes and personal histories. Mercedes demonstrates its commitment to fans and will likely fortify brand loyalties by going beyond fleeting social-media interactions to delve into the lives of consumers ([see story](#)).

Although photo contests seem to have saturated social media, there is still value to be gleaned.

"I think there's still value in photo contents on social media as long as they relate to the interests of the business," Mr. Honigman said.

"Again, these contests have to achieve a goal for your business like increasing email subscribers, social engagement or increasing brand visibility," he said.

"Photo contests can be used to further define your brand as long as it matches your

audience's interests. "

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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