

MULTICHANNEL

## Swarovski hosts year-long multichannel contest to encourage engagement

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By SARAH JONES

Precision cut-crystal maker Swarovski is running a contest through November that focuses on consumer interaction in-store to drive traffic to its directly operated boutiques.

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Swarovski's "Ready, Set, Get Caught" contest gives consumers certain looks to "get caught" in at a Swarovski retail store to win sparkly prizes. Since the contest changes every two weeks, this will likely increase engagement with the brand across channels.

"The goal of most promotional programs is to offer opportunities for consumers to experience the brand, whether through product trials or special offers," said Karen Kreamer, president of [K2 Brand Consulting](#), Overland Park, KS.

"Swarovski's Ready, Set, Get Caught program is designed to go beyond a single brand experience, like visiting a retail store or purchasing a product, to full brand engagement," she said. "The program elements, such as social media, in-store trial and program rewards, ensure the Swarovski brand stays top-of-mind through the duration of program."

Ms. Kreamer is not affiliated with Swarovski, but agreed to comment as an industry expert.

[Swarovski](#) was unable to comment directly before press deadline.

## Getting caught

Swarovski's contest will run from Feb. 1 through Nov. 30, with 26 different two-week sessions. During this time, consumers will be able to win prizes automatically, as well as be entered to win one of three grand prizes such as a crystallized vanity and a weekend for two at the Chateau Marmont by getting stamps in a booklet provided by the brand.



### *Swarovski Ready, Set, Get Caught*

Swarovski mailed its Get Caught booklets to consumers, but is also handing them out in-store. The brand enlisted Jacqueline Bissett to create illustrations for the book.

Consumers will be able to get stamps by visiting a Swarovski boutique wearing whatever “look” is specified for that two-week time frame. If an impromptu visit to a store leaves consumers without the “look” attire, they can still participate and get a stamp by trying on a bauble.

In addition to the two week events, the contest is split into three acts. Consumers with three stamps in an act will win a limited-edition crystal Alibi bracelet. Each act features a different colored bracelet to encourage collection.

Swarovski unveiled its program on its Facebook to only its fans on Feb. 1, the day the contest launched. The post linked to the dedicated microsite for the contest, and briefly mentioned the rules for the first two weeks of the program.



SWAROVSKI

Ready, Set, Get Caught in Swarovski!

Our sparkly program for 2014 starts NOW. 26 looks. 26 ways for you to get caught and entered for a chance to win prizes from us all year long. Interested?

Go here for all the glittery details: [www.ReadySetGetCaught.com](http://www.ReadySetGetCaught.com)

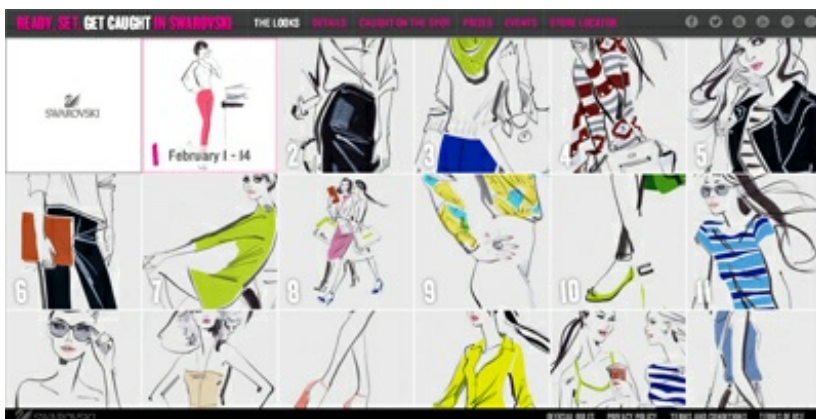


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### *Facebook post from Swarovski*

From Feb. 1-14, consumers that go to a Swarovski store wearing red to check out the brand's Valentine's Day collection will get a stamp, and be one step closer to receiving the bracelet and being entered to win a crystallized Vespa with matching encrusted helmet.

The microsite homepage shows a calendar of boxes featuring sketches of different "looks." Consumers can see the looks that will come up later in the year, but cannot see the details of the contest until the date arrives.



### *Ready, Set, Get Caught microsite*

When a user clicks on a particular look, they are taken to a page with a live model wearing the look. This includes detailed instructions for the two weeks, a link to the official rules and a Swarovski piece that complements the look the model is wearing.

Also included in the microsite is information on events and instructions on the social media component of the contest.

Users can enter their user names and email or phone number into a form on the

microsite, and Swarovski will message them at random. If they can prove they are wearing Swarovski within 30 minutes by posting to social media, they are entered to win a pair of earrings.

### Return visits

Hosting a contest that evolves over time with new prizes or challenges is a way to get consumers to keep checking in with a brand, whether online or in-store.

For instance, menswear online retailer Mr Porter unveiled 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 served 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 was able to ensure its consumers check in with the brand to see what's new ([see story](#)).

Like Mr Porter's contest, Swarovski's Get Caught program incentivizes return Web site visits, while also showcasing its products.

Most recently, Swarovski hand-picked a number of fashion designers to show at Mercedes-Benz Fashion Week in New York as part of its Swarovski Collective.

In addition to providing financial support to the designers, the brand will give them crystals to use in their designs. Swarovski is able to showcase its own creativity through this project, as well as show its good citizenship within the fashion industry ([see story](#)).

This contest, like the brand's Collective initiative, is designed to showcase the crystal maker's dedication to fashion.

"This program reinforces Swarovski's evolution from a jewelry brand to a fashion brand," Ms. Kreamer said. "The campaign recognizes that women view fashion as a way to express their own personal style through their unique interpretation of trends.

"Brand awareness is good, but brand engagement is better," she said. "The Swarovski program is designed for consumers to take action, to replicate the program look, visit the store, stamp their book and work toward prizes.

"This level of brand engagement should result in both foot traffic and product sales."

### Final Take

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

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