

MOBILE

Gucci raises charity awareness with Twitter-based mobile app

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By SARAH JONES

Italian fashion label Gucci geared up its awareness initiatives for International Women's Day on March 8 by releasing an iOS application for its Chime for Change organization.

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The app allows users to easily share a tweet about the organization's missions just by shaking their device. By prompting social media sharing through this app, Gucci will likely see more of a conversation develop around Chime for Change than they would by soliciting organic social media posts.

"Evolving their strategy to include a mobile app, shows Gucci wants to engage with participants in an individualized and personalized manner, which is in direct concert with the goals of the campaign," said Doug Stovall, chief operating officer of [Hipcricket](#), Kirkland, WA.

"There is no more personal device than a person's smartphone or tablet," he said. "It gives the user control over how they want to engage and the message they wish to broadcast to the world.

"The location and social features of the app give the campaign real global legs. Participants can feel part of a larger, more connected world. And Gucci can utilize that

data to not only see from where support originates, but where their customers are most engaged with the brand."

Mr. Stovall is not affiliated with Gucci, but agreed to comment as an industry expert.

Gucci was unable to comment before press deadline.

Social media

Chime for Change was founded in 2013 by Gucci creative director Frida Giannini, singer Beyoncé Knowles-Carter and actress Salma Hayek Pinault.

The organization works to raise awareness for issues facing girls and women globally, focusing on the topics health, education and justice.

Chime for Change's app requires the user to be logged into Twitter. It opens with instructions on how to "chime in," with the message that "every voice matters."

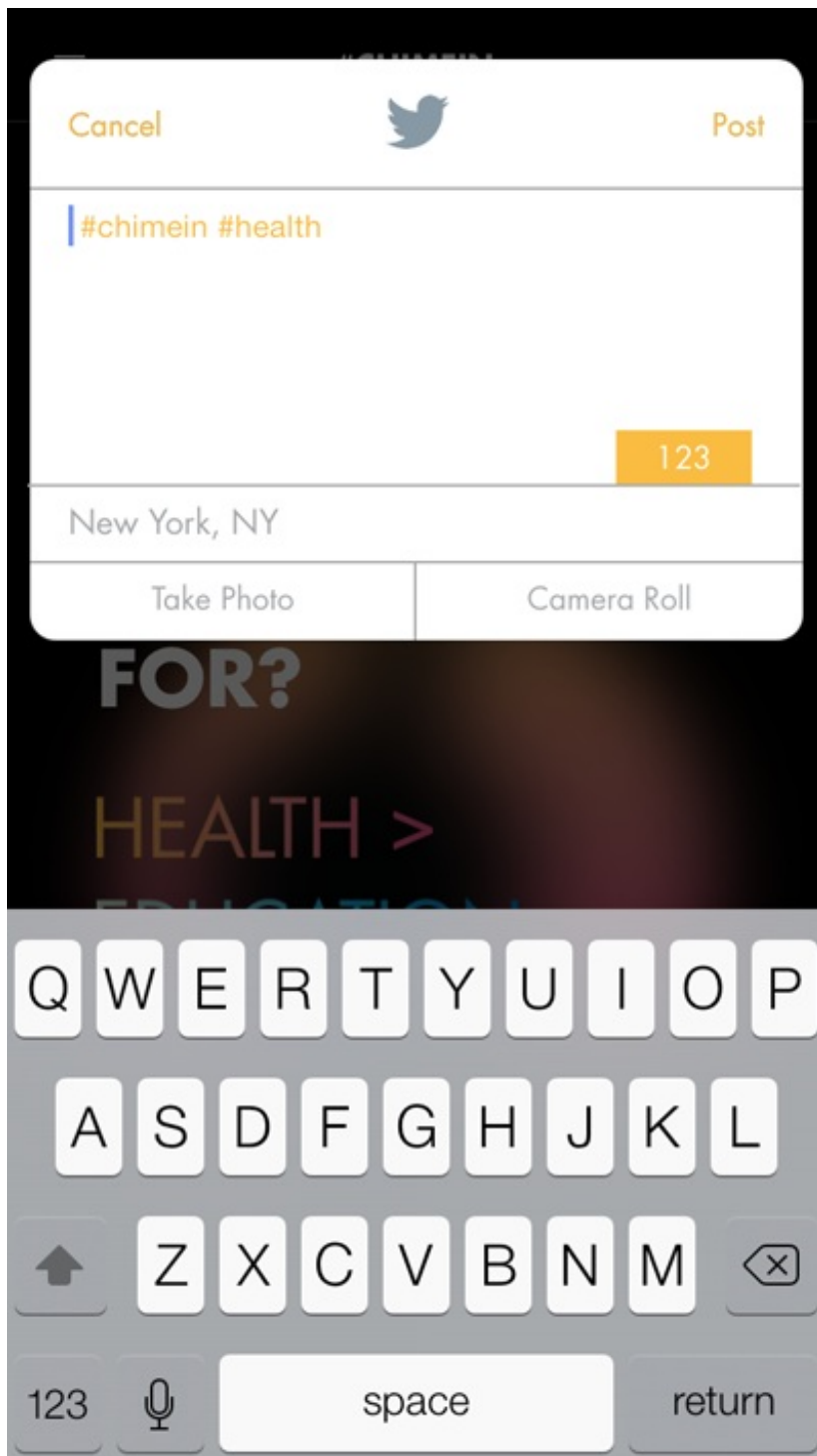
On the app, a virtual bell appears. Users can shake their device to make the bell ring. When the pendulum hits the side, a female voice sings.



Gucci Chime for Change app

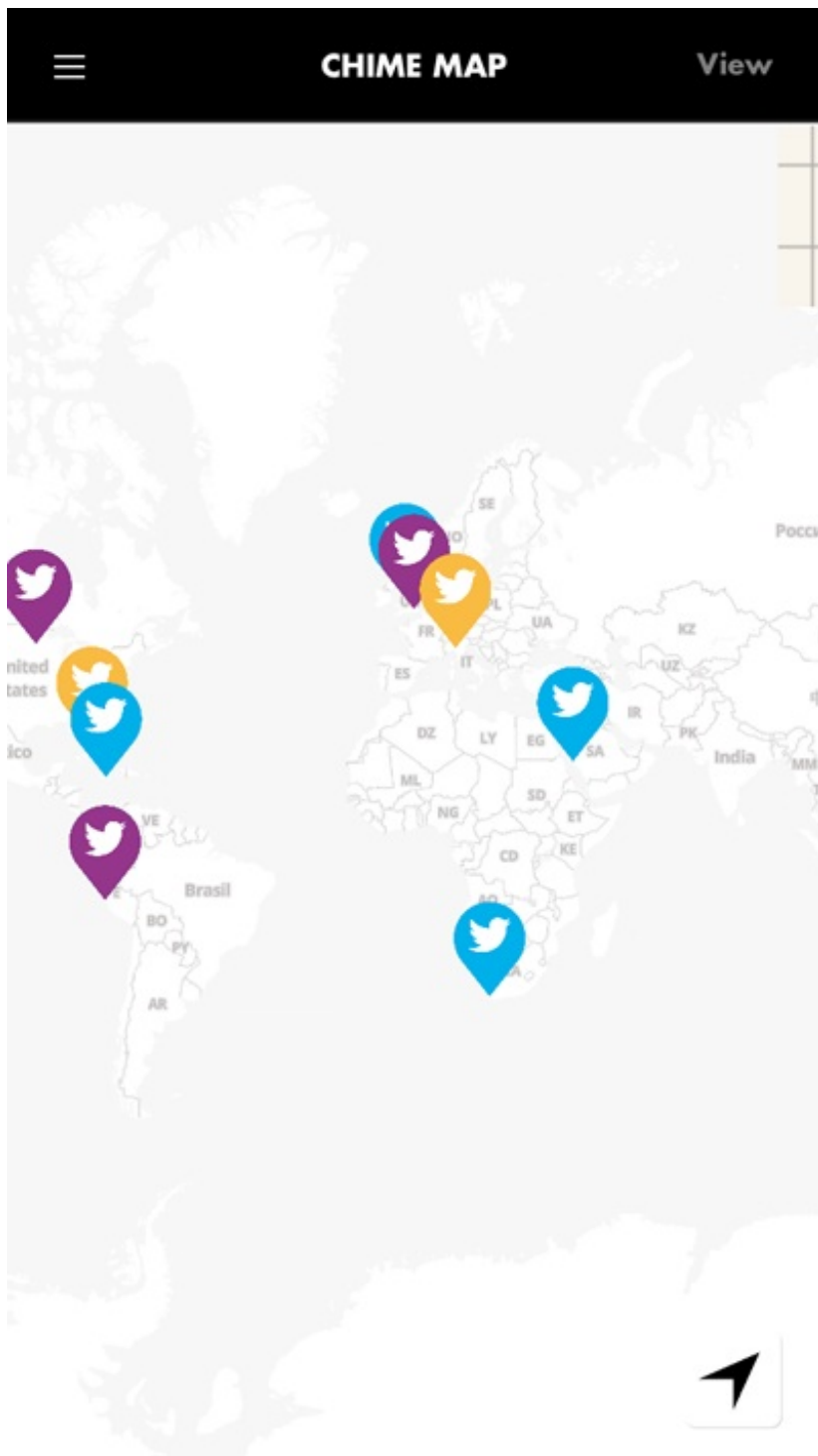
Then the app asks consumers what they are chiming for, and they can choose from health, education or justice.

After the cause is chosen, a tweet box will appear within the app, pre-filled with the hashtags #ChimeIn and whatever cause for which they are chiming. For instance, if health is chosen, then #Health will appear in the tweet box.



Gucci Chime for Change app

Along with the ability to tweet, users can look at other chimes made throughout the world on a map within the app. Points are color coordinated so that the user can see what people are chiming for in what area of the world.

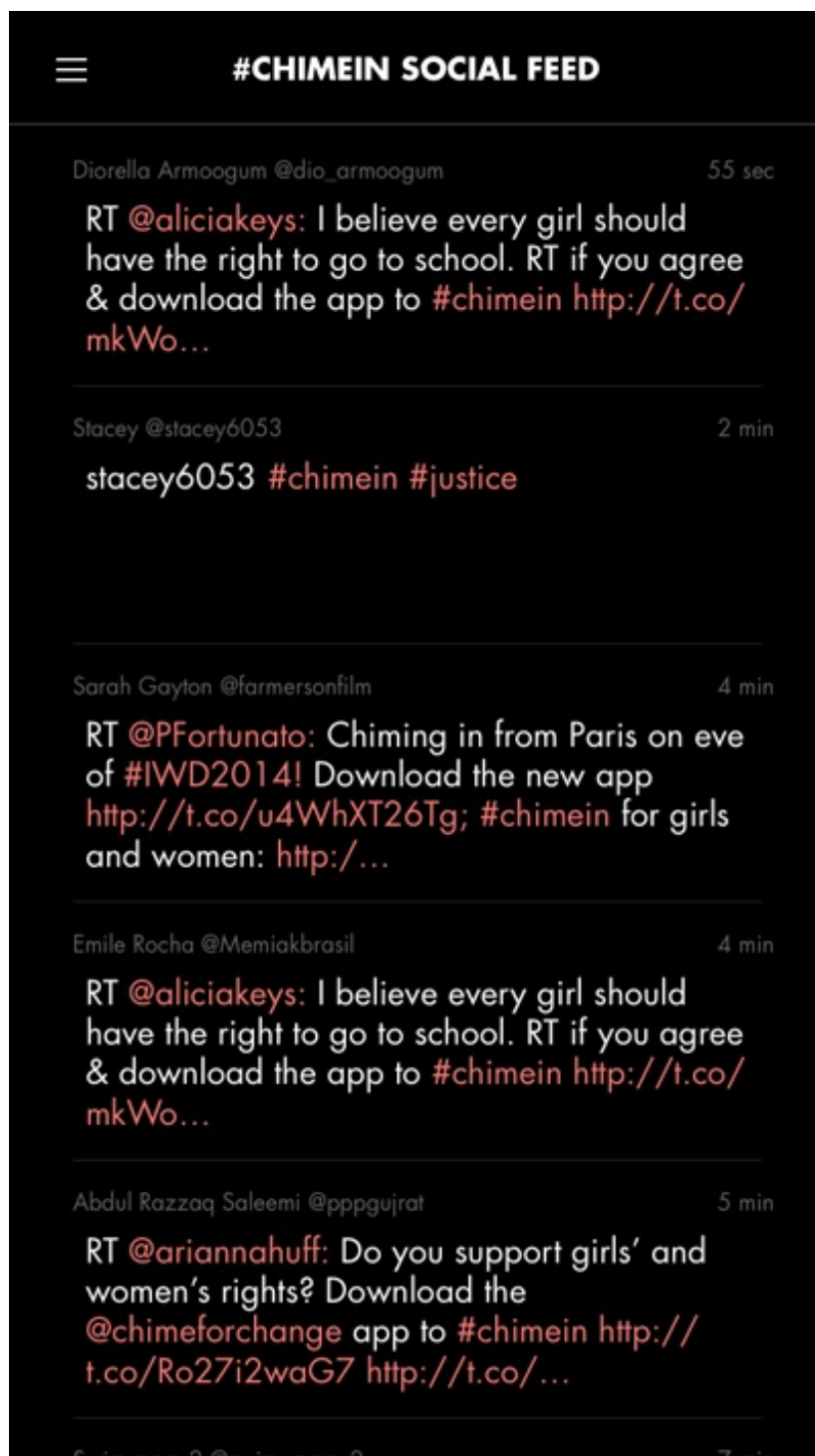


Gucci Chime for Change app

Users can click on a point on the map to learn who made the tweet and see their message.

Chime for Change's "Support a Project" section shows projects that can be joined to help women and girls. This information can be viewed on a map or in list form.

A #ChimeIn social feed shows all of the tweets made with the hashtag.



Gucci Chime for Change app

There is also a page on the app with details about the organization.

Conversation starter

Gucci has previously used Twitter to get the word out about Chime for Change.

The fashion house teamed up with Twitter to continue the charitable efforts of its Chime for Change organization Dec. 5-7 with a hackathon called “Chime Hack” to create mobile applications to assist women and girls in need.

The organization opened up a dialogue between tech-savvy and fashion-forward philanthropists and celebrates women in the technology industry, while helping those in need. Focusing on the three core areas of Chime for Change’s mission – education,

health and justice – Gucci sought to make a difference without any attention paid to profits ([see story](#)).

Also, Gucci promoted the efforts of its charity organization Chime for Change through advertisements on the mobile site of New York magazine's The Cut.

The ad featured the Chime for Change logo and a click through lead consumers to the charity's mobile-optimized site. Gucci was likely targeting the social and conscious audience of The Cut through the ad ([see story](#)).

"The app at the moment is limited to iPhone users," Mr. Stovall said. "While these might represent a large percentage of Gucci's clientele, only around 40 percent of smartphone users in the United States own an iPhone, while over 50 percent own an Android phone. Gucci could have reached a wider audience if they had developed a mobile-optimized site rather than an iOS-specific app.

"This app will appeal to consumers who are concerned about girls' and women's rights," he said. "The ability to share thoughts and feelings with a global audience is a good engagement tool for this segment of Gucci's customers.

"This engagement could be increased with the addition of photo options. Taking a picture of yourself holding up a hashtag of support could further energize and engage Gucci's audience. It would allow for more user creativity and make them more connected to the cause and to the brand."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York