

INTERNET

Fortnum & Mason encourages ecommerce browsing with Easter bunny hunt

April 7, 2014



Fortnum & Mason Ultimate Egg

By SARAH JONES

British department store Fortnum & Mason is hosting a contest that asks consumers to search for a cartoon bunny on its ecommerce site.

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Luxury Daily

The picture of the rabbit will be located on individual product pages, so consumers will have to browse through merchandise to enter. This contest will likely entice Fortnum's loyal consumers to spend more time with the retailer's ecommerce site, and might lead to a bump in sales around the holiday as shoppers stumble across items they like.

"It's a funny play because in the computer world, in games and applications like excel and word, even in movies the people who do developing call [hidden extras] Easter eggs," said Dave Rodgeron, retail business development executive at [Microsoft Canada](#), Toronto. "It's a fun thing to find but you have to know where to go.

"Fortnum is pretty smart in doing this," he said. "They're leveraging what is commonly being known as gamification. Gamification in a business sense, whether on web or in-store, means engaging the consumer to meet or reach a business need or objective.

"In this case the business objective is to get more familiar with the Web site and taking you to places where you might not have gone. This gives them a business intelligence opportunity to see where people go on the Web site, how long they last and how often they come back.

"In today's world data is the new oil. The more they know about customers the more successful they'll be in building a customer experience."

Mr. Rodgerson is not affiliated with Fortnum & Mason but agreed to comment as an industry expert.

Fortnum & Mason was unable to comment before press deadline.

Find them all

Fortnum & Mason introduced its contest on social media, with posts on its Facebook and Twitter pages showing a collection of chocolate eggs among yellow flowers. The copy varied slightly on the different platforms, but let consumers know they could win an Ultimate Egg.



Our Ultimate Egg is one our most impressive chocolate treats this Easter - and you can win one!

To be in with a chance of winning it, hunt down the 12 Easter bunnies hidden on our site!

<http://bit.ly/FMBunny>



Facebook post from Fortnum & Mason

The Ultimate Egg is sold at Fortnum for approximately \$150, and features layers of chocolate. The outside of the egg has white and milk chocolate, and the innermost layers are three different dark chocolate blends with 50, 72 and 100 percent cocoa.



Fortnum & Mason Ultimate Egg

Fortnum is asking consumers to search through its Easter product pages to find 12 different instances of a cartoon bunny. The image will appear on the pages featuring individual items, rather than general pages featuring a list of Easter merchandise.

Consumers need to save each unique URL of the product page where the bunny appears and then email the list to marketing@fortnumandmason.co.uk, including their full name.

The contest will be open until midday April 16, and then a winner will be chosen at random from the entries received with all 12 correct. Two runners up will win a decorated Easter bunny of their choice.



Fortnum & Mason decorated bunny

Ecommerce exploration

As Fortnum & Mason expands its retail footprint, having a contest centered online will allow all of its consumers to participate.

The retailer's Dubai store, which opened March 21, is the first location for Fortnum & Mason outside Britain. Fortnum & Mason will be able to benefit from the city's growing tourism industry, as well as the growing luxury market in the emirate ([see story](#)).

Other brands have devised contests that encourage exploration of an ecommerce site.

For instance, Italian linen brand Frette added an interactive browsing experience to its ecommerce site with a Pinterest contest.

Frette's "What do you love @ Frette?" contest asked consumers to pin their favorite items from the brand's ecommerce site and then submit the link to their board on Facebook. The brand's contest reflected the marketing through the mail and online for its summer 2014 collection, allowing consumers who had not received a print catalog the opportunity to explore its latest offerings ([see story](#)).

This contest will appeal to Fortnum & Mason fans, who will likely share their participation on social media.

"One of the big drivers of loyalty is giving fans of your brand the opportunity to do something that others are not able to," Mr. Rodgeron said. "If someone is not following the brand on social media, they probably wouldn't know about this contest.

"It's likely that if someone was a follower of Fortnum & Mason on Twitter and they found the item that they would then brag about it on social media," he said. "It would be an interesting metric for them to see how many visits were driven directly from a link from the brand or from retweets or second-hand links. This could expand their following.

"It's timely. It's not a game for the sake of a game. It would be one thing to say come along on this treasure map journey, but they have leveraged the context of this time of the year to make it more meaningful, and that makes it more effective."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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