

MOBILE

Ralph Lauren egg proves most popular in Fabergé hunt

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Ralph Lauren egg from Fabergé hunt

By SARAH JONES

U.S. fashion label Ralph Lauren's egg has been cracked the most times out of the more than 260 art installations hidden around New York as part of Fabergé's The Big Egg Hunt.

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During The Big Egg Hunt, consumers can use their mobile device to "crack," or check in, at an egg's location through a dedicated app to participate in the game. So far the eggs have been cracked more than 124,000 times, with Ralph Lauren's egg receiving at least 1,400 check-ins.

"There are a few reasons for the popularity of Ralph Lauren's egg," said Steve Nowicki, lead creative Technologist at Saatchi & Saatchi, New York.

"First, it's just a great piece of art – whimsical, visually arresting, full of character - and coming from a designer and brand that is a real Lovemark with consumers."

SaatchiNY created Fabergé's Big Egg Hunt app, partnering with Resolute Digital for app development, Nomi for its beacon technology, Mass Relevance for social media, Scanbuy for QR code integration and DJA, which assisted with the sweepstakes.

Cracking the code

The Big Egg Hunt is a fundraising effort which claims to be the largest public deployment of Bluetooth-enabled beacons, giving participants in a citywide egg hunt a way to access clues, rewards and other information.

Fabergé is sponsoring the event, which will benefit two nonprofits: Studio in a School and Elephant Family. For the hunt, more than 200 egg sculptures, each created by a leading artist, designer or creative, have been placed around New York, with consumers encouraged to find and check-in at the eggs as well as bid on them via a mobile application ([see story](#)).

SaatchiNY has seen more than 17,000 downloads of the app, which consumers are using to interact with the contest.

Using a QR code reader within the app, consumers can scan an individual egg to add it to their virtual basket to enter a contest. The eggs include Beacon technology which notifies consumers through the app when they are getting close to an unclaimed installation.



Big Egg Hunt app screen shot

The app includes a social feed containing clues and tips, an interactive Google map of the eggs and a list of the eggs collected by the user.



Big Egg Hunt app screen shot

For the first days of the hunt, the locations of the eggs were secret until 10 people had checked in by scanning the QR codes located on the eggs. Since April 8, all of the locations are included on the map, so consumers can find a particular egg they want to check in at.

Also included is a leader board of the consumers who have cracked the most eggs at that point. As of press time, the top 10 egg crackers had all unlocked at least 239 eggs, with the person at the top cracking 261.

Saatchi says that 212 of the eggs have been cracked more than 100 times.

Ralph Lauren used social media to draw attention to its egg, posting an image of its egg within a group of installations to its more than 7.5 million Facebook fans. The label's egg is located in Rockefeller Center, so it likely benefits from tourist traffic. However, it beat out neighbors Diane von Furstenberg and Jeff Koons in number of check-ins.



Ralph Lauren joins the Faberge Big Egg Hunt with a whimsical cowboy out of the American West now here in NYC to make new friends — with Jorge E. Lopesàenz and 38 others.



Facebook post from Ralph Lauren

Consumers can download the app and log-in with their email or Facebook account. Those who participate in the hunt are automatically entered in a sweepstakes for the chance to win one of two gem encrusted pendants donated by ethical gemstone source Gemfields.



Fabergé pendant prizes with Gemfields stones

One of the pendants will be given to a consumer who cracked an egg before its location was revealed on the map. Another will be given to any consumer who unlocks any installation any time through April 17.

On April 18, the eggs will be gathered together at Rockefeller Center and then auctioned off by Sotheby's, in partner with online auctioneer Paddle8. The proceeds will benefit Studio in a School and Elephant Family.

"The Elephant Family brought The Big Egg Hunt to the ultimate Lovemarks city: New York City," said Kedma Brown, vice president, director of integrated production at SaatchiNY, New York.

"This event allows us to bring many iconic brands, like Saatchi & Saatchi and Fabergé, together to support two wonderful charitable organizations," she said. "With the app technology and contest, we are able create a unique and personalized user experience for the luxury brands as well some of the world's most celebrated artists and designers.

"Whether you win or lose the contest, with the two auction levels for the sculptures and the miniatures for sale, everyone can walk away with a little bit of luxury."

Joining together

The Big Egg Hunt has brought together a number of key players in the luxury industry, since many designers and artists, including Jeff Koons and Diane von Furstenberg, created eggs.

Establishments have aligned themselves with the hunt to benefit from the buzz created.

For instance, Saks Fifth Avenue's New York in-store restaurant Café SFA has created a

Fabergé-themed egg dish to tie into the department store chain's Easter display by the jewelry brand.

Saks is the official retail partner of Fabergé's The Big Egg Hunt, and its flagship store in New York is a featured destination for the scavenger hunt, with nine artist-designed eggs in-store. By creating a signature dish for this event, Café SFA is able to provide consumers with a well-rounded experience at Saks that blends fashion, art and cuisine ([see story](#)).

Also, Trump International Hotel & Tower New York at Central Park is joining in on the fun of Fabergé's expansive Big Egg Hunt that has recently entered the five boroughs with a family-friendly package for Easter.

Fabergé's charity initiative has placed 275 decorative egg sculptures throughout New York with three of the eggs housed on-site at the Trump International. As consumers search the city for the mobile application-enhanced eggs, Trump will benefit from having exclusive designs that generate more foot traffic as locals and tourists aim to find as many eggs as possible ([see story](#)).

The response to this app-based hunt has been strong, with about a week left in the contest.

"We thought adding gamification elements and a technology-driven user experience to a traditional egg hunt would be compelling, but the numbers we're seeing have far exceeded our expectations," Mr. Nowicki said.

"It's been great seeing people engaging with the sculptures, posting content to social media channels, and competing to collect the most eggs," he said. "Over 150,000 egg collections have happened so far and we expect that number to be far larger by the time the contest ends."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York