

MOBILE

## Tissot gets owners excited for World Cup via Instagram contest

June 6, 2014



*Tissot's new World Cup collection*

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By NANCY BUCKLEY

Swiss watchmaker Tissot is engaging Instagram followers to promote the new Quickster Chrono Football watch collection during the FIFA World Cup.

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**Luxury Daily**

Tissot and football enthusiasts of every team will be represented by the colors in the brand's World Cup collection. Tissot will likely generate awareness of the collection throughout the duration of the World Cup in Brazil, June 12 through July 13, among Instagram followers and Tissot owners with a contest to win one of the football inspired watches.

"Instagram campaigns present the opportunity to invite brands into the daily lives of consumers," said Apu Gupta, CEO of [Curalate](#), New York.

"When a consumer takes a photo of a brand's product being used in the real world, they're taking an explicit action," he said.

"That action is a far more purposeful engagement than simply liking a photo or a brand. This sense of purpose creates a deeper connection with fans."

Mr. Gupta is not affiliated with Tissot, but agreed to comment as an industry expert.

Tissot was unable to comment before press deadline.

The timekeeping tradition

The Instagram contest begins on Friday, June 6, almost exactly a week before the World Cup, and will end on Sunday, July 6, one week before the final match.

Tissot's contest assumes that followers are previous Tissot owners and asks them to take a photo with their Tissot watch and a football background. The photo should include the hashtags #MyTissot and #Football.



### *Instagram contest*

Whichever photo receives the highest quantity of likes will be the winner. The grand prize is a Tissot Quickster Football watch.

Tissot's Instagram about the contest features the watch in Brazilian colors, but the

collection includes watches that represent the colors of football jerseys around the world. The back of every watch is engraved with a football.

The contest ends a week before the final game to encourage fans to be their own timekeeper for the match.

Embedded Video: [//www.youtube.com/embed/jCtg9oRR2FU](https://www.youtube.com/embed/jCtg9oRR2FU)

### *Quickster Football Collection*

The idea for the contest came from Tissot's long tradition with professional football, such as in 1976 when the brand created a watch for referees to wear during games that had a dial that indicated half time.

Through this Instagram challenge, Tissot owners will be encouraged to join in on the tradition of the brand and the sport.

### **Resurrecting** consumers

Using an Instagram contest to promote awareness to previous consumers is not a new concept among fashion and apparel brands.

For example, footwear label Kurt Geiger engaged fans with a branded, street-style themed Instagram video contest for the chance to win a shoe wardrobe.

The "#WhichStyleIsUpYourStreet" Instagram video competition asked users to film themselves wearing the label's shoes while out and about. Kurt Geiger was likely to see consumer interest in the contest by giving away a desirable prize for fans of the brand ([see story](#)).

Hotel brands have also enacted the Instagram contest to spark a resurgence of previous consumers.

Instagram contests can allow luxury hotel brands to measure the impact of their social media channels and gain a deeper understanding of guests' interests.

With the ubiquity of mobile phones and social media engagement, providing fans and guests with a creative project attached to prizes seems like a simple way to stay relevant. However, beyond the immediate fun, such contests can arm brands with insights into how consumers respond to their social media pages and how they can structure future offers ([see story](#)).

Tissot's contest will likely incite previous watch owners to participate and check out the brand's new lines. The football specific theme may deter some consumers, but may also appeal to potential clients.

"Instagram contests humanize brands," Mr. Gupta said. "By encouraging fans to express brand affinity using images, marketers can use tools like Curalate to get insights from these images and better understand how their brand is perceived.

"This can be used to inform a brand's overall creative direction to better align with their fans," he said.

Final Take

*Nancy Buckley, an editorial assistant on Luxury Daily, New York*

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