

# Digital Techniques and Technologies in Fashion Advertising

## Lesson 6

# Social Medias – Case Studies

- LG – Treasure Hunter – TWITTER
- Fiat – Too Fast to Follow - TWITTER
- Starbucks- White Cup Challenge - INSTAGRAM
- Vogue – Shoppable Instagram - INSTAGRAM
- Mercedes - Make Your own Merc – INSTAGRAM
- Microsoft – Company Page – LinkedIn
- Warby Parker – Facebook Events – FACEBOOK
- Heinz- What Bean are You? – FACEBOOK
- Red Bull – Space Jump – FACEBOOK\YOUTUBE

# LG - Treasure Hunter

Last year electronics company, LG, wanted to boost smartphone sales amongst 16-24 year-olds. To help achieve this they went about creating a Twitter treasure hunt.

The idea was simple, LG would set out a stall in a UK city and the first person to get to their stall won two tickets to a high profile concert.

To help users find the stall, LG placed a map online that gradually zoomed in on the precise location whenever the hashtag #lgtickethunter was used on Twitter.

# LG - Treasure Hunter

**George Wiscombe**  
The Labour Party winner

**42%**  
Done

**3.5k**  
Tweets a day

**1**  
The location

**Birmingham**  
512,578 tweets

**See the prizes**

**Tweet to see you on the hot location.**

Write your message here [#LG15](#)

**London** 140 **TWEET**

**Who of your followers are playing now?**

**Andy Smith @andysmith**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse interdum diam vel nisi, Maure nulla nunc.

**Andy Smith @andysmith**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse interdum diam vel nisi, Maure nulla nunc.

**Andy Smith @andysmith**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse interdum diam vel nisi, Maure nulla nunc.

**Andy Smith @andysmith**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse interdum diam vel nisi, Maure nulla nunc.

**Andy Smith @andysmith**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse interdum diam vel nisi, Maure nulla nunc.

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# LG - Treasure Hunter

By fusing a fun and active challenge with desirable prizes, LG ensured that their competition would reach a large number of their target market. The campaign received 5,000 tweets on the first day and went on to reach 50,000 by the end. This, combined with impressive engagement rates of 38% from their sponsored links, helped them to quadruple their smartphone sales among 16-24 year olds during the weeks following the campaign.

# LG - Treasure Hunter

## KEY POINT

- Target 16 – 24
- Desiderable prizes for target
- Funny Challenge

# Fiat – Too Fast to Follow

Fiat took a very unusual approach to their social media marketing in Germany. Rather than engage with their followers, they actually blocked them. Their claim was that the car is “too fast to follow”. The campaign generated a great deal of publicity and Twitter users were lining up to be blocked by the Abarth 500, though it’s not possible to give actual numbers for obvious reasons.

# Fiat – Too Fast to Follow



**35**  
TWEETS

**0**  
FOLLOWING

**0**  
FOLLOWERS



 **Follow**



# Fiat – Too Fast to Follow

## Key Point

- Promote values associated with the Brand
- Innovative and exclusive
- Novelty effect

# Starbucks – White Cup Challenge

Starbucks fans are some of the most brand loyal, and they create wonderful content that is often shared on the coffee brand's official social accounts. They also interact with fans through great contests. This April, Starbucks challenged their creative customers to customize their iconic white cups and tag their submissions on Instagram with #WhiteCupContest. The winning design would then be translated to a limited edition reusable cup available for sale in the stores.

# Starbucks – White Cup Challenge



# Starbucks – White Cup Challenge

## KEY POINTS

- Engage customers
- Prize is “15 minutes of celebrity”

# Vogue – Shoppable Instagram

With fashion ruling many of the posts on Instagram, socially shrewd fashion brands and bloggers are capitalizing on this by incorporating affiliate linking through LikeToKnow.it. Since Instagram doesn't allow for direct linking in captions, LikeToKnow.it creates a seamless bridge between customers and brands. As a leader in fashion editorial, Vogue was the first fashion publication to launch the program on their official Instagram account.

# Vogue – Shoppable Instagram

 vogue **voguemagazine** 🕒 1d



♥ 23375 likes

🛒 **voguemagazine** Like what you see? Shop @aibihr's @stevenalan look right here on Instagram. Photo by @cedricbihr.

# Vogue – Shoppable Instagram

By signing up for the program, users are emailed the information of an outfit or product highlighted in an Instagram post. This saves users the time of commenting their questions on the products, which may get lost in the shuffle, or searching various sites for the exact outfit they saw in a post.

# Vogue – Shoppable Instagram

## KEY POINTS

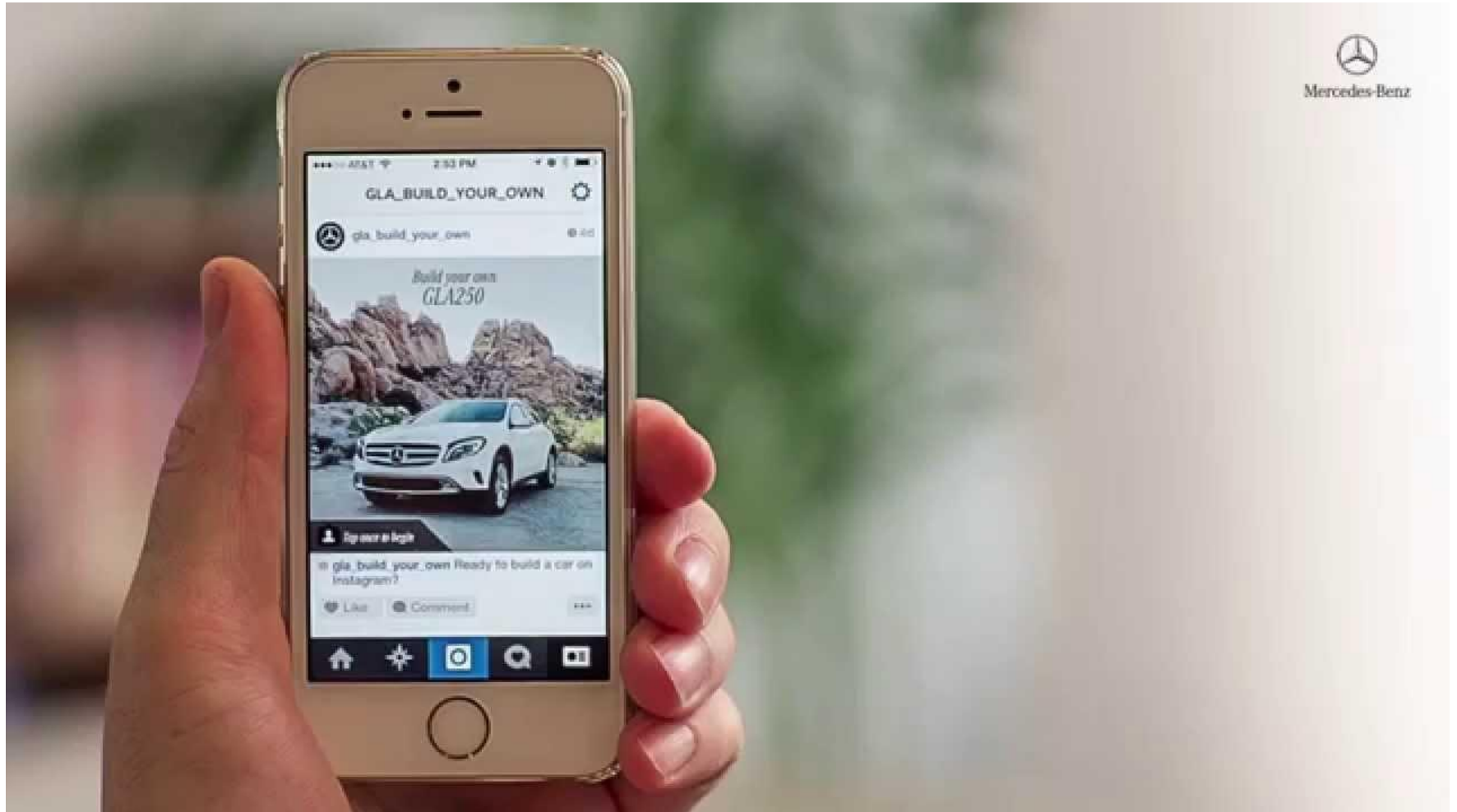
- Cue to action
- Immediate availability of exclusive products
- Affiliate marketing



# Mercedes – Make your own Mercedes

To commemorate the launch of the new 2015 Mercedes GLA Compact SUV, the brand created a virtual custom shop via Instagram. Users could create their own dream version of the luxury vehicle via different tags leading users to alternate accounts with different customizations and features.

# Mercedes – Make your own Mercedes



# Mercedes – Make your own Mercedes

The campaign included hundreds of Instagram profiles and thousands of images to create the experience in which the final photo presents the user with their customized vehicle and the price tag to match.

# Mercedes – Make your own Mercedes

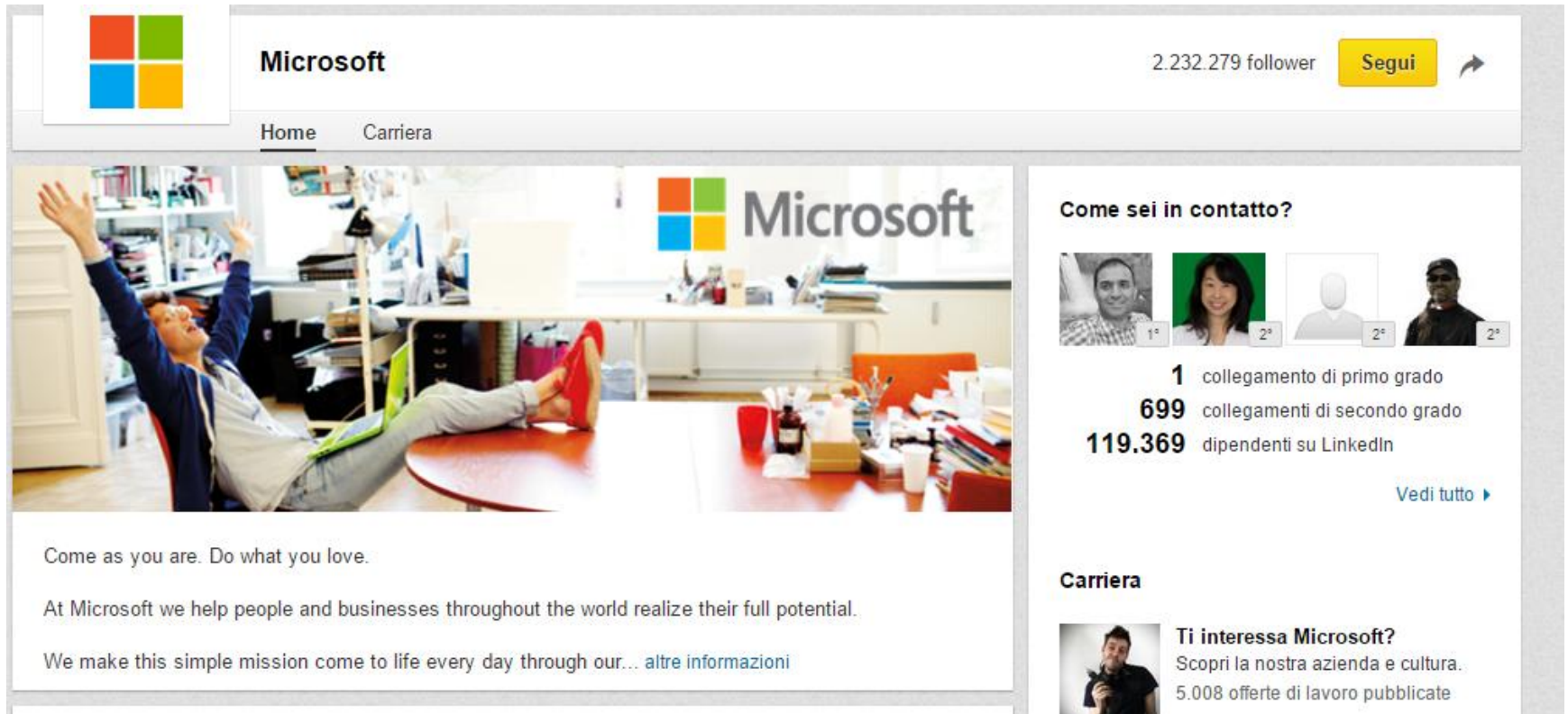
## Key Points

- Desire, Engagement
- Imagination
- Customizability

# Microsoft – Company Page

Microsoft needed to boost their LinkedIn Page, and increase perception of their brand as “cool”. They include behind the scenes looks at the company; question-and-answer posts; blogs and thought leadership; and more.

# Microsoft – Company Page



The image shows a screenshot of the Microsoft LinkedIn company page. At the top left is the Microsoft logo. To its right, the name "Microsoft" is displayed, followed by "2.232.279 follower" and a yellow "Segui" button with a share icon. Below this is a navigation bar with "Home" and "Carriera" tabs. The main content area features a large banner image of a man in a blue suit sitting on a red table in an office, with his arms raised. The Microsoft logo and name are overlaid on the right side of the banner. Below the banner, the text reads: "Come as you are. Do what you love.", "At Microsoft we help people and businesses throughout the world realize their full potential.", and "We make this simple mission come to life every day through our... [altre informazioni](#)". To the right of the banner, there is a section titled "Come sei in contatto?" showing four profile pictures of people with degree indicators (1° or 2°). Below this, it lists: "1 collegamento di primo grado", "699 collegamenti di secondo grado", and "119.369 dipendenti su LinkedIn", with a "Vedi tutto" link. Further down is a "Carriera" section with a profile picture and the text: "Ti interessa Microsoft?", "Scopri la nostra azienda e cultura.", and "5.008 offerte di lavoro pubblicate".

**Microsoft** 2.232.279 follower [Segui](#)

[Home](#) [Carriera](#)

**Come sei in contatto?**

1° 2° 2° 2°

**1** collegamento di primo grado

**699** collegamenti di secondo grado

**119.369** dipendenti su LinkedIn

[Vedi tutto](#)

**Carriera**

**Ti interessa Microsoft?**  
Scopri la nostra azienda e cultura.  
5.008 offerte di lavoro pubblicate

Come as you are. Do what you love.

At Microsoft we help people and businesses throughout the world realize their full potential.

We make this simple mission come to life every day through our... [altre informazioni](#)

# Microsoft – Company Page

## Key Points

- Increase brand reputation on specific aspects
- Story Telling and inside stories

# Warby Parker – Facebook Events

Almost every brand is promoting something time-sensitive on Facebook, but many brands aren't taking advantage of Facebook events. If you're promoting something in-person (like a new store opening) or a truly monumental online event (like a flash sale or live broadcast), take a page out of Warby Parker's book and create a Facebook event for it. Audience members can invite friends and share with their own networks.



# Warby Parker – Facebook Events



Warby Parker created an event.

September 4 · 🌐

Warby Parker comes to Abbot Kinney



## Warby Parker comes to Abbot Kinney

Saturday, September 13 at 11:00am in PDT

1422 Abbot Kinney Boulevard

184 people went

Join

# Warby Parker – Facebook Events

## Key Points

- Combine online events with offline events
- Increase Brand Reputation

# Heinz- What bean are you?

When releasing their 5 Beanz product in 2012, Heinz took the opportunity to find out a little bit more about their fans. They created a personality quiz to answer the ever pressing question; “What Bean Are You?”. Participants could even win a personalised bean with their name engraved on it!

# Heinz- What bean are you?

**MY GROWN UP BEANZ**

To celebrate the launch of Heinz FIVE BEANZ, we're giving you lovely Beaniez the exclusive chance to win a personalised bean!

Yes, that's right, your name on a bean! How beantastic is that!

To enter this special prize draw, all you have to do is take our fun quiz invented by Professor Pinto Bean and find out which of our new FIVE BEANZ you have grown up to become.

**TAKE THE QUIZ**

**YOUR NAME HERE**

**HEINZ FIVE BEANZ**

**WHICH BEAN ARE YOU?**

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IT HAS TO BE HEINZ

# Heinz- What bean are you?

As a result of the campaign, Heinz was able to

Grow

its fanbase by 30,000 in 2 weeks, with 22,000 people taking part in the quiz and half of those sharing the app.

# Heinz- What bean are you?

## Key Points



- Funny
- With real and personalized prizes


# Red Bull – Space Jump

The energy drink company has a very strong link with extreme sports. It sponsors high profile events such as last year's Red Bull Stratos space jump and the Red Bull air races, as well as sponsoring its own Formula 1 and soccer teams.

# Red Bull – Space Jump


YouTube IT

Carica  










0:48 / 1:30

**Felix Baumgartner's supersonic freefall from 128k' - Mission Highlights**

Red Bull   4.136.430

38.063.945

Prossimo video  Riproduzione automatica

-  **Felix Baumgartner Space Jump World Record 2012 Full HD 1080p [FULL]**  
di danieluan89  
3.432.346 visualizzazioni
-  **Felix Baumgartner's Top Freefalls**  
di Red Bull  
4.231.890 visualizzazioni
-  **Red Bull Stratos FULL POV - Multi-Angle + Mission Data**  
di Red Bull  
5.562.098 visualizzazioni
-  **Red Bull Stratos CGI - The Official Findings**  
di Red Bull  
435.276 visualizzazioni
-  **Danny MacAskill's Imagine**  
di Red Bull  
32.391.966 visualizzazioni
-  **The Ultimate Fails Compilation** ✓  
di FailArmy U  
163.392.858 visualizzazioni
-  **Epic Fail Compilation of the Week - January 2013 - HD**  
di EpicFailsCol  
3.196.855 visualizzazioni



# Red Bull – Space Jump

On their Facebook Page, the company devotes very little attention to the product itself and instead focuses on the lifestyle they want to be associated with. The brand's Page is full of photos and videos of high octane sporting events, all sponsored by Red Bull. The strategy is really delivering results; they are the second most popular brand on Facebook with almost 40 million fans.

# Red Bull – Space Jump

## Key Points

- Focused almost only on Brand Identity