

The Life and Times of Fashionista Sparkle

*A Description of Viral Video and Marketing Efforts for
Swarovski's Runway Rocks Fashion Event*

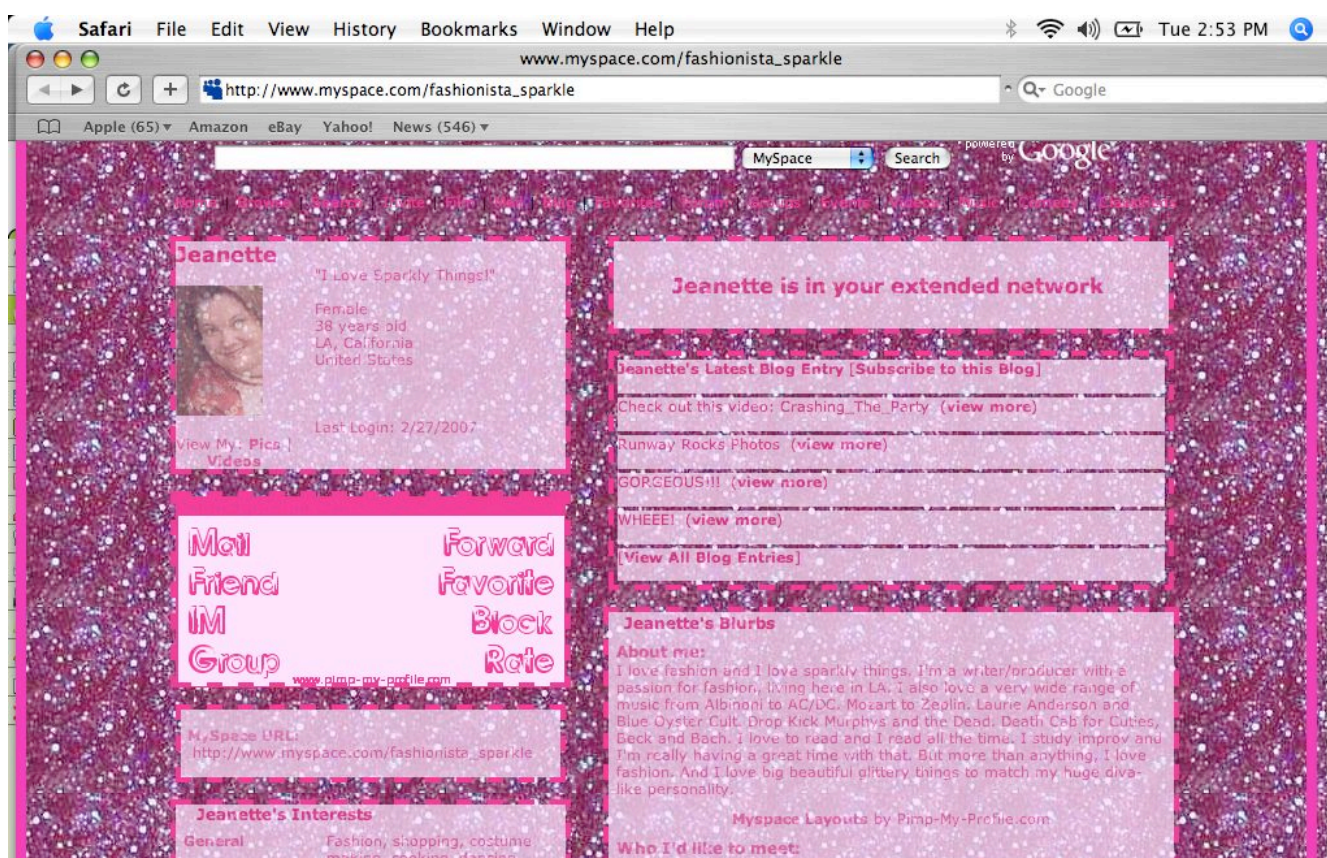
*(Compiled by Digitalographer and Top Beanie of the Propellerheads
Jeanette DePatie)*

Project Description

The project goal was simple-- utilize “user generated” content sites and tools to build buzz surrounding the Swarovski Runway Rocks Fashion Show in Beverly Hills. Buzz was indeed created and continues to form and grow. This attention was created using a variety of tools and techniques including creating an alias and custom web account, creating profiles, creating blogs, posting viral videos and photos and participating in conversations in the blogosphere.

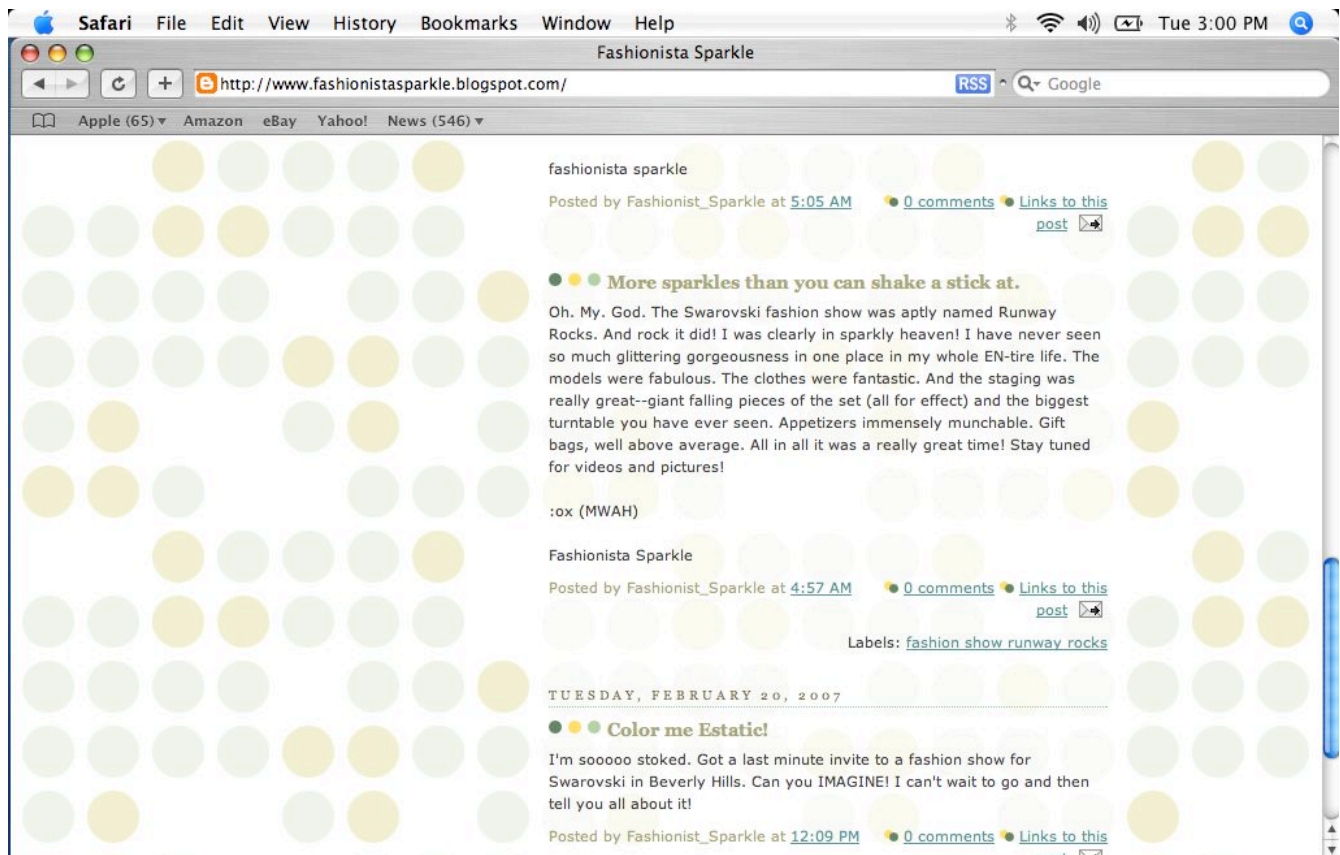
Who is Fashionista Sparkle?

The first step in this journey was to create an alias or persona—Fashionista Sparkle. This character, based on digital queen and top beanie Jeanette DePatie was used first to develop a custom email address and gmail account—fashionista.sparkle@gmail.com and then ultimately used to create several profiles including a very sparkly MySpace Profile Page:



This page gave a significant level of detail to the Fashionista Sparkle character--including biographical info, likes, dislikes, movies, heros, etc. This level of detail is required to maintain the illusion that a real person is behind the page. Those viewing her profile learn that, as the name implies, Fashionista Sparkle loves high fashion and loves couture. This whimsical character enjoys fun at her own expense. She feels passionately about fashion, but doesn't take herself too seriously. Fashion is really about fun for her.

In addition to the basic profiles built for MySpace, Grouper and other sites, an entire blog was built to document Fashionista Sparkle's Swarovski experience. In this blog, we learn that Fashionista Sparkle received a VIP ticket to the Runway Rocks event and she is beside herself with excitement:



The Fashionista Sparkle character is unlike many of the fashion bloggers out there in that she is somewhat open and somewhat naïve. Unlike most of the heavily eyelined, black leather, fashion blog set, she is very excited about fashion and not too “cool” or “sophisticated” to show it. This allows Fashionista Sparkle to go on about some elements of the fashion show in some detail without having to “break character”.

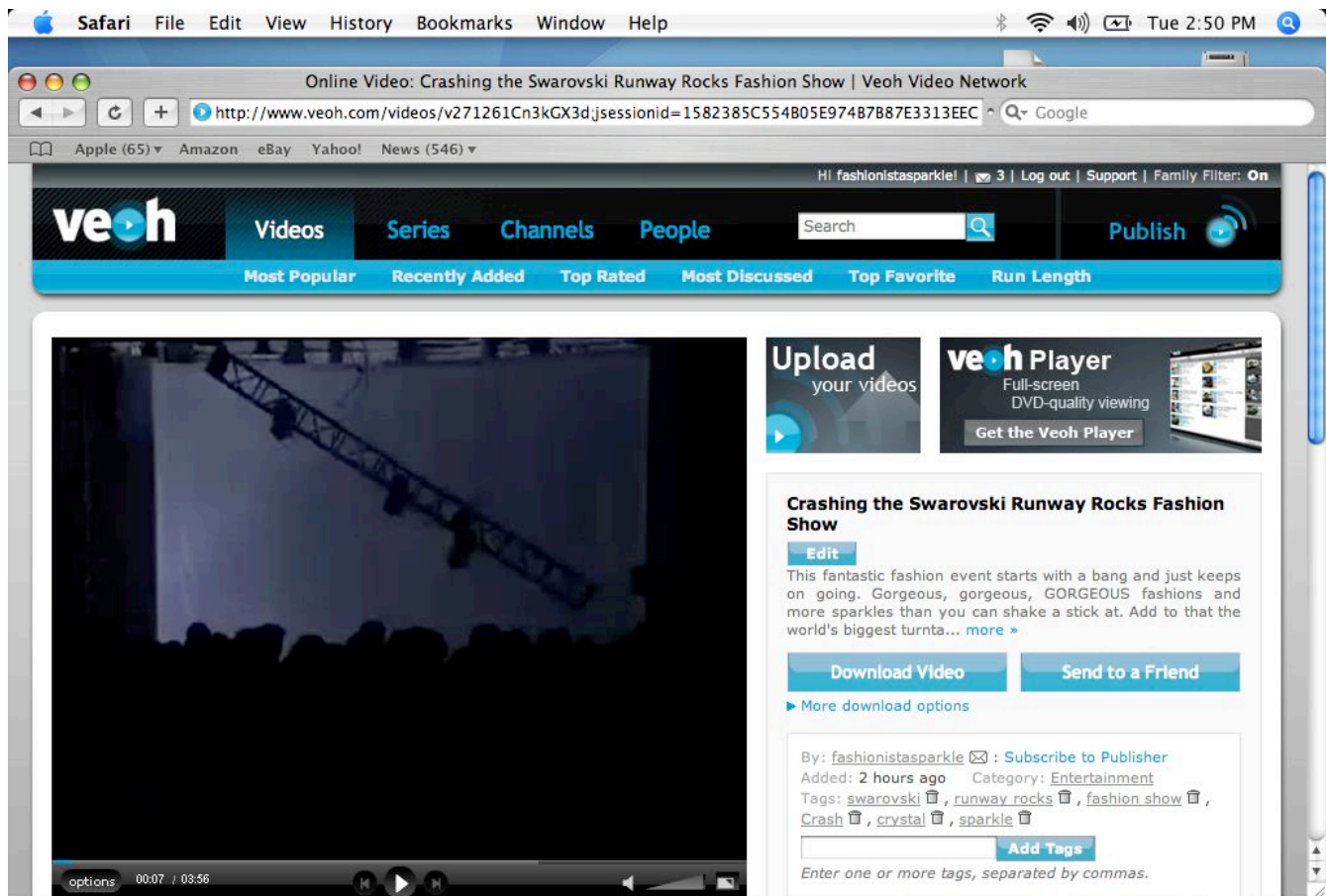
Capturing the Event

On the day of the Runway Rocks show, we sent a special DV camera crew to capture video footage that was very good, yet could still conceivably pass as “user generated”. Maintaining this illusion is necessary to a successful viral program, as most viral sites have very strict rules about using their sites to “advertise” professional events. Enforcement of these rules has admittedly been sketchy at best. However, being “outed” as an internet imposter is no fun, and doesn't serve the viral marketing effort.

Video was captured up close to the stage and was captured by a hand-held DV camera without special lens effects or lighting.

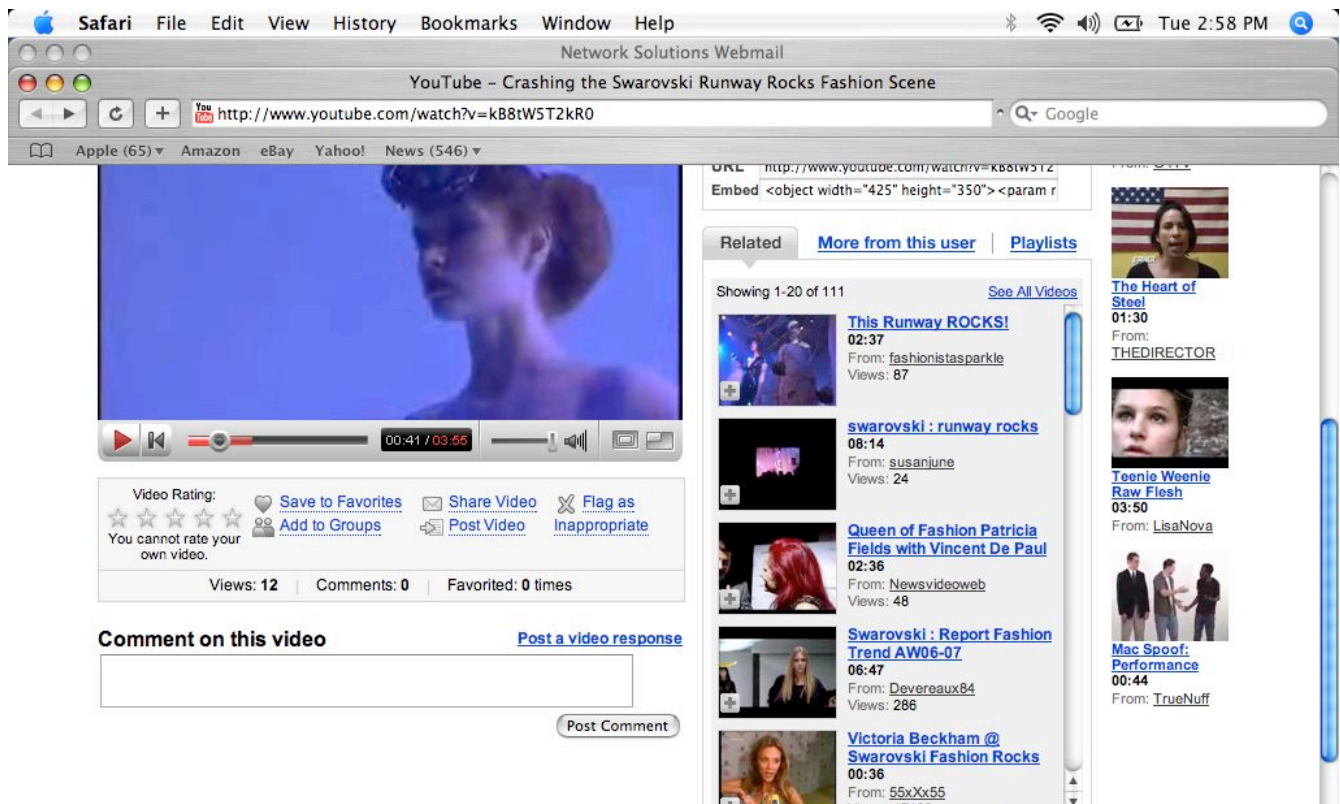
Making it Better than Real

A key element of the viral plan for the video piece includes the truss collapse at the opening of the fashion show. Today's jaded YouTube audience however, tends to turn a very skeptical eye towards that type of stunt. With that in mind, the truss collapse was subtly enhanced in the viral videos with special crowd noises and sound FX. The resulting viral video gives a much stronger initial impression that the truss actually collapses. However, before anybody can get too worried, the clip quickly moves on to the fashion footage, making it abundantly clear that no one was hurt and the collapse is a planned part of the event.



Video Posting and Sharing

Immediately following the event, our video team raced back to the office to cut a very short piece directly from the finale of the event. This piece was cut with closeups of the Swarovski Runway Rocks logo screens to add the Swarovski brand without using fancy titling or superimpose effects which would not be appropriate for a user-generated piece. The clips were exported and then compressed for a plethora of different video posting sites using different video transcoding schemes. Postings were available on key file sharing sites such as Google Video and YouTube by 5:00 AM the morning after the event:



Once the videos were posted, they were immediately shared with some of our fashion friends to help seed the market, and get the “viral” ball rolling:

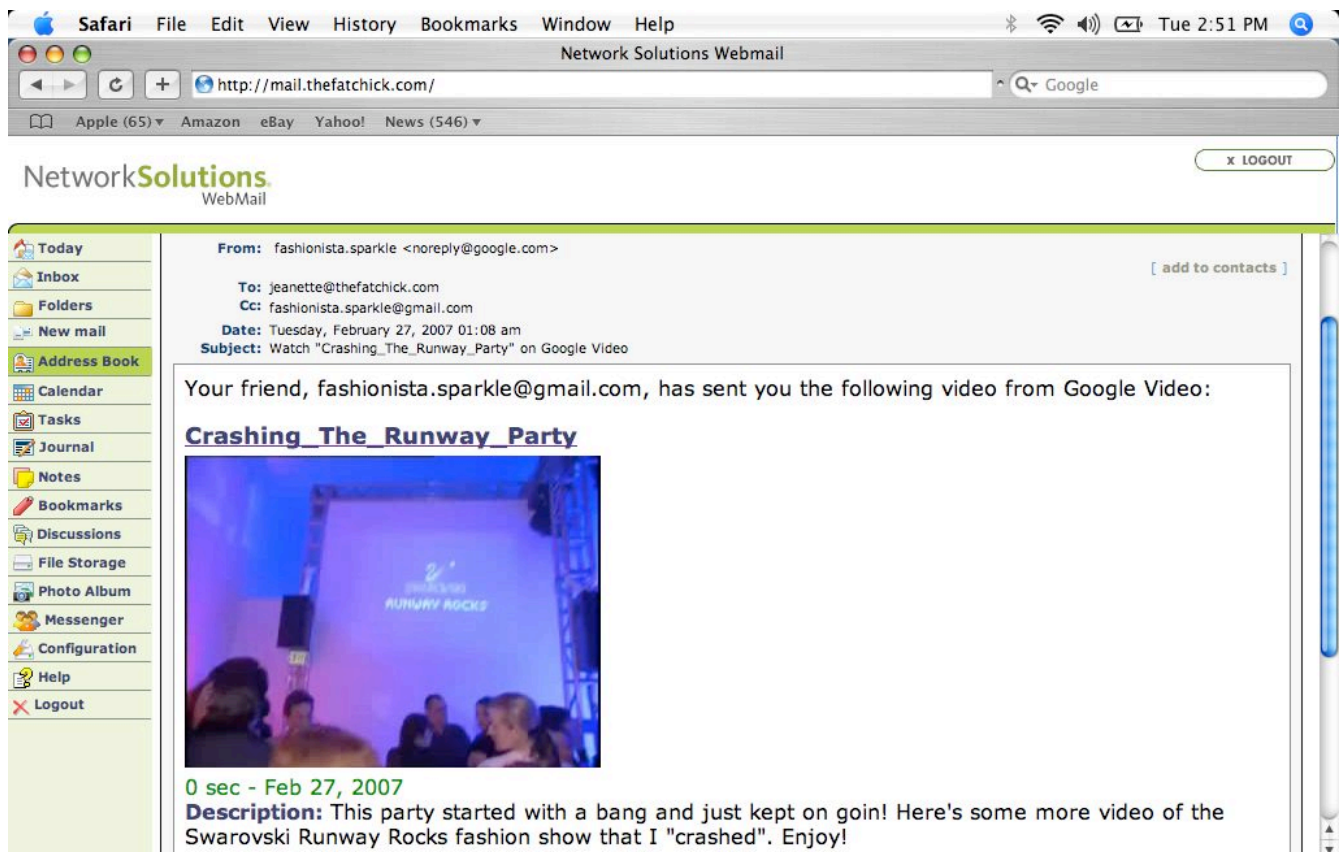
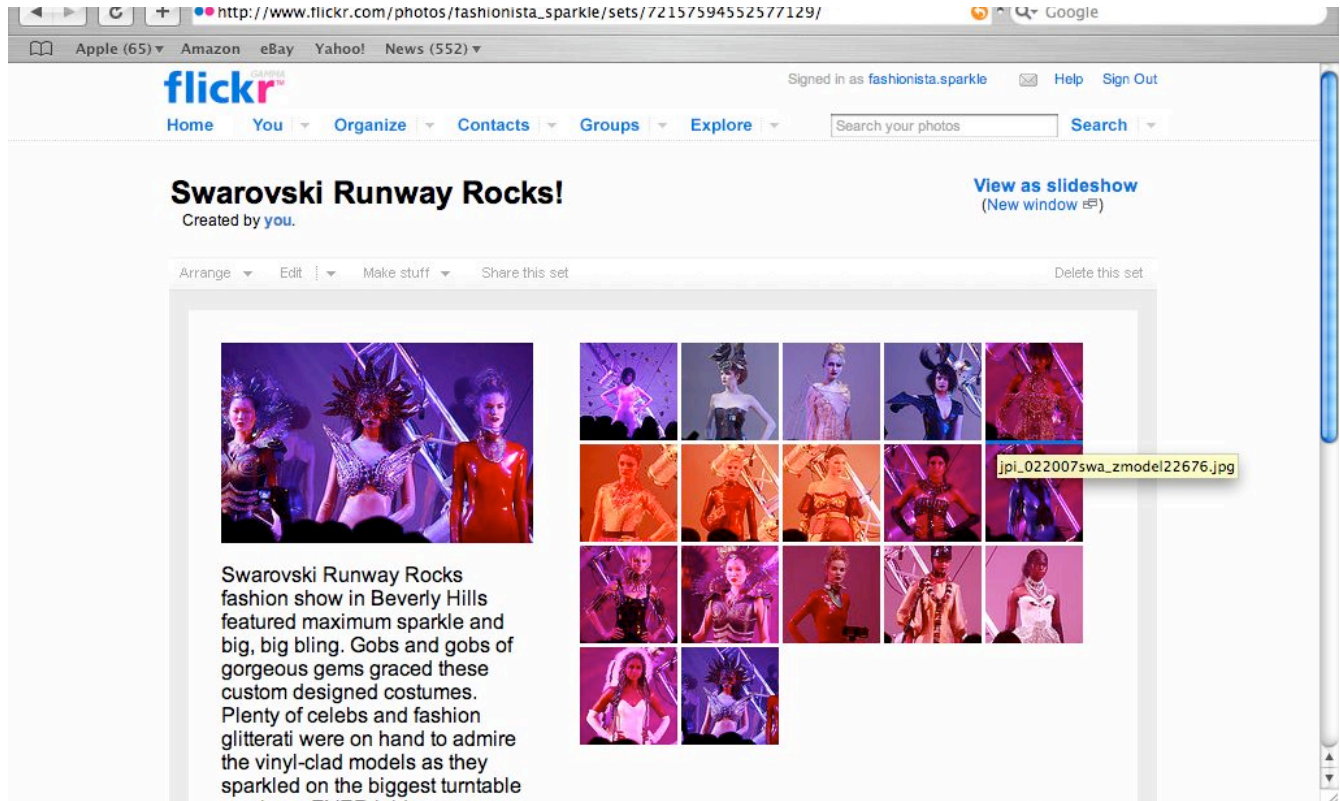


Photo Sharing Sites

In addition to the significant work in viral video posting, brief photo slide shows were created using photography from the event. These slide shows were posted on popular photo sharing sites such as flickr.com and faces.com. Where possible, the photo sets or slide shows were also posted in groups, such as the “fashion group” on flickr.com:



Viral Video Part 2

After the initial viral video and picture posting, we went back to all the key video sharing sites and posted a second round of videos including the opening truss fall shot with enhanced audio. This served to keep Swarovski fresh and top of mind on these sites and has significantly increased viewing traffic for both rounds of viral videos.

Connecting in the Blogosphere

Once the initial videos and photos were in place on file sharing sites, we next engaged in the blogosphere to drive viewers and users to the media. Around two dozen important fashion blogs, reflectors and lists such as elle.com, glam.com, beauty@ivillage.com and runway.blogs.nytimes.com were identified. Fashionista Sparkle registered as a user of these sites and gradually began participating in boards, user groups, blog discussions and comments fields. Ultimately, Fashionista Sparkle was able to initiate conversations about the Runway Rocks event either via comments or by opening new threads. Other folks on the list joined in the conversation to say how much they liked the show or to let Fashionista Sparkle know just how lucky she was to be so close to all the action:

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RUNWAY SHOWS **FORUMS**

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ELLE.COM NEWSLETTER
 Enter email address
 SIGN UP >

[Logged in as: fashionista_sparkle | Logout]

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» Home » ELLE Forums » » Runway » » Swarovski Rocks the Runway in Beverly Hills You have 0 Private Messages

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View Previous Topic View Next Topic

Swarovski Rocks the Runway in Beverly Hills

P: 2/22/2007 12:48:24 AM Reply Edit Post Msg User View Profile Forward


fashionista_sparkle
 Member
 Total Posts: 1
 Last Post: 2/22/2007
 Member Since: 2/19/2007
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Got a chance to check out Swarovski's Runway Rocks show in Beverly Hills last night and it was HOT! A great show, exciting and fun. A lot of the girls were wearing simple latex outfits so that the custom designed crystal pieces could really pop. Not something I'm going to wear when I head out to the local grocery mind you but great nonetheless. Also, the show design was fantastic. The models stepped out onto a rotating disc (think the biggest lazy susan you've ever seen) and when those crystals hit the lights it was fantastic.

I'm kind of new to this, but I thought it was just great!

And the response:

Apple (65) Amazon eBay Yahoo! News (552)

Small. Smart and Stylish.

Total Posts: 1
 Last Post: 2/22/2007
 Member Since: 2/19/2007
 Subscribe to this author

models stepped out onto a rotating disc (think the biggest lazy susan you've ever seen) and when those crystals hit the lights it was fantastic.

I'm kind of new to this, but I thought it was just great!


You can see some video here:
<http://youtube.com/watch?v=acPIYfplczM>

What do you think?

Revisions: 0 | Posted: 2/22/2007 12:48:24 AM | IP: Recorded | Report this

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P: 2/25/2007 3:44:21 PM Reply Edit Post Msg User View Profile Forward Post


KeiraKnightleyFan
 Member
 Total Posts: 9
 Last Post: 2/25/2007
 Member Since: 2/11/2007
 Subscribe to this author

Amazing! Seeing something like that in person must be quite an experience. Being that close to fashion would've given me the shakes.

<http://www.keirafans.net>
<http://www.armsweets.com>

Revisions: 0 | Posted: 2/25/2007 3:44:21 PM | IP: Recorded | Report this

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Conclusion

All in all, Fashionista Sparkle was one very busy girl. However, her efforts paid handsomely. With thousands of hits on the viral videos and photos over dozens of key video sharing sites as well as key mentions on such high profile sites as elle.com, nytimes.com, style.com, fashion.net and glam.com, Ms. Fashionista Sparkle made a big initial impression. And as all the photos and videos were carefully syndicated and tagged, these will remain on the web to be searched, found, shared and searched again. This provides a lasting legacy for a very special moment in time in the fashion world—The Swarovski Runway Rocks Fashion Show '07. Ms. Fashionista Sparkle is pretty excited about her newfound fame, so whenever a fashion correspondent is needed to share her unique enthusiasm for the fashion world, she's ready to serve. More details, including links for all the viral videos and photos may be found in the following pages.

Viral Posting Summary:

Profiles/Blogs

MySpace

Blogger

Video File Sharing Sites

Mail.google.com

eyespot.com

grouper.com

jumpcut.com

videoegg.com

vimeo.com

youtube.com

bliptv.com

dailymotion.com

veoh.com

Video.aol.com

Myspace

Video.search.yahoo.com

Ifilm.com

Metacafe.com

Vmix.com

Blogger.com

Photo File Sharing Sites

Flickr.com

Go in through yahoo.com

Buzznet.com

Picturetrail.com

Fotki.com

Faces.com

Photobucket.com

Webshots.com

Comments and Links on Fashion Sites and Blogs

Style.com

Fashion.net

Hintmag.com

Focusonstyle.com

runway.blogs.nytimes.com

Beauty@ivillage.com

Elle.com/idealbb

Glam.com

Digg.com

[fashiontribes.typepad.com/ Coutureinthecity.blogspot.com](http://fashiontribes.typepad.com/Coutureinthecity.blogspot.com)

Fashionsalad.com

kristopherdukes.com/

iamfashion.blogspot.com/

Www.lookonline.com/blogger.html

Brown712.com

General Video File Sharing Sites:

Site	User Name	Password	Link2	Link1
Mail.google.com	Fashionista.sparkle	Crystal	http://video.google.com/video/play?docid=-7177800158085009508&pr=goog-sl	http://video.google.com/videoplay?docid=8236041669983283117
eyespot.com	crystal_fashionista	Crystal	http://eyespot.com/videos/showDetail:null:eVEXaw00a70ryBwnBXiEJW051W61d8	http://eyespot.com/share?cmd=permalink&r=eVEXaw00a70ryBp6xHiEJW051W69u3
grouper.com	Fashionista.sparkle	Crystal	http://grouper.com/video/MediaDetails.aspx?u=r51nb&f=-c&CMP=EMC-TAF	http://www.grouper.com/Members/Profile/SharedVideo.aspx?id=2090917
jumput.com	Fashionista.sparkle	Crystal	http://www.jumput.com/view?id=FAAD593EC64411DB94E7000423CF037A	http://www.jumput.com/view?id=701F7FF4C1E411DBAA8C000423CF037A
videoegg.com	Fashionistasparkle	Crystal	http://my.videoegg.com/video/dKyETV	Http://www.videoegg.com/video/czVWuc
vimeo.com	Fashionista	Crystal	http://www.vimeo.com/clip:146567	http://www.vimeo.com/clip:143758
youtube.com	Fashionistasparkle	Crystal	http://www.youtube.com/watch?v=kB8tW5T2kR0	http://youtube.com/watch?v=acPIYfpIczM
bliptv.com	Fashionista	Crystal	http://www.brightcove.com/title.jsp?title=537085471	http://www.brightcove.com/title.jsp?title=537085471
dailymotion.com	Fashionistasparkle	Crystal	http://www.dailymotion.com/register/d913af3dad1874015972d05c6/2220833	http://www.dailymotion.com/fashionistasparkle/video/x19q3s_prettyshiny
veoh.com	Fashionistasparkle	Crystal	http://www.veoh.com/videos/v271261Cn3kGX3d	http://www.veoh.com/videos/v259661N3MH3TB2?s=forward&p2=fashionistasparkle&p1=v259661N3MH3TB2
Video.aol.com	Fashionistasparkle	Crystal	http://uncutvideo.aol.com/videos/d5438d23e882f352d9f5e80fad61d39d	http://uncutvideo.aol.com/videos/f7761db522292576e65f0316e5afeaa4
Myspace	Fashionista.sparkle	Sparkle7	http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2011463622	http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=1995735679
Video.search.yahoo.com	Fashionista.sparkle	Sparkle7	http://video.yahoo.com/video/play?vid=58f69f57e15a4a756263f8faeb3ba0bb.1977845&vback=Studio&vdone="	http://video.yahoo.com/video/play?vid=58f69f57e15a4a756263f8faeb3ba0bb.1931959&fr="
Ifilm.com	Fashionistasparkle	Crystal	http://www.ifilm.com/profile/fashionistasparkle/video/2827463	http://www.ifilm.com/profile/fashionistasparkle/video/2825577
Metacafe.com	Fashionista	crystal	http://www.metacafe.com/user/4429199/fashionista/	web19.metacafe.com/watch/442194/this_runway_rocks/
Vmix.com	Fashionista.sparkle	Crystal	http://www.vmix.com/view.php?id=2194199&current_resourceid=2194199&type=video	http://www.vmix.com/view.php?id=2177405&current_resourceid=2177405&type=video
Blogger.com	Fashionistasparkle	Crystal	http://fashionistasparkle.blogspot.com	http://fashionistasparkle.blogspot.com

Fashion Sites and Blogs

Site	User Name	Password	Link	Linked to:
Style.com	Fashionistasparkle	Crystal	http://boards.style.com/thread.jspa?messageID=40642&#40642	Fashionistasparkle.blogspot.com
Fashion.net	NA	NA	See Hintmag.com below	NA
Hintmag.com	Fashionsparkle	Crystal	http://www.hintmag.com/messageboard/messages.php?page=designers.php	Fashionistasparkle.blogspot.com
Focusonstyle.com	Fashionistasparkle	Crystal	http://p073.ezboard.com/ffashionbulletinfrm20.showMessage?topicID=77.topic	Fashionistasparkle.blogspot.com
runway.blogs.nytimes.com	NA	NA	http://runway.blogs.nytimes.com/2007/02/21/all-stars-in-the-streets/#comment-472	Fashionistasparkle.blogspot.com
Beauty@ivillage.com	Fashionistasparkle	Crystal	http://thefashionator.ivillage.com/beauty/2007/02/trend_or_foe_space_age_chic.html	http://video.google.com/videoplay?docid=8236041669983283117&hl=en
Elle.com/idealbb	fashionista_sparkle	Crystal	http://www.elle.com/idealbb/view.asp?topicID=30511	http://youtube.com/watch?v=acPIYfplczM
Glam.com	NA	NA	http://www.glam.com/network/aggregator_comment/view/217471	Fashionistasparkle.blogspot.com
Digg.com	Fashionsparkle	Crystal	http://digg.com/celebrity/Swarovski_ROCKS_the_Runway	http://youtube.com/watch?v=acPIYfplczM
fashiontribes.typepad.com/	NA	NA	POSTED—pending moderator approval.	Fashionistasparkle.blogspot.com
Coutureinthecity.blogspot.com	NA	Google/Blogger	POSTED—pending moderator approval.	http://video.google.com/videoplay?docid=8236041669983283117&hl=en
Fashionsalad.com	NA	Google/Blogger	http://www.fashionsalad.com/index.php/2007/02/13/glamour-girl-secrets/#comments	Fashionistasparkle.blogspot.com
kristopherdukes.com/	NA	No Verification	http://www.kristopherdukes.com/2007/02/19/mathew-audio-collection-stereo-stiletto/#comment-6962	Fashionistasparkle.blogspot.com
iamfashion.blogspot.com/	NA	Google/Blogger	http://iamfashion.blogspot.com/2007/02/rock-and-republic-flares.html#comments	Fashionistasparkle.blogspot.com
Www.lookonline.com/blogger.html	NA	Google/Blogger	POSTED—pending moderator approval.	Fashionistasparkle.blogspot.com
Brown712.com	NA	Reviewed by Blog Owner	POSTED—pending moderator approval.	Fashionistasparkle.blogspot.com

General Photo Sharing Sites:

Site	User Name	Password	Posted?	Link
Flickr.com Go in through yahoo.com	Fashionista.sparkle	Sparkle7	Y	Http://www.flickr.com/photos/fashionista_sparkle http://www.flickr.com/groups/fashion
Buzznet.com	Fashionistasparkle	Crystal	Y	http://fashionistasparkle.buzznet.com/user/photos/
Picturetrail.com	Fashionistasparkle	Crystal	Y	Http://www.PictureTrail.com/uid8179569
Fotki.com	Fashionistasparkle	Crystal	Y	http://public.fotki.com/fashionistasparkle/thisswarovskirunwayrocks/
Faces.com	Fashionistasparkle	Crystal	Y	http://fashionistasparkle.faces.com/Photos/784507/
Photobucket.com	Fashionistasparkle	Crystal	Y	http://s151.photobucket.com/albums/s158/fashionistasparkle/
Webshots.com	Fashionistasparkle	Crystal	Y	http://community.webshots.com/user/fashionistasparkle