

ADVERTISING

Baume & Mercier examines life's moments with "Celebrate Dad" effort

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Baume & Mercier #CelebrateDad

By JEN KING

Swiss watch manufacturer Baume & Mercier is continuing its "Celebrate Moments" campaign with an update geared toward Father's Day gifting.

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To outline that Baume & Mercier timepieces are ideal gifts for the holiday June 15, the brand has reinterpreted its ongoing campaign to reflect the relationship between a father and son. Instead of relying on a gift guide format to spark interest from consumers, Baume & Mercier is aiming for an emotional connection over the point of sale.

"'Celebrate Dad' is produced in the same spirit of our ad campaign, as it is intended to bring the beauty of gift-giving to life and inspire us all to celebrate great moments with family and friends," said Rudy Chavez, president of **Baume & Mercier North America**, New York.

"Baume & Mercier prides itself on being the companion to life's celebratory moments," he said. "Our timepieces are known for and will continue to be special heirlooms that are cherished and remind us of great moments in our lives.

"Our short films are an excellent way for us to illustrate these beautiful moments that take

place between father and son, mother and daughter, etc."

Special bonds

To ensure that its overarching Celebrate Moments campaign maintains visibility, the watchmaker has produced seasonally-appropriate content to appeal to consumers looking for a gift for Father's Day ([see story](#)).

By doing so, Richemont-owned Baume & Mercier is continuing to identify with celebrating life's moments and supporting its DNA alongside its "Life is about moments" motto. With this approach, the watchmaker also has better ability to interact with various generations of consumers for this particular holiday.

On social media, Baume & Mercier has shared its #CelebrateDad campaign with a sharable video that highlights the relationship between a father and son. The video, told from the perspective of the son, or the gifter in this case, accounts for life's nostalgia and the paternal bond as a justification for purchasing a Baume & Mercier timepiece.

The video begins with a family seated at a restaurant table. The viewer hears the narrator, a young male's internal dialogue rather than that of those sitting nearby.



Baume & Mercier's Celebrate Dad still

During his monologue, the narrator reflects about how the older he gets, the more he becomes like his father, who is seated before him at the table. He continues by saying that "time is the greatest teacher" and that as a child it is easy to take life for granted.

The following scene shows the narrator as a boy playing at a shared desk as his father worked. Other shots show the father and son working together in a garage to symbolize what he had taught him over the years.



Baume & Mercier's Celebrate Dad still

Next, the boy is shown as a teenager asking his father for advice after he has clearly had his heart broken at his high school prom. Between vignettes, the social video returns to the restaurant table and shows the father interacting with other family members as the son would see it from across the table.



Baume & Mercier's Celebrate Dad still

The two-and-a-half minute video continues to show the son grown, and the viewer hears the son express how his father's love and support is what has helped him to meet his goals and is a reflection of his achievements. The narrator then explains that he would like to show his gratitude in some way.

In the concluding vignettes, the narrator, alongside his pregnant wife, poses behind the father for a photo. The camera zooms in on the men's wrists to show their wristwatches to tie together the Baume & Mercier timepieces seen throughout the film worn by the father.



Baume & Mercier's Celebrate Dad still

Baume & Mercier is encouraging the use of the hashtag #CelebrateDad to increase interaction and create a dialogue to pair with the campaign.

The Celebrate Dad video can be viewed [here](#).

Thoughtful gifting

Although this campaign is Father's Day-specific, Baume & Mercier's concept can be rehashed as it plays on consumers' sentiment. Many brands play to this effect to generate purchases most notably during the holiday season.

For example, Italian fashion brand Dolce & Gabbana filmed a sentimental family-oriented social video to debut its new line of women's watches to appeal to consumers' holiday mood. Dolce & Gabbana's video, "Matilde!" featured a young girl as the title character, hoping to give her mother a special gift for Christmas, a specially-designed Dolce & Gabbana watch ([see story](#)).

Dolce & Gabbana revamped "Matilde!" for Valentine's Day, posting it again to its social accounts.

In general, gifting for men can be difficult, but Baume & Mercier's approach is thought-provoking due to the narrator's musings about the relationship forged between father and son.

"Gifting a father, uncle, brother or grandfather a Baume & Mercier watch for Father's Day is quite popular and has been for many years--and hopefully for many years to come," Mr. Chavez said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/P6hCMrmA7Zo](https://www.youtube.com/embed/P6hCMrmA7Zo)