

MULTICHANNEL

Tag Heuer reinvisions campaign to highlight ambassadors' achievements

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Tag Heuer's McLaren MP4-C12 watch

By NANCY BUCKLEY

Swiss watchmaker Tag Heuer is revisiting a prior campaign to align the brand with its ambassadors and their achievements in athletics, art and science.

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Luxury Daily

The "Don't Crack Under Pressure" campaign highlights athletic, science and art achievements of Tag Heuer ambassadors and the incredible feats these individuals have reached without succumbing to pressure. The campaign will likely draw attention to the ambassadors' accomplishments that will relay over to Tag Heuer's own history and may also attract sport fans to the brand.

"In theory, you don't need to know about culture to sell watches—just good engineering," said Charles Fulford, creative director at [Isobar](#), New York. "But we know that time is told as much by the stories of its greatest innovators who move through it as by gear mechanisms, digital precision and celestial bodies.

"It's smart to cover all your bases, as Tag Heuer does here, when you are appealing to the Renaissance man and woman of the twenty-first century, whose own pressurized lives yearn for some kind of creative release," he said.

Mr. Fulford is not affiliated with Tag Heuer, but agreed to comment as an industry expert.

Tag Heuer was unable to comment by press deadline.

Incredible accomplishments

In 1991, Tag Heuer first ran the "Don't Crack Under Pressure" campaign. The campaign focused on the brand's and its ambassadors' determination and dedication to their respective fields.

The pressure of sports and intense concentration of athletes were highlighted in the campaign, focusing on the mental rather than physical feats of athletic achievement.

With time pressure grows, and under that pressure sometimes people crack. This pressure can be in a sports games or in watchmaking, something that the brand recognizes as it expands.

Embedded Video: [//www.youtube.com/embed/fRGrKNDF5C8](https://www.youtube.com/embed/fRGrKNDF5C8)

Jack Heuer film

A video was created to direct attention to Mr. Heuer and the accomplishments that he has achieved for the brand. Another video was also put together for this campaign that focuses on the pressure of time.

This film glances at several athletic and artistic accomplishments that have occurred against common sense theories. For instance, the narrator states "in theory you run with your legs" as a video clip of Marlou van Rhijn is shown with her running a track on her transtibial limbs of carbon fibre.

The film ends with the narrator saying "in theory you crack under pressure" as a Tag Heuer timepiece is shown.

Embedded Video: [//www.youtube.com/embed/gX2gV2bdLfM](https://www.youtube.com/embed/gX2gV2bdLfM)

Don't Crack Under Pressure video

Other brand ambassadors include footballer Christian Ronaldo who has taught aspiring athletes to take risks, tennis player Maria Sharapova who has proven that beauty and grace can complete an athlete and Jack Andraka, a teenager who has developed a pancreatic cancer test that could save countless lives.



Brand ambassador Christian Ronaldo

The heavy focus on athletics does not overshadow the other ambassadors, such as guitarist Jimi Hendrix and physicist Albert Einstein.

Each ambassador has a separate page highlighting their achievements and inspired watches that relate to the person.

Athletic matches

Creating a parallel to athletic achievement gives brands a reason to highlight their own accomplishments.

For example, Land Rover United Kingdom is building interest in the Invictus Games Sept. 10-14 with a campaign that spotlights athletes overcoming physical difficulties.

The “Can and Will” campaign ties in with the brand’s overarching initiatives that exalt independence and courage. The first Invictus Games, a sporting event for wounded, injured and sick servicemen and women, will benefit from the pertinence of this extra promotional push ([see story](#)).

Similarly, Swiss watchmaker IWC related the challenges behind the innovations of its timepieces to those who participated in various sporting achievements in an all-digital campaign spanning a microsite and Facebook.

The watchmaker began its IWC Challenge video campaign on the first day of the 2012 London Olympics to showcase male athletes and push its men’s watch collection. Similar to a few other luxury marketers, IWC likely aligned itself with the Olympics in a smaller-scale campaign as an alternative to a pricy sponsorship ([see story](#)).

Athletic achievement is an easy focus for brands, as narrowing in on several athletes or well-accomplished individuals creates likely grounds for a larger consumer audience.

"This ad points to the growing trend to not just choose an athlete, actor or artist as an innovative ambassador of your brand, but to include them all," Mr. Fulford said.

"Love him or hate him, Ronaldo’s unreal precision on the field cannot be denied; the

same goes for the coolness of Steve McQueen," he said. "But proving the complexity of such branding, this campaign overlooks the sad fact that time wasn't easy on some of its posthumous ambassadors, who one could argue unfortunately did crack under the pressure of their intense lives."

Final Take

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