

INTERNET

Jaeger-LeCoultre extends International Geophysical Year involvement with capsule

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Jaeger-LeCoultre's Geophysic 1958 watches

By JEN KING

Swiss watchmaker Jaeger-LeCoultre is paying tribute to one of its most important timepieces by examining the influencing scientific journey with three limited-edition releases.

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Developed originally in 1958, Jaeger-LeCoultre's Geophysic Chronograph wristwatch was created to celebrate the International Geophysical Year, an 18-month period that saw the cooperation of multiple nations working together for a geophysical research program. This "extraordinary adventure" inspired Jaeger-LeCoultre to design a timepiece capable of working under hazardous conditions.

"Certainly, this sub-section of the site is text heavy," said Erik Pavelka, CEO and founder of [Martini](#), San Francisco, CA.

"I anticipate that the brand believes that the user wants to engage fully with the brand and learn as much as possible regarding the watch, its history and of course its technology and craftsmanship," he said.

Mr. Pavelka is not affiliated with Jaeger-LeCoultre, but agreed to comment as an industry expert.

Jaeger-LeCoultre was unable to comment directly.

Adventurous

The watchmaker shared the adventure of the International Geophysical Year on social media with a series of posts that lead to a dedicated Web page giving an overview of the Geophysic Chronograph watch and the research program which prompted its development.

Text found on the dedicated section of Jaeger-LeCoultre's Web site informs the consumer about the Geophysic 1958's significance to the watchmaker's heritage. Jaeger-LeCoultre's connection to the International Geophysical Year, which resulted in the first submarine expedition below the ice at the North Pole, highlights its own scientific innovation in the watchmaking realm.

To bring the Geophysic Chronograph to present day consumers, Jaeger-LeCoultre redeveloped three limited-edition timepieces, the Geophysic 1958, for 2014. Sections on the site detail both the watchmaker's involvement with the North Pole research expedition and the models that were created as a result.



Geophysic 1958 introduction image found on Jaeger-LeCoultre's Web site

In a pop-up found in the first section, after the introduction, Jaeger-LeCoultre presents the technological innovations found in the Geophysic 1958 watch. Here, the consumer learns that the watch was developed to withstand hazards through its ultra-resistant case that is both water and humidity resistant and can protect its movement from magnetic field influences of up to 600 gauss.

For the movement, Jaeger-LeCoultre incorporated design elements such as Breguet's overcoil balance spring, a regulating spring, a balance with micrometric regulating screws. Also, the watch tapped Kifparechoc shock absorbers and a balance made of Glucydur.

Again, the page establishes its connection by explaining that a meeting intended to

develop a Jaeger-LeCoultre 125th anniversary collection turned into the launch of the Geophysic 1958.

Below this section the journey under the North Pole is discussed in more specifics by naming the 97-meter long submarine's Commander William R. Anderson and his 116 crew members. Besides being the first submarine to cross under the North Pole's ice, the United States Navy's Nautilus was the first vessel supported by nuclear power.



Commander Anderson as seen on Jaeger-LeCoultre's Web site

A video is included in this section, but is not centrally placed with the play button being small and not clearly labeled. The just under two-minute long video begins with dramatic music as the Geophysic 1958 is shown in detail.

The video continues with computer screens meant to mimic those used in the control room of a naval submarine. Various screens show images of the International Geophysical Year's emblem and other touchpoints that connect to Jaeger-LeCoultre and the naval expedition.

Screens flash between vignettes of the 1958 expedition, both within the submarine and on the ice, and modern computer-generated images that show the globe and map out the journey. During the video, the consumer learns that Jaeger-LeCoultre presented its Geophysical Chronograph to Commander Anderson after the mission was a success.

The video concludes with Jaeger-LeCoultre showing the original 1958 edition and the updated model. The video's final scene shows text reading, "You deserve a legendary watch."

Embedded Video: [//www.youtube.com/embed/1bAeYJmp3Hc](https://www.youtube.com/embed/1bAeYJmp3Hc)

Geophysic 1958 - You deserve a legendary watch.

"We have found that sight, sound and motion work extremely well in engaging the consumer," Mr. Pavelka said. "Ideally videos play a central role in highlighting products, their quality and what makes them unique.

"A combination of video snippets and longer form video together may work well to help deliver the brands messaging," he said.

For the remainder of the Web page, the consumer can review additional details of the watch's inner workings. These sections include "Reliability and Accuracy" and "On the Wrist."

The first section include text boxes and pop-up expansions noting the Geophysic 1958's caliber, its 1,000 hour control, its caseback engraving and the soft iron used for its case. One pop-up informs the consumer that the limited-edition watch is available in 800 steel pieces and 300 in pink gold and 58 in platinum.

In the final section, brand ambassador and actor Clive Owen is shown wearing the watch. A pop-up box summarizes the content found on the Web site.



Clive Owen for Jaeger-LeCoultre

Dive in

Watchmakers are often synonymous with adventures that test the dexterity and innovations of their products.

For example, Swiss watchmaker Hublot dived into its next adventure off the coast of Greece with the "Return to Antikythera" expedition.

In 1901, archeologists discovered the Antikythera, the oldest known astronomical calculator which disrupted the conceptual framework developed by horology experts. Hublot, a brand devoted to adventure and sports, has been involved in returning to the dive site since 2011 to see what other objects of scientific importance may be beyond the surface ([see story](#)).

Since not all watch enthusiasts are adventurous, watchmaker's also act as patrons to the arts.

For instance, Switzerland's Vacheron Constantin explored the similarities between watchmaking and choreography with a short film that debuted April 19 at the Tribeca Film Festival in New York.

Vacheron's film, "Mastery of Movement," took viewers behind-the-scenes of the watchmaker's Geneva factory and the ballet to highlight the passion and precision involved in these arts. Mastery of Movement also included footage from "Ballet 422," a documentary film about the New York City Ballet, a premiere that was anticipated among film festival attendees ([see story](#)).

Jaeger-LeCoultre may have benefited for this effort if the site had layered interactions.

"We have also found that having multiple design elements and interactions definitely increase the engagement of a brand - both on the site and within their creative used in online campaigns," Mr. Pavelka said.

"Martini sees an over 4x increase in interactions in online campaigns when over three components are utilized in an online campaign versus having only a single component," he said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

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