

ADVERTISING

IWC Schaffhausen renews Formula One partnership with limited-edition watches

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Lewis Hamilton's watch

By NANCY BUCKLEY

Swiss watchmaker IWC Schaffhausen is optimizing its Formula One partnership by creating a campaign around the Mercedes AMG Petronas Formula One Team.

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Luxury Daily

Formula One drivers Lewis Hamilton and Nico Rosberg, as brand ambassadors for IWC Schaffhausen, helped design their own limited-edition watches and starred in a social video for the watchmaker. The relationship marks a three-year renewal of IWC Schaffhausen's partnership with the Formula One Team and will likely create a buzz around the campaign.

"IWC's partnership with Formula One and the Mercedes AMG Petronas team is marketing nirvana," said Jim Gentleman, senior vice president of account management and strategy at **SK+G**, Las Vegas.

"More than any sport or passion in the world, Formula One attracts a well-heeled, affluent and sophisticated male audience – the exact customer profile of IWC whose brand line is 'IWC. Engineered for Men,'" he said.

"Additionally, the IWC, Formula One and Mercedes AMG brands are all centered on quality craftsmanship and precision engineering. This collaboration represents a seamless fit from a brand and audience perspective for all partners."

Mr. Gentleman is not affiliated with IWC Schaffhausen, but agreed to comment as an industry expert.

IWC Schaffhausen was unable to comment by press deadline.

Racing watches

The Ingenieur Chronograph Edition "Lewis Hamilton" and the Ingenieur Chronograph Edition "Nico Rosberg," are both special edition watches with only 250 made of each. Both watches have an inset into the titanium case of carbon fibre which is from a Silver Arrow car used by Mercedes AMG Petronas.

Mr. Hamilton's watch has a technical look with a titanium bracelet while Mr. Rosberg's is lighter and sportier in appearance with a yellow second hand, the same color as the driver's helmet.



Mr. Rosberg and Mr. Hamilton

Each watch is made with materials often used in car racing, such as titanium, carbon fibre and ceramic. Both drivers chose titanium as the main material for their watches.

Embedded Video: [//www.youtube.com/embed/Tn2HRshxdBM?list=UUBVDEFcFdEGmad3oOlakFGA](https://www.youtube.com/embed/Tn2HRshxdBM?list=UUBVDEFcFdEGmad3oOlakFGA)

Video campaign

In the social video, Mr. Hamilton and Mr. Rosberg challenge one another through a video call. Mr. Hamilton claims that the Mercedes' Formula building team can complete a car in "under 30" and then challenges Mr. Rosberg and the IWC Schaffhausen team to complete a watch in the same time period.

The vehicle is quickly assembled, but not to the highest quality as Mr. Hamilton is seen with a piece that tumbles off the car. The watch takes so much time that both drivers grow full beards in before it is finished.

Text appears on the screen that tells viewers "slow is our fast."

Formulaic plans

Formula One partnerships with brands bring awareness to consumers and fans of new

products. Also, aligning with a luxury automaker's team may lead to a similar consumer audience.

For instance, Starwood Hotels & Resorts Worldwide is extending the alliance between Starwood Preferred Guest and Mercedes AMG Petronas Formula One Team.

Since 2012 Starwood Preferred Guest and Formula One have partnered for the racing seasons and, after three years together, the relationship will continue. The collaboration places Starwood Hotels as the premiere accommodations for Grand Prix races ([see story](#)).

Also, Waldorf Astoria Hotels & Resorts released an ultimate driving experience at six of the brand's locations that will allow guests to drive several luxury vehicles with a professional driver.

The program will take place this fall at select Waldorf Astoria locations across the United States and will allow guests to gain firsthand experience with racecars from Ferrari, McLaren and Porsche. Since specific brands are featured, the brand attracted loyalists of the particular models ([see story](#)).

Aligning with Formula One teams and manufacturers brings attention to brands.

"This campaign provides the ultimate for passionate Formula One fans: exclusive access to their favorite drivers in the form of limited-edition watches from Lewis Hamilton and Nico Rosberg," Mr. Gentleman said. "With only 250 of each watch available, the Ingenieur Chronograph collection of watches will serve as a status symbol of sorts for those lucky enough to buy one."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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