

ADVERTISING

Cartier sends holiday gifts to Paris via playful panther cubs

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Cartier panther cub

By NANCY BUCKLEY

French jeweler Cartier is upholding its panther motif for this holiday season's social campaign.

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A "Winter Tale" tells of a world above Paris in the clouds where Panther cubs run around. The whimsical social video allows Cartier to continue to use its panther, while celebrating the winter holiday season in a magical manner.

"The benefit of using Panthere motif for the film is that not only does it draw attention to something out of the ordinary, namely leopards playing on snowy clouds, it highlights the rarity, high-end fashion, near unattainability that is associated with the historic Cartier brand," said Bill Aurnhammer, CEO of [Aurnhammer](#), New York.

Mr. Aurnhammer is not affiliated with Cartier, but agreed to comment as a industry expert.

Cartier was unable to respond by press deadline.

New reindeer

The Cartier film begins with Cartier written in the sky and the camera pans downward to a

world in the clouds. This world includes snow and icebergs, but the land and mounds are made from clouds.

Several panther cubs are seen lounging among little red boxes playing with a cloud puff floating in the air. As the music picks up and "Here Comes Santa Claus" plays, the panthers begins wrestling one another and rolling down a hill of cloud.



Cartier box floating toward Paris

They play an impromptu game of hide-and-go-seek and as they are running around, several red Cartier boxes are seen laying around the landscape.

In the midst of their game, the panther cubs knock the boxes that then fall from the sky and land throughout Paris.

A cityscape is seen with the Eiffel Tower and the streets of Paris lit up below the cloudscape. The panthers seem to begin a game of tag and run throughout the clouds knocking into red Cartier boxes along the way.

Camera shots from below show the red boxes falling from the sky as if they are snowflakes. Some boxes are seen floating into homes and next to Christmas trees.

The panthers stop their game and watch the Cartier boxes fall toward Paris and shooting stars appear in the sky creating a Christmas tree outline on the clouds.

A Winter Tale ends with the panthers looking over the clouds upon Paris.

Embedded Video: [//www.youtube.com/embed/H5uUBFngag8](https://www.youtube.com/embed/H5uUBFngag8)

Cartier's Winter Tale

The video was shared on Cartier's social sites and the magical experience of the panthers on the clouds, according to the description of the video, alludes to the "touch of magic [that] can be found inside each red box."

"I surmise that this video will have a positive impact on Cartier's holiday season since viral videos for marketing campaigns have time and time again created online buzz," Mr. Aurnhammer said. "As eMarketer predicts that by 2017 U.S. retail eCommerce will rise to 71.5 percent for tablets and smartphones alike, and as this trend has already begun, having a viral social video campaign will prove to be very advantageous for upcoming

sales in the holiday season."

Enchanted cities

Magical experiences in cities is a common theme for brands around the holiday season.

For example, jeweler Tiffany & Co. is incorporating its jewelry designs into a holiday landscape of "city lights and snowy nights" to inspire gifting.

The holiday-themed effort includes social postings, video content with shoppable adaptations and a standard gift guide. Each holiday season, Tiffany captures consumer sentiment by creating a world of glamour, romance and gifting using New York as its wintry backdrop ([see story](#)).

Similarly, British fashion label Burberry is getting consumers in the holiday spirit with the launch of its first global festive campaign centered on young love.

The campaign centers on the four-minute film "From London with Love," a theatrical feature complete with 50 dancers that takes consumers on a "magical gifting journey." Throughout the campaign, Burberry infused elements of its heritage and Britishness, showcasing the iconic gifts associated with the brand ([see story](#)).

Holiday campaigns can lead to an increase in consumer interest during the holiday shopping season.

"The benefit of having a holiday social video for brands to reach consumers, especially throughout the upcoming holiday season, is that shopping has gone increasingly mobile as of late and most people will view this video from a wireless device," Mr. Aurnhammer said. "For instance, even when inside brick-and-mortar stores, 84 percent of smartphone owners use their mobile devices to shop. Therefore, Cartier is deploying a very effective marketing strategy by having an online social video."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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