

INTERNET

Piaget uses modern Possession campaign to appeal to younger consumers

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Actress Jessica Chastain in Piaget Possessions campaign

By KAYSORIN

Richemont-owned jeweler Piaget is proving it can keep up with competitors by releasing a modern campaign for the Possession ring that was easily shared on social media.

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Many luxury jewelry brands do not take advantage of the latest marketing strategies, preferring to continue with traditional print campaigns in magazines as opposed to the mobile and social media platforms that have become standard in other industries. Modern campaigns that use social media and video can allow a brand to have a larger reach and appeal to younger consumers.

"Piaget's Possession is a unique collection in the jewelry world, aiming to differentiate not just on product design but on product functionality," said Ari Lewine, co-founder and chief strategy officer of **TripleLift**, New York. "The rich storytelling capabilities of video, social and digital advertising can demonstrate the unique attributes of the Possession collection in an interactive way, which is challenging to do with the canvas of print advertising."

"Leveraging the brand halo and distribution power of celebrities like Jessica Chastain also aligns with a social first strategy to further brand awareness beyond Piaget's existing brand loyalists."

Mr. Lewine is not affiliated with Piaget, but agreed to comment as an industry expert.

Piaget was unable to respond by press deadline.

Modern love

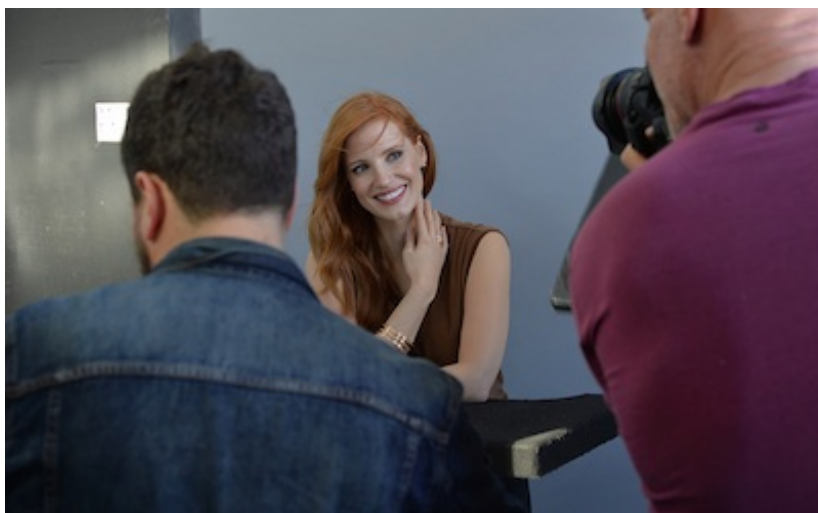
Piaget's Possessions campaign included a number of modern features that will help the brand connect with younger consumers, including a social video that was shared on Facebook and YouTube. Piaget also included behind-the-scenes footage from photo shoots and created a hashtag to promote the campaign.



The Possession campaign focuses on the ring's rotation

Piaget's current brand ambassador is American actress Jessica Chastain, who helps the brand modernize its image and appeal to a younger generation. Ms. Chastain is popular for her roles in recent blockbuster films that have garnered her a large fan base.

The behind-the-scenes video shows Ms. Chastain discussing her own Possessions ring and how she loves to turn it. Younger consumers have come to expect behind-the-scenes footage from campaign shoots, which allow them to connect more intimately with a brand.



Piaget shared behind-the-scenes images with Ms. Chastain

Piaget's Possessions video follows three different women as they wear the ring in their daily lives. The theme of the campaign is "Turn and the World is Yours," and the women in the video are seen taking control of their lives and being happy with their loved ones.

The video also focuses on turning, highlighting a large Ferris wheel that lights up the background in several scenes. In another scene, a young mother dances with her daughter, turning around the room together as they laugh.

"There are three key reasons a brand should be utilizing digital advertising for their campaigns," said Erik Pavelka, chief executive officer of [Martini Media](#), San Francisco. "First, the affluent audience is massively engaged online with up to 52 hours per week spent online (compared to under 30 hours for the general population).

"Second, digital media is the top influencer of luxury purchases compared to all other forms including recommendations from friends and advice from retail associates. Third, the engagement that is possible through engaging digital creative simply cannot be replicated in any other medium."

Piaget created the hashtag #PiagetPossessions to allow consumers to discuss the campaign on social media platforms such as Twitter or Instagram. Hashtags are an important element of modern marketing, and Piaget is increasing its audience by taking advantage of these new strategies.



Ms. Chastain is a modern brand ambassador who will appeal to consumers

New and improved

Piaget has made a number of changes that will help the brand appeal to a wider audience. For example, the brand looked for greater celebrity status with the announcement of its new brand ambassador, actress Jessica Chastain.

Ms. Chastain will travel the world, making appearances at events wearing Piaget jewels. During awards season, it will benefit Piaget to dress a star whose red carpet attire is watched closely ([see story](#)).

The brand has also been expanding its stores, focusing on fashionable locations that still remain classic to the brand aesthetic. Piaget stemmed away from the recent luxury boutique influx in Miami to focus on a more traditionally thought of luxury city with a new store opening in Paris.

On Rue de la Paix, Piaget opened its largest boutique in the heart of Paris, the second in the "City of Lights." Opening a second store location in a city that sees high luxury brand concentrations further expands reach among affluent shoppers ([see story](#)).

Piaget has positioned itself to become more popular among younger consumers, and the Possession campaign will likely continue to do this successfully. The campaign stays true to the brand's aesthetic while adding a modern touch.

"The theme of circular movement and how it implies the circle of life, and how circles play such a critical role in our lives and the world around us makes the jewelry seem more organic like the rings are a living extension of our bodies," Mr. Lewine said. "It's a beautiful image and aesthetic for the Piaget brand."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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