

ADVERTISING

Jaeger-LeCoultre campaign highlights diverse lifestyles to connect with consumers

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Actor and Director Carmen Chaplin in the Jaeger-LeCoultre campaign

By KAYSORIN

Swiss watchmaker Jaeger-LeCoultre is using a realistic approach in its new advertising campaign to connect with consumers on a more intimate level.

The “Open a Whole New World” campaign features a number of real-world individuals with careers in a wide variety of industries. By sharing these personal stories, Jaeger-LeCoultre is showing that its products are attainable and compatible with a many different lifestyles.

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"We wanted the campaign to feature people who had a real connection with the brand or what it stands for," said Laurent Vinay, Communications Executive Director, **Jaeger-LeCoultre**, Switzerland. "For instance, Eduardo Novillo Astrada is not just a polo player, he is a champion having won almost everything."

"Carmen has her own story beyond her lineage which is why we decided to not mention the fact she was Charlie Chaplin's grand-daughter to focus on her work as an actor and producer. As for Craig Venter, his expertise, meticulous research made it an obvious

choice to convey the message of skilled craftsmanship in our complication watches.

"Because these are true stories albeit not groundbreaking perhaps, people can relate to them and perceive how they too can develop a relevant connection with the brand. Jaeger-LeCoultre is not a brand restricted to the elite.

"It is for anyone who likes beautiful objects."

One in a million

Jaeger-LeCoultre's campaign focused on the differences between professional careers, using a diverse array of individuals from different industries. While Polo champion Eduardo Novillo Astrada was photographed standing beside his horse, actress and director Carmen Chaplin stood in front of a large camera, and Dr. Craig Venter posed in his study to represent his career as a DNA researcher.




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Mr. Astrada has won polo championships around the world.

"As with most luxury timepiece brands, leveraging heritage is a primary component of their positioning in the marketplace," said David Schoenecker, principal at **KODA**, Phoenix, AZ. "This campaign in particular is a natural fit due to the nostalgic aesthetic they've seamlessly integrated into the creative.

“Further, Jaeger-LeCoultre is a brand with a diverse line-up of time pieces and the creative follows suit with everything from a gent reflecting in a chair to another finishing up a polo match.”

By highlighting the unique aspects of each individual’s life, Jaeger-LeCoultre is emphasizing the fact that its products can be worn in a wide variety of situations. The brand is showing that it is compatible with many lifestyles and welcoming consumers from different industries to incorporate Jaeger-LeCoultre products into their own lives.




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Ms. Chaplin is a famous actress and director

“Their product offering isn’t for just one type of consumer,” Mr. Schoenecker said. “Sure, a certain level of affluence is a common denominator due to price positioning, but the way in which consumers wear their timepieces varies greatly.

“You might find one wearer enjoying the ruggedness of a dive watch while another is admiring the beautiful sonnerie of a minute repeater. While their chosen subject matter is quite varied in the creative, the underlying aesthetic is consistent and stunning.”

Jaeger-LeCoultre is also sharing behind-the-scenes images from the campaign to increase its intimate appeal. Consumers enjoy seeing these more casual photographs because it

makes them feel more connecting with the brand.



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Dr. Venter worked to help decode human DNA

Personal details

Other luxury brands have used the unique appeal of real individuals to forge more intimate connections with consumers. For example, French fashion house Lanvin highlighted its own familial bond with the winter 2014 advertising campaign, which starred model Edie Campbell and her relatives.

To introduce the campaign, Lanvin filmed a three-minute video of the family members interacting with each other through a stand-alone door. This floating house door acted as a playful metaphor for the maison, which was founded by a woman dedicated to making clothes for her daughter ([see story](#)).

Using more diverse individuals can also show a brand's willingness to embrace all identities and welcome consumers to purchase products. Department store chain Barneys New York recently aligned itself with the fight for transgender equality with an ad campaign and outreach.

Barneys' "Brothers, Sisters, Sons and Daughters" campaign featured 17 transgender

individuals with diverse backgrounds and stories that were told through a series of short films. With this campaign, Barneys showed a more personal, human side to its brand that allows it to connect on a deeper level with consumers ([see story](#)).

Jaeger-LeCoultre took a similar approach with its Open a Whole New World campaign. The choice of using real professions from different industries allowed the brand to show off its versatility.

“The photos communicate a level of authenticity which is incredibly powerful towards leveraging the emotional triggers of a consumer,” Mr. Schoenecker said. “They’re thought provoking, active and genuine which are characteristics often missed in luxury-centric campaigns.

“Certainly, many aim for this goal, but achieving it isn’t always the case. Jaeger has done a fantastic job with this new campaign.”

Final Take

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