

INTERNET

Vacheron Constantin pens sponsored content to endorse Harmony series

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Vacheron Harmony Chronograph movement

By JEN KING

Swiss watchmaker Vacheron Constantin is exhibiting “the shape of harmony” through mobile advertisements and sponsored content found on the New York Times' Web site.

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Luxury Daily

Accessible through ads placed on the newspaper's Style section, Vacheron called for discovery by using words such as “discover” and “uncover” paired with taglines that will likely distract readers for content elsewhere on the page. Sponsored content generates a level of interest that is lacking when brands rely on traditional banner ads alone, and can be both educational and entertaining.

"Luxury watches are not impulse buys," said Mark Cluett, marketing manager at **Polar**, Toronto.

"Showing the reader the investment they've made in bringing this content to the forefront is as much a statement as the article itself," he said.

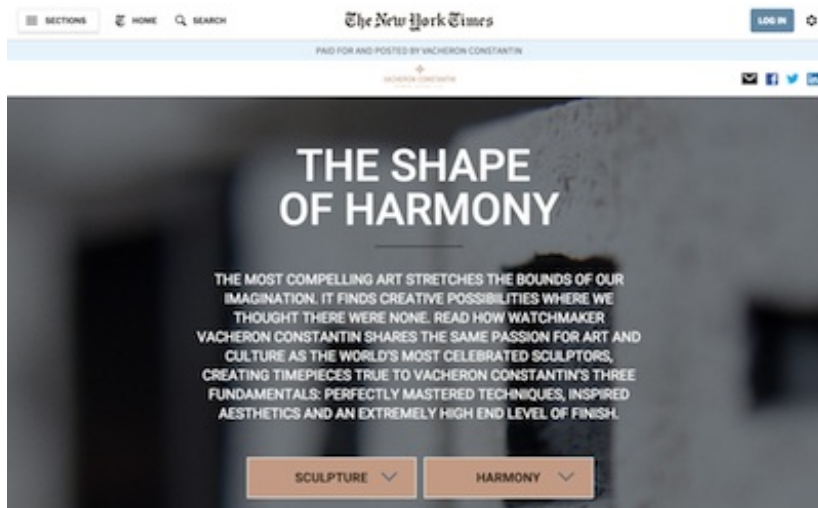
Mr. Cluett is not affiliated with Vacheron, but agreed to comment as an industry expert.

Vacheron did not respond by press deadline.

Harmonizing time

The top banner and sidebar ads for Vacheron Constantin's sponsored content do not read as advertorials, but are presented as traditional efforts that often lead to a brand's Web site. In this case, the ads link to a [paidpost.nytimes.com](https://www.nytimes.com/paidpost/vacheron-constantin) Web address where the brand outwardly expresses that this content was paid for and produced without involvement from staff from the New York Times.

Vacheron's Shape of Harmony begins with text that reads, "the most compelling art stretches the bounds of our imagination" explaining that the watchmaker "shares the same passion for art and culture as the world's most celebrated sculptors."



Content presented on the page is divided into two sections, sculpture and harmony. The sculpture section compares Vacheron timepieces to great works of sculpture such as Michaelangelo's "David" and Rodin's "The Kiss," both of which have "gentle curve."

To demonstrate "Harmony in Sculpture," Vacheron along with New York Times' T Brand Studio, visits Paris-based sculptor Monica Mariniello's workshop where she is shown working on a series of sculptures. Ms. Mariniello often works with steel and other metals as she takes "pleasure in the 'intimate relationship' with the fire of the blow torch, powerful enough to make metal melt, and putting technology to work to create a harmonious piece of art."

As the consumer continues to scroll past the text written about Ms. Mariniello's work, a Vacheron Harmony Chronograph appears. Shown from the side, only the hands, crowns and gentle curvature of the case's glass can be clearly seen, but Vacheron provides a link for additional information on its Web site.

To celebrate its 260th anniversary Vacheron created the Harmony collection to highlight its heritage and technical innovations.



Vacheron's Harmony Duel Time watches

The first seven models of the Harmony collection have been released, and together they demonstrate the horological expertise that Vacheron Constantin has worked on since its opening in 1755. Feting this anniversary with a new collection will remind consumers of its history while promoting product sales ([see story](#)).

For the Harmony watchmaking sculpture section continues Vacheron's effort with the New York Times.

Here, the brand further explains the Harmony collection and its significance for the watch manufacturer. To support the text content, in a second video, the Chronograph is shown in greater detail with the watch's interior movements a primary focus.

Embedded Video: <https://www.youtube.com/embed/EDailbV3A5Q>

Harmony - Watchmaking Sculpture - Vacheron Constantin

Vacheron's sponsored content is serial, with new portions of the campaign being released in July and will revolve around "sculptors whose approach to form and function are redefining beauty." The second portion will give watch enthusiasts more reason to return to the New York Times' Web site.

"For this particular audience, I think they'll stick around," Mr. Cluett said. "Watch purchases like these are thought about over time, and content campaigns such as these will play a part in a customer's larger research process."

The watchmaker's New York Times content was concluded by an aggregator of articles from the newspaper's Web site. This helps keep readers on the publication's Web site for a longer period of time after the Vacheron content has been viewed.

Vacheron's The Shape of Harmony can be viewed [here](#).

Sponsored, sponsored read all about it

Micropublishing allows brands to reach large numbers of readers on platforms where they feel comfortable, according to panelists at ad:tech New York 2014 on Nov 5.

Two experts in micropublishing spoke on “The State of Mobile Creative – Micropublishing Platforms” panel about the space on mobile devices for readers to engage continually with amateur writers as they develop chapters and stories. This space also creates a personal experience for brands to reach out to consumers to tell their own stories through the words of their favorite authors in sponsored posts ([see story](#)).

For example, jeweler Tiffany & Co. reached out to readers of New York magazine’s The Cut with a promoted post about wedding planning.

The sponsored article featured celebrity party planner Bronson van Wyck’s suggestions for nuptial celebrations, for which he used Tiffany engagement rings for inspiration. Native advertising enables a brand to speak to consumers through engaging content that can be both entertaining and educational ([see story](#)).

Although heavy in terms of text, Vacheron's selection of the New York Times as a media partner is sensible given the publication's discerning readership.

"Depending on the medium, too much copy might be a bad move, but this is the New York Times," Mr. Cluett said. "Readers come especially to the Times to read some of the best writing and reporting in the world, and certainly won't detract from the campaign."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/iufkn7xTf84>

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