

MULTICHANNEL

Omega highlights relatability with user-generated campaign and video

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Image from Omega's "The Collection" video

By KAYSORIN

Swiss watch manufacturer Omega is reaching out to everyday consumers with a new digital campaign that allows them to share their own experiences with the brand.

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Luxury Daily

As part of the campaign Omega shared a short film called "The Collection," which highlights the watches being used in real-life, daily situations such as going to dinner or playing a round of golf. The campaign also includes a social media component in which consumers can upload images of themselves using Omega timepieces during their own daily lives.

Just like us

Omega's short film The Collection aims to show the watches being worn by everyday people as they go about their daily lives. Campaigns such as this are easily relatable to consumers, who can identify with the characters in the advertisement.



Omega's video focused on everyday activities

The Collection opens with a young man driving in a convertible down a tree-lined street. He checks the time on his wrist, displaying an elegant Omega watch with a brown leather strap.

Omega's video is consistently shot from the point of view of the person wearing the watch, whether he or she is checking the time or engaged in another activity. Omega also shared behind-the-scenes images from the shoot, which show the models wearing large cameras on their heads.



The Collection featured men and women during their average days

The Collection goes on to highlight Omega consumers using their watches during other activities. One man prepares to dive into a swimming pool and checks his Omega watch before he jumps, emphasizing that the watch is waterproof and able to withstand the dive.

Next, the video shows other men and women as they walk around, sit down to dinner or check their computers. The activities portrayed in The Collection are meant to be relatable to Omega consumers who might see themselves in these roles.

In addition to the video, Omega launched a user generated campaign on social media in which consumers can upload photos of themselves wearing Omega under the hashtag #OmegaMyChoice.

The user-generated aspect of the campaign complemented the video by further

emphasizing the relatability of Omega's consumers.

Embedded Video: <https://www.youtube.com/embed/fRxy2UbwFHY>

Omega - The Collection #OmegaMyChoice

Work together

Other watch manufacturers have chosen to highlight everyday life when marketing their products.

For example, Swiss watchmaker Jaeger-LeCoultre recently used a realistic approach in its advertising campaign to connect with consumers on a more intimate level.

The "Open a Whole New World" campaign featured a number of real-world individuals with careers in a wide variety of industries. By sharing these personal stories, Jaeger-LeCoultre aimed to show that its products are attainable and compatible with many different lifestyles ([see story](#)).

User-generated campaigns are also popular with luxury brands in different industries.

For instance, Italian fashion label Versace hoped to drive in-store traffic with a club designed around its studded sunglasses line.

Versace's Studs Ladies Web site asked consumers to go to a Sunglass Hut store, snap a photo of themselves trying on the brand's eyewear and then post it to Facebook, where it would be picked up by the label and added to a wall of user-generated content. Many brands are wary of incorporating user-generated content on their own Web sites, but it can be beneficial for brands to have consumers' voices as part of their digital presence ([see story](#)).

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/BaN0PQpk4c>

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