

MULTICHANNEL

## Cartier explores treacherous terrains in paid New York Times campaign

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*Cartier's Calibre de Cartier Carbon Diver timepiece*

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By JEN KING

French jewelry maison Cartier is going the distance to capture the adventurous spirit of its ideal male consumer through a paid post featured on The New York Times' Web and mobile sites.

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**Luxury Daily**

For its "Going the Distance" effort, Cartier worked with The New York Times' commercial content operation T Brand Studio to develop a story that profiles the "active, adventurous" wearers of the Calibre de Cartier Carbon Diver timepiece. Cartier's communications are often traditional, relying on craftsmanship and heritage over outdoor journeys, but this untapped angle may work to target male consumers who may have not considered the brand as such.

"Cartier's Going the Distance campaign showcases the Calibre de Cartier Diver watch, but really the campaign helps to shape the brand as a lifestyle," said Juliet Carnoy, marketing manager at [Pixlee](#), San Francisco.

"Peer recommendations are playing a much larger role in purchasing decisions and, consequently, we are seeing many more brands leveraging influencers in their marketing

campaigns," she said.

Ms. Carnoy is not affiliated with Cartier, but agreed to comment as an industry expert.

Cartier and T Brand Studio were unable to comment directly.

#### Adventuring ads

In addition to banner ads on The New York Times' Web and mobile sites, Cartier shared its collaboration with T Brand Studio on social media. To introduce the concept, Cartier included a brief description of the effort with a link to explore as well as an image of its Calibre de Cartier Carbon Diver timepiece.

Cartier and T Brand Studio present five adventurous travel destinations that will challenge you and the limits of the Calibre Diver watch. Read the full story here: <http://goo.gl/JNTXGH>

Posted by Cartier on Monday, August 3, 2015

In the paid content post, the jeweler presents five adventurous travel destinations that challenge the Calibre Diver watch as well as the wearer. The content begins with a trip to Iceland with British adventurer Alastair Humphreys as he journeys across the region.

To film in Iceland, T Brand Studio sent a crew of 10 including an underwater cameraman and a drone team to capture the landscape and Mr. Humphreys' journey across the unique, often difficult, terrain.

Text provides readers with background information about Mr. Humphreys' life and adventures, such as spending four years cycling around the globe, walking 1,000 miles across the Rub'al Khali desert and trekking across Iceland in 25 days, unsupported, as an "exercise for learning to push past self-doubt."

In a two-minute film, T Brand Studio captures Mr. Humphreys while in Iceland as he kayaks, hikes, drives, camps and dives in the Icelandic country side.

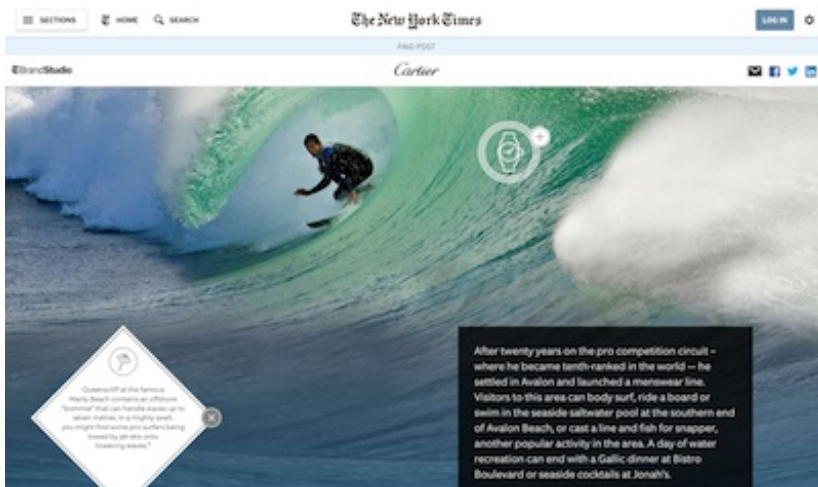
Embedded Video: <https://player.vimeo.com/video/133999210>

*Cartier Presents: Going The Distance from T Brand Studio on Vimeo*

The diving scene is the only vignette in which Cartier's timepiece is clearly shown as it withstands the cold temperatures of Iceland's Silfra Fissure, a waterway between the American and Eurasian continental plates. A slideshow presented after the film presents Cartier's Calibre Diver in more detail, highlighting the watch's durability and performance in hard environments.

Additional content presents readers with the terrains of San Pedro de Atacama in Chile, Australia's northern beaches, Oman and Flatanger, Norway. Each of these locations are extreme, with San Pedro de Atacama considered the driest place on earth and temperatures in Oman reaching 120°F.

To extend the adventuring spirit of the Going the Distance effort, Cartier and T Brand Studio also included former professional surfer Luke Stedman who would much rather surf Manly Beach in Northern Australia than Bondi Beach near Sydney. Swells at Manly Beach are known to rise to 22 feet.



*Going the Distance section featuring Luke Stedman*

Also featured is mountain climber Joe Kinder who has scaled Norway's Hanshellere cave in Flatanger which has a headwall of 160 feet. The granite cave is treacherous due to few grip options, but can be climbed even at midnight during the Norwegian summertime.

Throughout the content, plus sign icons present the reader with additional facts about the destination as well as information regarding the characteristics of Cartier's Calibre Diver timepiece.

Cartier's project with T Brand Studio can be explored [here](#).

### Producing products

T Brand Studio's collaboration with Cartier comes after its parent company, The New York Times, announced that it is expanding operations to the European and Asian markets.

T Brand Studio now includes a London office to allow its production team to work with international clients on content marketing services, including its award-winning "paid post" native advertising platform. Publications already have an established readership, which presents marketers with a built-in network of consumers when communicating their goods and services through a media outlet.

The New York studio has already completed 70 major campaigns for 60 advertisers including Cole Haan, Google and Vacheron Constantin ([see story](#)).

Vacheron Constantin worked with T Brand Studios to exhibit "the shape of harmony" through mobile advertisements and sponsored content found on the New York Times' Web site.

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 likely distracted 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 ([see story](#)).

Content such as Cartier's Going the Distance builds upon the trend of involving social influencers in marketing efforts.

"Social media influencers are the modern-day word of mouth and are able to persuade others by virtue of their trustworthiness and authenticity," Ms. Carnoy said.

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/rO4k9EUw4Uc>

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