

MULTICHANNEL

Hublot places consumers at center of corporate event via Snapchat

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Opening of #Hublot2

By SARAH JONES

Swiss watchmaker Hublot is taking consumers inside the inauguration of its second manufacturing facility in Nyon, Switzerland, with a Snapchat story.

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Luxury Daily

More than doubling its current production space, the #Hublot2 project is a \$20.6 million investment meant to keep up with the growing demand for the brand's timepieces, enabling it to expand its workforce. As 300 guests, including VIP clients, brand friends, ambassadors and journalists joined together at the facility to officially open its doors, Hublot let consumers be part of the select crowd through Snapchat.

"Events on Snapchat are a great way to showcase things happening around a corporate event without overloading users with too much processed content," said Nick Cicero, founder and CEO of [Delmondo](#).

"Still, many brands should ask themselves if Snapchat is the right platform for them to be on," he said. "While today's Hublot event might be an interesting look into the brand, is a user going to want to follow them on Snapchat regularly? Probably not.

"That's why we see more and more brands bringing in Snapchat influencers to cover their

events on Snapchat. It enables the brand to reach audiences in the millions without actually having to open their new channel."

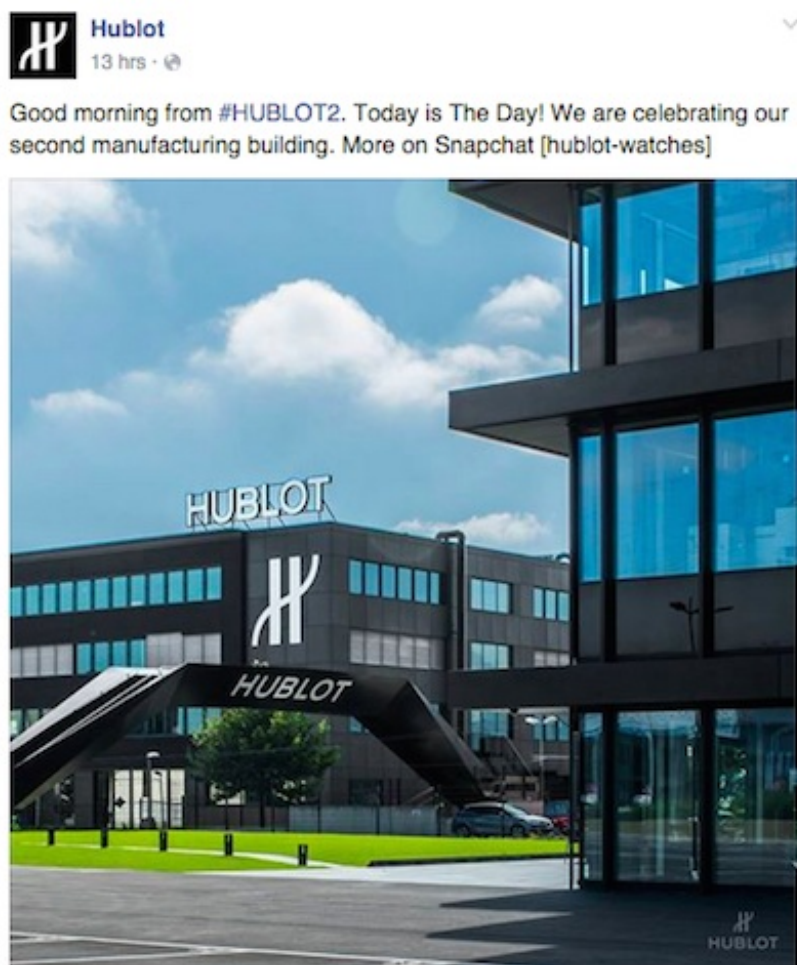
Mr. Cicero is not affiliated with Hublot, but agreed to comment as an industry expert.

Hublot was unable to comment directly before press deadline.

Main event

Hublot's second building is located in the same compound as its other site, positioned across from each other. #Hublot2, built and designed by architecture firm Coreta, adds 86,000-square feet of space to Hublot's manufacture.

Over the next five years, Hublot plans to add 100 workstations, bringing its total employee count in Switzerland to 400.



Facebook post from Hublot

The new facility is dedicated almost entirely to making movements and cases for Hublot's watches. In August, the micro-mechanics department, cleaning workshops, decoration and electroplating areas were installed along with after-sales staff.

Meanwhile, the existing building can now dedicate its entire ground floor to innovations, research and development, finding new materials to work with and creating complicated movements.

On hand to celebrate the opening day Sept. 29 were brand ambassadors soccer star Pelé, model Bar Refaeli and entrepreneur behind sunglass brand Italia Independent Lapo

Elkann.



From left, Pelé, Bar Refaeli, Ricardo Guadalupe and Lapo Elkann

The brand took advantage of Snapchat's stories feature to recount all the day's events in one feed. At the start of the story, Hublot films a video that pans from its first building to its second, giving consumers an understanding of the short distance between the two.

Using Snapchat, Hublot placed consumers in the midst of the crowd. They are able to watch Pelé arrive, representatives from the brand speak at a podium and the ambassadors sign a statue of a cow that sits outside the door.

The Snapchat story also continues inside the building, capturing a brand timeline on the wall and showing a watchmaker at work, giving brief glimpses at the craftsmanship behind Hublot watches.

A second story seats consumers at a table during a private reception, allowing the viewer to watch snippets of a video presentation about the construction and creation of #Hublot2.

For those who are not on Snapchat, Hublot is using its other social platforms to ensure that consumers are aware of the news.

A YouTube video introduces the launch of a campaign for the 10th anniversary of Hublot's Big Bang timepiece, which will extend to all of its 73 stores. From the #Hublot2 event, Hublot CEO Ricardo Guadalupe and chairman Jean-Claude Biver talk about the growth the company has seen, with 300,000 Big Bangs sold in 10 years.

The video continues, showing all of the ambassadors and partners of Hublot over the years, including the National Football League's Dallas Cowboys, the FIFA World Cup 2014 and basketball player Kobe Bryant, some of whom share their own "big bang" moment memories.

Embedded Video: <https://www.youtube.com/embed/Kgt7P7Nnqqc>

Hublot2 Grand Opening. Hublot's second manufacturing building. 10 Years of Big Bang.

On Hublot's Web site, the brand has dedicated a page to #Hublot2, sharing imagery and a

film that delves into its watchmaking process.

Inside look

While not particularly flashy, inner brand operations and production are a popular subject for consumer-facing content.

Rolls-Royce Motor Cars looked to polish its brand image in the public imagination through a documentary conducted by Britain's Channel 4 that aired in 2014.

The documentary covered a six-month span and delves into the inner operations of the brand. Since Rolls-Royce excelled in 2013 with record sales and added jobs, the automaker likely came off in a positive manner ([see story](#)).

Snapchat has become a popular platform through which to share intimate brand moments with the world.

French leather goods and apparel maker Louis Vuitton debuted its cruise 2016 collection at the iconic home of comedian Bob Hope over Snapchat.

The 23,000-square-foot home sits on the edge of Palm Springs, CA, looking onto Coachella Valley, a desert location that added to the backdrop for a cruise collection. The Snapchat story that coincided with the release was available for all Snapchat users to view videos and images of the day, creating a space for interested fans to feel as if they were part of the action ([see story](#)).

Even with its growing popularity among luxury labels, Hublot's use of Snapchat stands out from the usual fashion shows and consumer-facing affairs shared. This instead takes loyalists to the heart of the brand's production and invites them to take part regardless of where they are.

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/9pWYT0HVZuE>

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