

MOBILE

IWC gives face time with ambassador via Periscope chat

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Promotional image for IWC's Lewis Hamilton Periscope broadcast

By STAFF REPORTS

Swiss watchmaker IWC Schaffhausen is taking consumers into the driver's seat with a live Periscope chat with brand ambassador Lewis Hamilton.

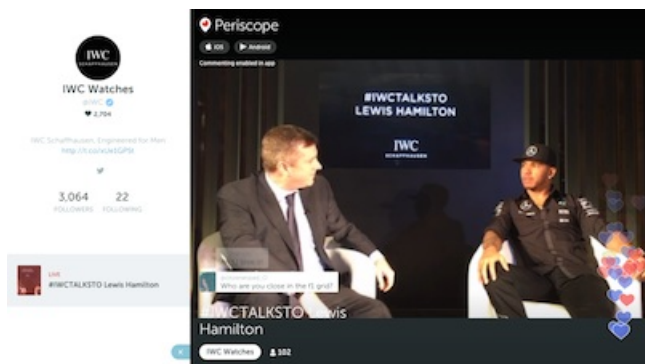
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The 30-year-old Mercedes AMG Petronas Formula One team driver sat down with the brand before the Abu Dhabi Grand Prix in United Arab Emirates, sharing his thoughts on everything from cars to tattoos. While the live Twitter talk is an accepted engagement tactic, giving consumers access to a high-profile figure, broadcasting the session on Periscope enables those who tune in to actually see the personality answering their question.

Live chat

Throughout the 15-minute conversation on Nov. 25, the moderator pulled questions from IWC's social media accounts, allowing the audience to participate in the interview.

Viewers tuned in globally, from Kentucky and London to Jakarta, Indonesia, adding their two cents and liking the broadcast. Questions included where Mr. Hamilton most likes to party, the answer being Montreal on the race circuit and Miami in his free time, and what watch he is sporting, allowing him to show off his Aquatimer.



Screenshot of IWC's Periscope chat

Whereas in a live Twitter talk, consumers need to continuously refresh and search for a hashtag, clicking to expand conversations, live-streaming this chat on Periscope enables them to just listen to the broadcast.

While most Periscope efforts still center on bringing consumers into the heart of an event, such as a fashion show or party, some luxury brands are finding ways to use the platform in creative ways.

German automaker BMW is using mobile streaming application Periscope to have fans "choose [their] own destination."

BMW recently turned to Periscope to launch its M2 model, and now the automaker has used the platform to debut its first-ever live-action adventure, #X1WhatsNext. The adventure allowed enthusiasts to control movements and decisions via Periscope live voting throughout the day on Oct. 28 ([see story](#)).

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