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Jaeger-LeCoultre eyes Reverso's future in social efforts

January 19, 2016



Jaeger-LeCoultre Reverso timepieces

By STAFF REPORTS

Swiss watchmaker Jaeger-LeCoultre is celebrating the 85th anniversary of its Reverso timepiece through digital marketing coinciding with the SIHH watch festival Jan. 18-22.

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Through a series of digital pushes, including a Snapchat story, social video and email campaign, Jaeger-LeCoultre is aiming to bring the Reverso's heritage to the forefront of its communications. Using SIHH, one of the watch industry's premier events, as a backdrop allows Jaeger-LeCoultre to showcase its innovations beyond the Reverso.

Happy anniversary

On social media Jaeger-LeCoultre has focused its attention on the anniversary of the Reverso. Simultaneously, the watchmaker promoted its recently created Snapchat account that has been used to highlight brand happenings at SIHH.

A video created for Jaeger-LeCoultre's Reverso walks viewers through the watch style's heritage by ticking through the decades since the timepiece's creation in 1931. As with many watch pushes, the Reverso looks toward the past to lead into the future.

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Reverso, the birth of an icon. For 85 years, the history of the Reverso has been written with you. Discover the new collection: <http://bit.ly/JLCNovelties2016#Reverso85>

Posted by **Jaeger-LeCoultre** on Monday, January 18, 2016

Paying tribute to the Reverso, Jaeger-LeCoultre has also created two new lines, for men and women, to pay homage to the watch. Joining the Reverso Classique are the Reverso Tribute and the Reverso One.

To further engage consumers, Jaeger-LeCoultre used its Snapchat to document brand happenings during SIHH. The brand included snaps of its SIHH booth visited by famous friends such as shoe designer Christian Louboutin and brand ambassador and actor Clive Owen.

Snapshots showed consumers interactive tables at the Jaeger-LeCoultre booth and also took them behind-the-scenes at

branded events.

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Tonight 19:00 (GMT+1), you are invited to the iconic Reverso's 85th anniversary. Follow the live celebrations on Snapchat via: @JLCLive#Reverso85

Posted by **Jaeger-LeCoultre** on **Monday, January 18, 2016**

Jaeger-LeCoultre has used digital to showcase its innovations and achievements in the past.

For example, the brand touted new pieces from its Hybris Artistica Collection in a virtual museum.

The exhibition allowed consumers to discover the 12 timepieces in the collection online, while the physical watches were shown at the Masterpiece London Art Fair June 26 July 2, 2014. The collection's detailed online exhibit allowed consumers around the world to gain familiarity with the watches prior to making a purchase ([see story](#)).

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