

INTERNET

Omega slows planet's ticking with CSR initiative and feature film

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Omega's Aqua Terra GoodPlanet 185

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Swiss watchmaker Omega is helping to ensure humans' time on earth does not run out too soon.

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Terra, directed by noted photographer and environmentalist Yann Arthus-Bertrand and Michael Pitiot, explores the relationship humans have had with nature since the dawn of time. By promoting an expansive and tightly researched environmentalist work, Omega is telling its consumers that some actions speak even louder than the timepiece on their wrist.

"This campaign bothers me on several levels but most importantly because it isn't telling us anything new and it doesn't offer any tools, tips or ideas that can solve this huge issue," said Scott Goodson, founder and chairman of [StrawberryFrog](#), an advertising and marketing agency. "It's offensive.

"Once again it's an example of the superficiality of luxury brands who preach but don't offer any real solutions except for a beautiful film," he said. "Cultural movements have to help drive positive change and move people to act. This starts well but drops into a bland message that could have spurred people to action."

For the earth

The film begins by retelling the growth of life on the planet, beginning with the flora and fauna of 4 billion years ago that still can be traced on today's earth. It then chronicles the evolution of mankind, and its relationship to the world and nature.

OMEGA presents Terra a film by Yann Arthus-Bertrand

As the film continues, it begins to focus on man's destruction of nature via industrial farming and fishing, pollution, climate change and other hazards, illustrating the possibility of a Sixth Extinction on a planetary scale. It concludes with the plea that humans begin to respect rather than fight nature and slowly begin to restore the earth.

Omega is promoting Terra, now streaming on Netflix, across its social media channels by sharing its trailer using #OMEGATerra and with its own [microsite](#).

The microsite begins offering information about the film, including a trailer, synopsis and credits. The greenhouse gases emitted during its production were offset by Arthus-Bertrand's GoodPlanet Foundation's Action Carbon program.

Omega also created a behind-the-scenes documentary. It includes interviews with Mr. Arthus-Bertrand and footage of expeditions in Botswana examining the wildlife and foliage.

The making of Terra

As the user continues to move through the site, another section details the relationship Omega and GoodPlanet Foundation have, which dates back to 2011. A timeline of their relationship, highlighting their collaborative work on environmental issues and on award-winning documentaries, tells their story.

Included in the relationship is the Omega Seamaster Aqua Terra 150M GoodPlanet, the only Omega product advertised on the microsite. By waiting to push its product until after it highlights the causes advocated in the Terra film and the GoodPlanet Foundation, Omega's sales push reads as a natural part of the relationship.

The OMEGA Seamaster Aqua Terra 150M GoodPlanet

An overt sales pitch included in an ostensible CSR campaign can make a cause seem inauthentic to consumers, potentially alienating them from the brand. By contrast, telling a story of how the cause is important to and manifests itself with Omega impresses more genuinely.

The final section of the microsite turns back toward the environment, educating the user on Omega's and GoodPlanet Foundation's efforts in Indonesia and Botswana. Links to "learn more" take the consumer to GoodPlanet's Web site rather than Omega's, proving that the cause is most important to the brand.

Environment first

Omega often takes a social slant in its marketing, associating its name with responsibility and social activism in addition to craftsmanship and exclusivity.

For example, Switzerland's Omega is gearing up to reprise its role as the official timekeeper of the 2016 Olympic Games in Rio de Janeiro through a social action countdown.

With the summer Olympics only a few months away, the watch brand's "Omega Viva Rio" campaign aims to start a conversation surrounding the games early on to keep the its role top of mind, but also highlight Omega's civic duties to city's young. Social responsibility is taken up by many brands, but by presenting its philanthropic efforts on a global scale, to an international audience, Omega's social projects may have more impact ([see story](#)).

In other sectors of luxury the environment remains a top priority.

Besides being an ecological necessity, sustainability also makes economic sense.

For the "Ripples of Responsibility" conversation at Cond Nast's International Luxury Conference, executives from Kering and Swarovski discussed their brand efforts to incorporate sustainability throughout the business model. While sustainability still feels like a trend in the luxury industry, more ecologically minded business models are financially necessary in the long run ([see story](#)).

"When we set out to create authentic movements for brands you must build in a business objective into the strategy," Mr. Goodson said. "And I assume that there is a business goal for Omega such as being relevant when most luxury brands are increasingly irrelevant."

"One thing I've learnt about creating cultural movements that pursue a higher level of social engagement is that you must include the behavior you want consumers to have in relationship with your brand and this change should be relevant to your business challenge or purpose," he said. "The goal is to overcome a state of complacency this requires brands to turn a deep human insight into a sharp instigation that stirs your audience souls but give you an opportunity to engage in a way that is relevant to your brand purpose."

"And driving share requires your movement to have a clear action you want people to take. [Terra] is too generic, too long and it ends without anything new."