

INTERNET

Cartier drives attention for watch debut via interactive content

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Cartier's Drive de Cartier timepiece

By SARAH JONES

French jeweler Cartier is speaking to men who carve out their own paths in life for the launch of its Drive de Cartier timepiece.

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Across its digital and social channels, the brand is running a diversified content campaign, which spotlights driven personalities and tackles some common questions about watch ownership. Cartier's effort puts engagement first and purchasing second, allowing consumers to become acquainted with the watch first, a tactic that may help the brand generate sales of the timepiece both in-store and online.

"I think they took this approach as it's more of a lifestyle branding move and showcases real people enjoying that lifestyle while wearing the watch," said Ryan Clark, founder of **Luxury Branded**, Victoria, British Columbia. "Watch aficionados have flocked to Instagram, and it's a great way to showcase the product from real client's and not just a model.

"While emphasis is put on its unique cushion design as well as the use of their brilliant in-house 1904 MC movement, I'm getting hints of this watch being a future collector's item that watch lovers will want to get their hands on now."

Mr. Clark is not affiliated with Cartier, but agreed to comment as an industry expert.

Cartier was unable to comment directly.

Getting into gear

Cartier has been running the majority of its content on Facebook. The brand has shared a series of posts, including a video showcasing the physical features of the "sophisticated watch, any way you look at it," as the timepiece spins to show the caseback.

Others communicate the fact that the collection has a "style for every look" and ask consumers what drives them. All of these posts link to a campaign page on Cartier's Web site.

On this page, consumers can first discover the items that writer David Coggins, a contributing editor for Cond Nast Traveler, keeps next to his Drive de Cartier watch. An interactive photo of a desk lets consumers learn more about him, as they click on plus sign icons to read his thoughts on everything from flasks to knit ties and a cigar case gifted by his parents.

The viewer can also click-through to learn more about Mr. Coggins himself or find news his upcoming first book "Men and Style," publishing this fall.

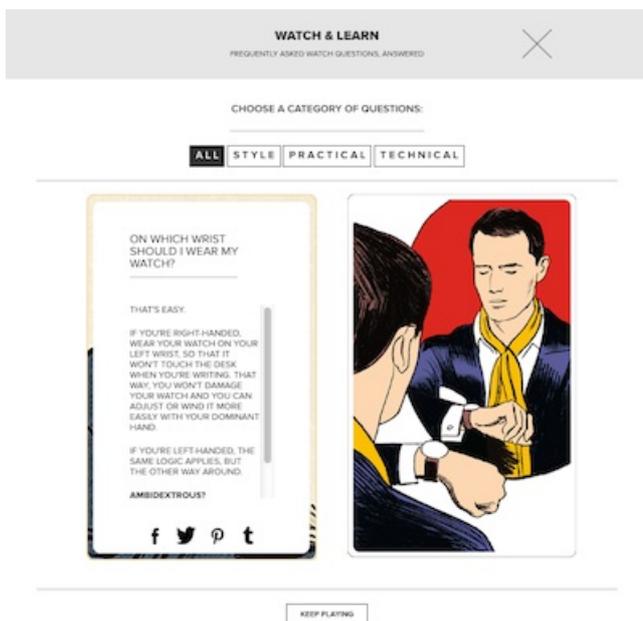


Landing page

Andreas Weinas, the executive editor for Swedish menswear site Manolo and King Magazine menswear and watch editor, will also be profiled.

Further down the page, Cartier invites consumers to "Watch & Learn." Here, they can click on a button to "pick" a card featuring a frequently asked question. This gives consumers the chance to glean answers about watch ownership in an engaging way.

Questions such as which wrist a watch belongs on and whether a watch can be worn while sleeping are answered, with vintage-style art illustrating the expert suggestions.



Screenshot of Cartier's Drive de Cartier landing page

These questions and answers can be shared on Facebook, Twitter, Pinterest and Tumblr, potentially giving Cartier a larger audience for its advice.

At the bottom of the page, Cartier provides links to browse the collection on its ecommerce site.

Consumers can also peruse a user-generated content gallery aggregated from the hashtag #WhatDrivesYou, enabling them to see the watch out in the wild.

Engaging over ecommerce

While Cartier has an ecommerce site, not all of its watches and jewelry items are available for purchase online. Since an in-store visit may be necessary to buy, digital therefore becomes an important channel not just for sales, but for engagement and education.

For instance, Cartier is fulfilling its consumers' desires with a campaign promising to unlock their wishes.

The Amulette de Cartier collection is made up of colorful gemstones, each of which symbolizes a different feeling or wish. The creative content marketing and personalization the pieces offer will encourage engagement and work with Cartier's playful but discerning image ([see story](#)).

Cartier also brought the bricks-and-mortar experience online with a digital holiday window display.

On the brand's ecommerce site, consumers could peek into interactive panes, which enabled them to see items in close-up, 360-degrees and shop from the display. While consumers are increasingly warming to the idea of ecommerce, bringing a little bit of retail theater online can help create to elevate the shopping experience ([see story](#)).

"Cartier's bespoke Web experience for the Drive de Cartier invokes the inner gentlemen and their lifestyle marketing effort is set out to do one thing, evoke emotion," Mr. Clark said. "This watch isn't just for any many and that fact alone kind of makes me even want it more.

"Cartier is allowing their customer's to be a part of the experience not only with themselves, but showcasing to the world that they also embody that lifestyle."

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