

JEWELRY

## Cartier shares its drive for success with GQ's discerning audience

June 23, 2016



*Cartier's Drive de Cartier timepiece*

---

By STAFF REPORTS

Richemont-owned jeweler Cartier is asking readers of Cond Nast's GQ magazine, "What drives a man?"

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Together with the men's lifestyle publication, Cartier has teamed for "The Success Project," a sponsored content effort promoting the jeweler's watches, accessories and small leather goods. Native advertising has taken away some of the fears of ad blocking by allowing advertising partners to work with publishers to create initiatives that let a brand's DNA shine through without being an overt marketing push.

### Shared wisdom

Cartier's sponsored content on GQ's Web site and social channels asks, "What drives a man?" and what "separates the great from the rest of the pack?"

These questions are then answered through a series of Q&As with men from various fields.

In "The Seasoned Pro," professional basketball player Chris Paul, or CP3 as he is also known, speaks about what drives him "off the paint."



*Chris Paul for Cartier*

Questions include "How does a guy build the life he wants – and achieve [his] level of success?" and advice Mr. Paul would give to rookies. At the end of the interview, Cartier includes a shoppable edit featuring the watch Mr. Paul wears in the campaign stills, a leather briefcase and sunglasses.

The second in the series, "The Analytical Artisan," features Los Angeles-based designer Stephen Kenn. In his Q&A responses he talks about how he found his path in life and what inspires him.

Mr. Kenn's shoppable feature includes the new Drive de Cartier timepiece, the focal point of the effort, a leather belt and Cartier's Roadster Pen. A click on the items' "shop now" prompt redirects to Cartier's ecommerce site.



*Stephen Kenn for Cartier*

As of press time, these are the only two interviews to be released. A third, "The Confection Perfectionist," has yet to be unveiled.

Cartier's [sponsored content](#) on GQ is part of the French jeweler's larger effort for the launch of the Drive de Cartier timepiece range.

On its own channels, Cartier is speaking to men who carve out their own paths in life for the launch of the timepiece.

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 ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.