

JEWELRY

## Piaget plays polo to build excitement for new watch

July 11, 2016



*Piaget polo watch*

---

By FORREST CARDAMENIS

Richemont-owned jeweler Piaget tapping into consumers' desires to #PlayADifferentGame.

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

On a branded microsite, consumers are treated to a virtual reality polo video, viewable via desktop, mobile or with a VR cardboard viewer or headset. Virtual reality is still a novel technology, meaning that engaging deployment can make an impression on consumers that outlasts more traditional marketing means.

"For this particular campaign, virtual reality allows the polo game to come to life," said Abi Mandelbaum, CEO and cofounder of [YouVisit](#), provider of interactive VR experiences across industries. "Instead of simply sharing a video of the polo match, viewers are immersed into the intensity of the game and given the ability to look around the scene, making for a much more engaging and interactive experience than found on any 2D medium.

"It seems Piaget is also looking to align its brand with the sport and what better way to market the association than giving its customers a first-hand, all-access look by dropping them in the middle of the action?"

### A different game

On Facebook, Twitter, Instagram and the brand site, Piaget encouraged consumers to experience the first polo game in 360-degree, posting a short teaser video. On the [microsite](#), the full-length video is introduced with Piaget's name in the grass before the viewer is transported into the game.



*Piaget polo image*

The point-of-view assumes the position of one of the players, with markers along the way pointing out moments of interest. As the player gallops through the field, they are alerted to the speed of the horses, the length of the mallet and how hard the ball is hit.

This information helps viewers put the match in perspective, with knowledge and virtual experience of the speed helping to convey the intensity of the sport.

When the match ends, Piaget's name again arises virtually from the grass before taking the consumer to another page. There, she is invited to a Facebook live stream on July 14 launching a new watch.

The page also includes a link to follow the brand on Facebook, a space to sign up for the brand's newsletter, links to share and replay the video and a portal to the main site.

The watch itself is not glimpsed in the video, but the choice to tease it with a polo experience suggests that it will be a part of the brand's polo watch line.

While information is low, the continued novelty of virtual reality and the option to share the video with #PlayADifferentGame will attract curious consumers who may be less familiar with the brand.



*Piaget Polo Fortyfive watch*

From that point, the instruction to follow the brand on Facebook and tune into the live stream gives the brand subsequent chances to generate a sale.

"This particular campaign can be used both to boost engagement with current customers, but also as a means to appeal to new audiences," Mr. Mandelbaum said. "The virtual experience can be shared and accessed across a variety of channels from digital marketing to social platforms to brand activations allowing Piaget to further its brand recognition.

"This ensures that both new customers and brand loyalists have the ability to access and engage with the content,

based on their own media habits," he said.

### **Virtual reality craze**

Piaget has a history with polo, sponsoring a tournament or partaking in a similar activity several years running.

For example, the jeweler was the title sponsor of the 26-goal USPA Gold Cup in Palm Beach, FL March 8-22.

Piaget has been the principal partner for the winter polo season at the International Polo Club dating back to 2007. As the brand returned to the title sponsor, it hosted several events to interact with the affluent fans of the polo match ([see story](#)).

Other brands are creating similar videos to show off products or otherwise entice curious consumers and those with interest in the burgeoning technology.

For example, Saks Fifth Avenue wandered through a secret garden with the help of 360-degree virtual reality video.

Created in support of its 2016 Glam Gardens in-store and digital experience, the virtual reality video is intended to introduce consumers unable to attend the physical aspects of the initiative to the beauty brands offered by Saks.

Marketers have begun implementing virtual reality aspects into campaigns to turn flat, 2-D experiences into something much more immersive for consumers to enjoy and interact with ([see story](#)).

"A lot of luxury brands are beginning to take advantage of virtual reality as a means to reach and engage their audiences," Mr. Mandelbaum. "By creating and sharing awe-inspiring and interactive VR experiences, brands have the opportunity to let consumers take part in their stories, allowing them to make the experience their own.

"This helps consumers to develop a more personal connection both with the content in front of them and the brand overall," he said. "In an age where consumers are expecting personalized service, VR has the power to help brands build that intimate relationship, driving customer engagement and loyalty."

---

© 2020 Napean LLC. All rights reserved.

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