

JEWELRY

Omega leverages Instagram for limited-edition purchase path

January 10, 2017



Omega promotional image for Speedy Tuesday

By STAFF REPORTS

Swiss watchmaker Omega has turned to Instagram to facilitate sales of a newly released, limited-edition timepiece.

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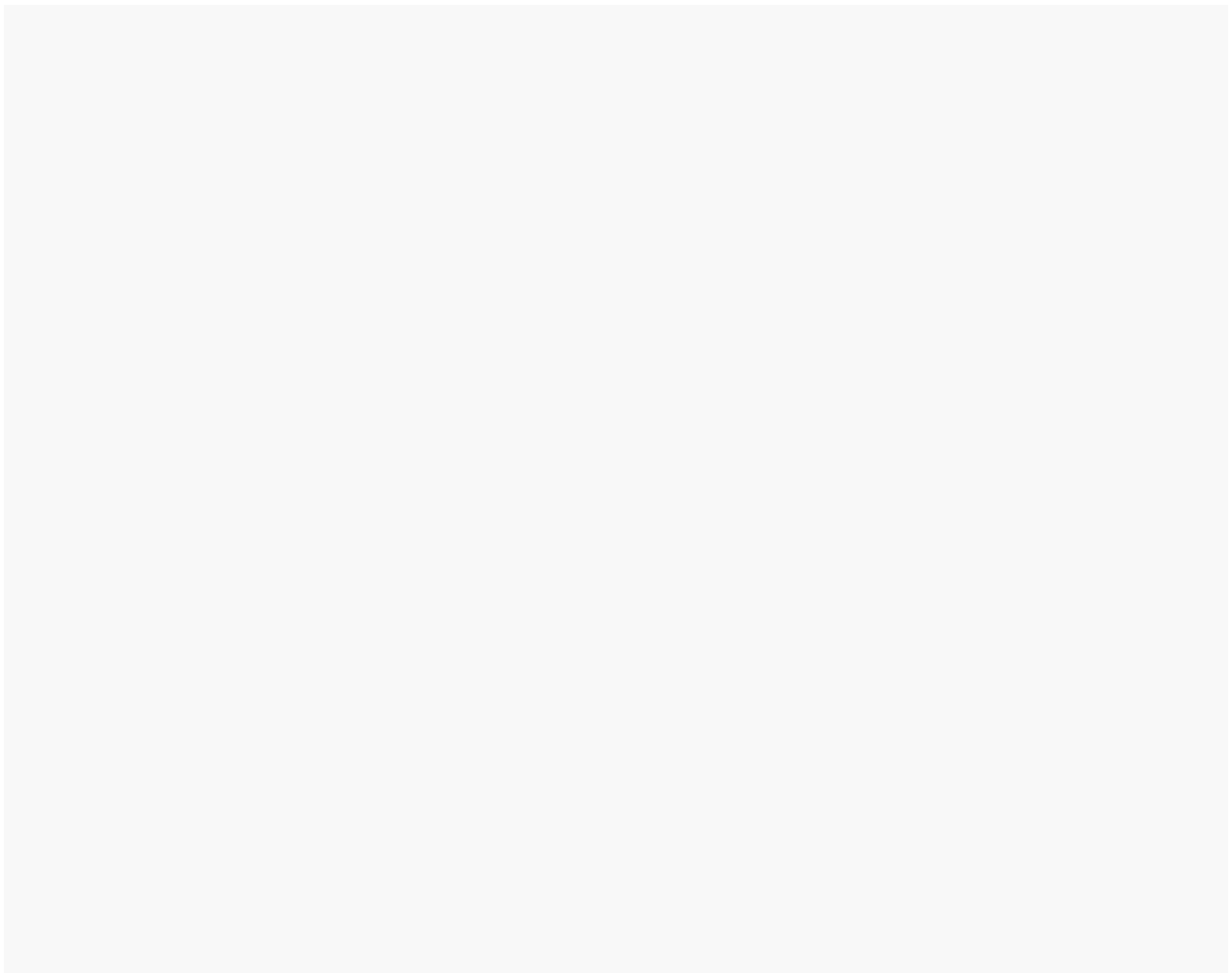
Omega will, for the first time, offer online sales of its newest timepiece, the Omega Speedmaster "Speedy Tuesday," also the moniker of its Instagram sales promotion. In the past, watch brands have been hesitant to embrace online selling, but recently watchmakers have launched campaigns that emphasize social commerce.

Speedy buys

By using Instagram as an ecommerce point of sale, Omega is expanding the reach of its global network of boutiques. Doing so also allows the brand to connect with its online community.

Omega's Speedmaster Speedy Tuesday is a limited-edition watch that will be featured on the brand's Instagram account. Consumers are able to follow a link in the brand's bio that lands on a dedicated page on Omega's Web site to reserve the timepiece.

The Speedmaster Speedy Tuesday is limited to a series of 2,012 models and is subject to availability. Given the limited number of Speedmaster Speedy Tuesday watches, offering a seamless reservation process may help interest consumers secure the watch for their collection.



The Speedmaster #SpeedyTuesday Limited Edition comes in a watch roll that truly rocks. Only 2012 pieces. Reserve yours now by clicking on the link in our profile. #omega #omegawatches #watch #watches #omegaspeedmaster #speedmaster #chronograph #speedy #tuesday #community #fans #fratellowatches #history #nasa #vintage #design #alaskaprojectIII #radial #alaskaproject #reversepanda #omegabox #watchroll #leather #strap #bracelet #natostap #natobracelet #limitededition #lifestyle

A video posted by OMEGA (@omega) on Jan 10, 2017 at 7:00am PST

Omega was inspired by its online community to create the timepiece and online offer. For the past five years, Omega fans online have been using the #SpeedyTuesday hashtag, created by Fratello Watches founder Robert-Jan Broer.

Fans of Omega and the Speedmaster model use the hashtag to share pictures and comments dedicated to the watch each week.

One pitfall of Instagram has been that selling capabilities were not available, but now as the platform has evolved it has become easier for brands to incorporate the platform in the path to purchase.

For example, U.S. jeweler Harry Winston is making a connection between its Instagram content and its physical points of sale through a shoppable feed.

The brand, which does not offer ecommerce, is leveraging Curalate's Like2Buy platform to drive in-store appointments and product exploration instead of online purchases. Brands' Instagram audiences tend to be the most engaged, making this initiative a means to connect the brand's digital followers with its frontline staff ([see story](#)).

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