

JEWELRY

Tag Heuer reveals appreciation for its founding family

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Tag Heuer's film featuring Patrick Dempsey

By BRIELLE JAEKEL

LVMH-owned watchmaker Tag Heuer is flexing its artistic muscles with a poetic visual tribute to its honorary chairman in a directorial debut from someone special to the brand amidst a limited-edition release.

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Actor, race car driver and ambassador for Tag Heuer, Patrick Dempsey, is showing his and the brand's appreciation for Jack Heuer with a film that honors his contributions to the brand's legacy. "To Jack" has been previewed at Baselworld in Basel, Switzerland along with the 55th Anniversary Special-Edition Autavia, but will air in its entirety on Tag Heuer's social media platforms in the coming days.

"Six pillars create value for a company: audience, brand, product & service, content, technology, and business model," said Michael Becker, managing partner at [mCordis](#), San Francisco. "The first two pillars are a byproduct of actual execution of the following four pillars.

"As for this video, "To Jack," it is an important piece of the TagHeuer story, as it is a visual representation of the brand image, the brand's culture, and a tribute to honor the creator of the watch that the video portrays," he said. "It helps establish an emotional connection with prospective and existing customers.

"It helps people visualize and associate themselves with the brand."

Mr. Becker is not affiliated with [Tag Heuer](#) but agreed to comment as an industry expert. Tag Heuer was reached for comment.

Timeless timekeeper

Mr. Dempsey and Mr. Heuer both share a love of driving, which is represented in the film directed by the actor. While Mr. Dempsey makes his directorial debut in the film, he also stars in it.



Tag Heuer's film

The film celebrates the 55th anniversary of the Autavia, a watch designed by Mr. Heuer in 1962 meant for both pilots and drivers.

Tag Heuer's To Jack shows Mr. Dempsey driving a red MGA in various artistic tones. The film preview begins with the actor driving with the top down, featured in black-and-white, close to a Film Noir style, with a jazz score playing throughout.

Tag Heuer's film preview

Shots of the landscape, road, palm trees and sun are interspersed throughout as Mr. Dempsey drives.

Throughout the film, the actor is wearing the 55th Anniversary Special-Edition Autavia.

The film continues on this way until he reaches a beachside landscape, complete with pelicans diving into the sea. Mr. Dempsey is shown staring off into the view while using his hand to block the glaring sun, prominently displaying the watch on his wrist.



Tag Heuer's film

Mr. Dempsey's preview ends with the text, "To be continued..."

Janusz Kaminski, an Oscar and Cannes Festival award winner, took the role as the director of photography on the film. Mr. Kaminski is known for his work on "Schindler's List," "Saving Private Ryan" and "The Butterfly."

Musician Christian Scott Atunde Adjuah, known for his Grammy-nominated jazz, performed the score to the film.

Tag-teaming marketing

The Swiss watchmaker recently brought its timekeeping capabilities to a new, digital arena to engage with the next generation of consumers.

Tag Heuer is making its video game debut in the upcoming Gran Turismo Sport, becoming the auto racing franchise's first watch partner. Providing depth to the partnership, Tag Heuer makes an appearance within an in-game digital museum, giving the watchmaker the opportunity to educate racing fans on its history with the sport ([see more](#)).

Tag Heuer previously showed off its sartorial side to New York Fashion Week attendees with help from a new brand influencer.

During NYFW Sept. 8-15, the Swiss watchmaker participated in a runway presentation and pop-up shop to show that its timepieces can be incorporated into any ensemble. To achieve this feat, Tag Heuer introduced its latest friend of the brand, 95-year-old style icon Iris Apfel, a departure from its usual sports and celebrity personalities ([see more](#)).

"Patrick Dempsey is not the star of the video, rather the austere emotion, visuals the watch, and of course the viewer are the hero," Mr. Becker said. "Patrick Dempsey is simply the guide that is helping bring the story together.

"He is a well-known, influential figure that authentically embodies the brand and the scene (as he is a race car driver himself)," he said. "'To Jack' is a classy piece of creative content; I'll look forward to following the story, to see what comes next."

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