

INTERNET

## Breitling takes to the skies with Facebook promo

April 25, 2011



By RACHEL LAMB

Swiss watchmaker Breitling is using Facebook to promote the “Spirit of Aviation” photography contest in which the winner, selected by brand ambassador and actor John Travolta, will receive training for his or her private pilot’s license.

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**Luxury Daily**

Breitling is using its Mr. Travolta to woo affluent potential pilots and brand enthusiasts. The company is likely to garner a lot of attention from this unusual promotion.

“There are certain products where the category is a lifestyle and aviation is one of them,” said Chris Ramey, president of [Affluent Insights](#), Miami, FL. “Breitling has successfully branded itself so as to become synonymous with aviation.

“That being said, recognize that those who fly jets are generally aspirational luxury consumers,” he said. “Also, those that own the jets, of course, can afford any watch and as many luxury watches as they desire.

“There is a silent brotherhood among aviators.”

Mr. Ramey is not affiliated with Breitling, but has agreed to comment as a third-party industry expert.

Breitling did not respond by press deadline.

Flying high

Consumers can upload up to five pictures to the [Breitling Facebook page](#) that depict what aviation means to them.

Breitling Photo Contest  
Jewelry Watches

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**WIN YOUR PILOT'S LICENSE!**  
PHOTO CONTEST

11 APRIL to 31 MAY 2011

**TIMELINE**

Submission: 11 April  
Community Voting: 18 May  
Jury Voting: 01 June  
Winners: 15 June

**TAKE OFF!**

CONTEST SPONSORED BY BREITLING

CONTEST

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About  
Official Breitling Facebook fan page. Performance, precision, audaciousness.....

### *Contest on Facebook*

All photos must be original, taken by the consumer and cannot be retouched or edited.

A panel of aviation heroes, including Mr. Travolta, will judge the final entries and select the winning photograph. Participants can enter through May 17.

PROFESSION: PILOT  
CAREER: ACTOR

Photographed by Patricia von Arn on the private runway of the Breitling residence in Ocala, Florida

"I LIKE TO FLY AT LEAST ONCE A DAY."

People are acquainted with the star, the multi-faceted actor, but John Travolta is also a seasoned pilot with more than 5,000 flight hours under his belt, and is certified on eight different aircraft, including the Boeing 747-800 jumbo jet. As a young boy in New Jersey, he already used to dream of flying, as he watched planes circling the sky around the New York airports. Today John Travolta travels the world at the controls of his own airplane and nurtures a passion for everything that embodies the exultant spirit of aviation. Like Breitling, some instruments. Founded in 1884, Breitling has shared all the finest hours in aeronautical history. Models such as the Navitimer have become cult objects for pilots the world over. Where safety is of crucial importance, Breitling is known as the specialist in reliable and high-performance "instrument instruments" designed and tested for the most demanding professionals. Breitling chronographs meet the highest standards of strict Ensis and functionality, and are equipped with movements that are chronometer-certified by the COSC (Swiss Official Chronometer Testing Institute) - the highest reference in terms of precision and stability. One simply does not become an aviator simply by chance.

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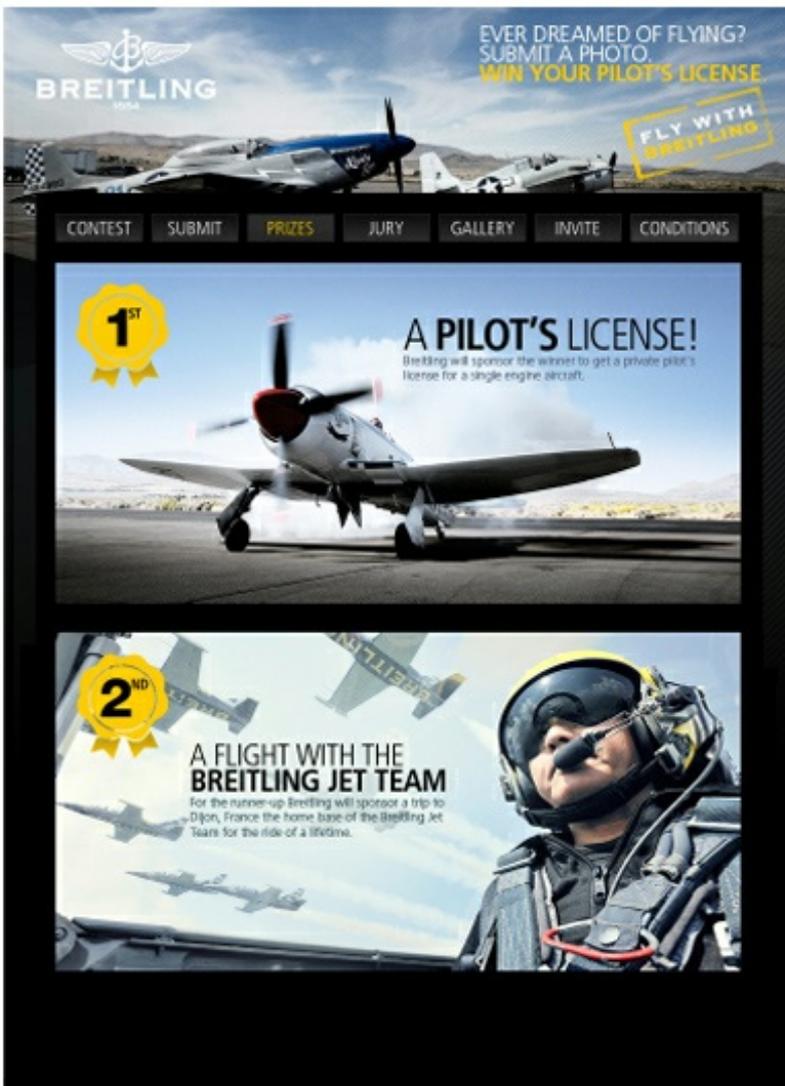
  
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INSTRUMENTS FOR PROFESSIONALS®

*Brand ambassador, actor and pilot John Travolta*

The first-prize winner will be sponsored by Breitling when he or she goes for their single-engine pilot's license.

The second-prize participant will be flown to Dijon, France, where he or she will go on a ride with the Breitling Jet Team.



### *Contest prizes*

Consumers can also browse other entries and check out the panel of judges on the Facebook contest page.

In addition, participants can invite their friends via posting the competition on their Facebook walls.

Not winging it

Breitling is first and foremost a watch manufacturer, so it must be pointed out that there is no mention of any products, even as placement prizes, for the winners.

Is this a poor judgment call?

"Brand leaders focus on the category, not their product," Mr. Ramey said. "This promotion will further indelibly connect the relationship between Breitling and flying, and it will sell watches."

Indeed, even if products are not being pushed in the contest, there are links to products on Breitling's Facebook page as well as places to visit on the official Web site.

Breitling is solidifying itself as a lifestyle brand, not just a product-pushing machine.

The watchmaker is known for its sturdy yet elegant watches that are built to withstand

enormous pressures and speeds. This is why it is a favorite amongst athletes such as pilots and deep-sea divers.

The brand is striving to connect with its consumers and is doing so through a passion that it shares with its customers.

“This particular promotion works because flying is an art coupled with education and skill,” Mr. Ramey said.

“Add the design of the planes and jets, coupled with outside effects and it becomes clear why aero-themed pictures are so compelling,” he said. “It is art.”

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