

JEWELRY

Roger Dubuis targets Chinese customers with motorsport-themed WeChat campaign

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Three lucky customers will be able to purchase the Excalibur Spider Pirelli watch early through WeChat. Image credit: Roger Dubuis

By DANNY PARISI

Swiss watchmaker Roger Dubuis and Italian tire manufacturer and motorsport sponsor Pirelli are launching a new campaign through China's popular ecommerce and social media hybrid WeChat.

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Customers will have the chance to purchase the new Excalibur Spider Pirelli watch from Roger Dubuis prior to the timepiece's full release. In keeping with Pirelli's motorsport theme, customers will have a limited time to activate the purchase and only the three fastest WeChat users will be able to purchase a watch before it becomes widely available.

Timed event

WeChat is one of China's most popular platforms. WeChat began as a messaging service, but has evolved to encompass social media and ecommerce.

Ecommerce is also huge in China, making up a significant amount of overall retail sales.

Leveraging this platform is at the core of this new campaign from Roger Dubuis and Pirelli, which was designed by creative agency Velvet.

To target the valuable Chinese online luxury buyer, the two brands are debuting a campaign centered on the new Excalibur Spider Pirelli watch manufactured by Roger Dubuis.



The watch is made from Pirelli tires. Image credit: Roger Dubuis

Only 88 of the watches will be sold, with three of the limited-editions going on sale early exclusively through WeChat.

In keeping with the theme of motorsports, the two brands have structured it as a race. From the time when the deal goes live, customers will only have 8,888 minutes a little under a week to snag one of the three available watches.

Later, the other 85 watches will be available through WeChat as well as Roger Dubuis' store.

The watch itself is made of recycled material from Pirelli tires used in winning races and comes in three different colors.

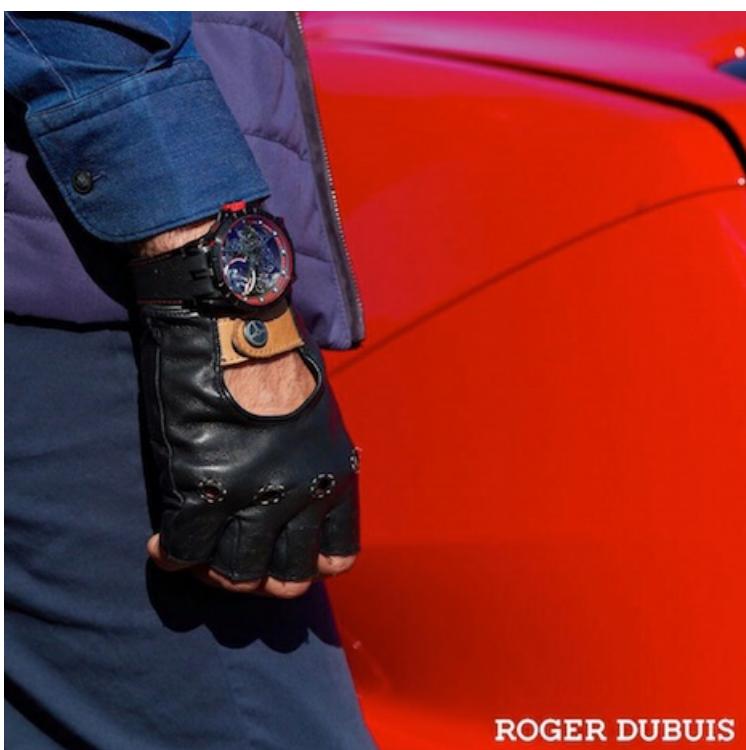
Additionally, customers can scan a QR code on their phones to get a bespoke digital experience in WeChat featuring custom animations and backgrounds while they make their purchase of a Roger Dubuis watch.

WeChat innovation

WeChat has become more flexible and brand-friendly as the platform has begun hosting more individual campaigns that make use of its unique functions such as its mini programs.

Collaborating with Tencent and DLG China, Swarovski was the first watch and jewelry brand to leverage mini programs to innovate on social commerce, highlighting its recent Mother's Day campaign.

Since launching in early January, WeChat mini programs offer brands an alternate avenue to develop advanced functionalities, whether it is making purchases, finding up-to-the-minute information or editing photos ([see story](#)).



The Excalibur Spider Pirelli. Image credit: Roger Dubuis

LVMH-owned travel retailer DFS also ran a WeChat campaign, teaming with beauty marketer Este Lauder to transform fans into influencers with an omnichannel initiative.

The #BeautyAllNight campaign May 1-31 brought together in-store activations with digital touchpoints via WeChat. Beauty marketers have often embraced technology-enabled efforts to enhance traditional counter trials and experiences with great success ([see story](#)).

With China becoming such a prominent player in the luxury industry, expect to see more luxury brands turn to WeChat as a way of reaching valuable Chinese customers for targeted campaigns.

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