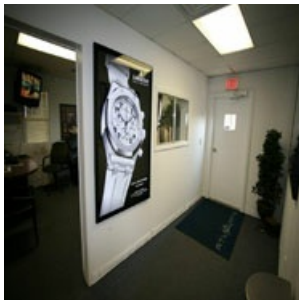


OUT OF HOME

## Audemars Piguet targets chopper-flying execs for time pieces

June 8, 2011



By KAYLA HUTZLER

Swiss watchmaker Audemars Piguet launched a highly-targeted, out-of-home campaign to capture the eyes of the truly wealthy when they are landing or taking off in one of the most sought-after heliports nationwide.

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In a refreshing return to non-digital advertising, Audemars Piguet has partnered with [Roaring Thunder Media](#) to create a domination advertising campaign in the New York's 34th Street Heliport.

"The purpose behind this program is really to demonstrate a new way to advertise," said Amanda Kerwin Dyer, president of Roaring Thunder Media, West Caldwell, NJ.

"Audemars Piguet thinks outside the box and bases its marketing and media programs on what appeals to its client base," she said.

"This program really illustrates a dominant presence for their brand."

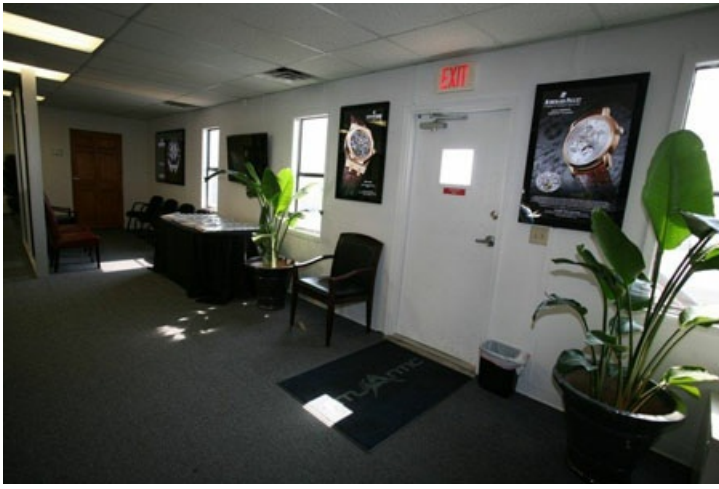
Roaring Thunder Media designed the campaign for Audemars Piguet. It features the the new Royal Oak Offshore 44mm, as well as the Royal Oak Offshore Chronograph, Royal Oak Offshore Diver and Jules Audemars Perpetual Calendar.

Whirl domination

The campaign completely engulfs the New York heliport, surrounding travelers with images of the Audemars Piguet logos and watch images.

There are five backlit static signs inside the small heliport trailer, as well as four Royal Oak Audemars Piguet wall-clocks.

Within the waiting station, there is also a 46-inch digital monitor that continuously runs promotional videos from the watchmaker.



Outside of the heliport, there is a vinyl graph completely covering the heliport's trailer/waiting station for consumers waiting on the tarmac to enter and exit the helicopters.

Once travellers are in the air, they can see the full extent of the campaign.

Two watches and three Audemars Piguet logos cover the entire tarmac, making it the last image consumers leave with and the first image that welcomes them to New York.



No flights of fancy

This campaign has allowed Audemars Piguet to target arguably the most affluent and influential people in the United States.

"This type of luxury branding is at a higher, more targeted level because Audemars Piguet is reaching the ultra-affluent individual," Ms. Dyer said.

A majority of the people who fly in and out of this heliport are CEOs and high-level executives travelling for business. Audemars Piguet picked an ideal time to launch its domination ad campaign because weekend traffic will increase during the summer as wealthy couples and families take the choppers to and from the Hamptons, an East Coast favorite of new and old money.

By addressing a guaranteed, pre-qualified audience, there is a lot less wastage of ad dollars than any other form of advertising, according to Ms. Dyer.

"Social media is great, however, it has more of a mass appeal," Ms. Dyer said.

"Anyone can log on and view a Web site," she said.

"This type of program is laser-targeted to the high-net-worth consumer to view this campaign a consumer must truly live the lifestyle," Ms. Dyer said.

The heliport campaign guarantees increased interaction with the targeted consumers.

In terms of waiting for the choppers, boarding and taking off, consumers are spending a lot more time with the ads than they would on a brand's social media pages.

"Roaring Thunder is merging a lifestyle with a luxury brand and showcasing it to the right consumer," Ms. Dyer said.

Final Take

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