

JEWELRY

Tag Heuer turns Santa's coach in playful gifting push

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Tag Heuer is dubbing itself Santa's official watch. Image credit: Tag Heuer

By SARAH JONES

Swiss watchmaker Tag Heuer is tapping into the collective expertise of its ambassadors to help Santa Claus elevate his trip around the globe.

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Positioning itself as "Santa's Official Watch," Tag Heuer is sharing ideas for Santa to improve his speed and style as he journeys delivering presents. In a playful series of films, Tag Heuer translates its "Don't crack under pressure" tagline to the famous elf's race against time on Christmas Eve.

"Santa is under a lot of pressure to get gifts to every child around the world," said Lauren Bates, marketing manager and lead storyteller at [Blue Moon Digital](#), Denver, CO. "That is a pretty tall order, right?"

"It is sweet and whimsical that Tag Heuer chose to feature Santa in this way," she said. "And what better icon to feature in a gifting campaign?"

"The 'Don't crack under pressure' is clearly a well thought out campaign. So many can relate to that phrase. Whether you are at work pulling together a huge presentation, hosting a party or just trying to keep it together through a trying time, being under pressure is a defining moment for many."

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

Ambassador advice

Tag Heuer gathered a number of its ambassadors from the sports, arts and fashion worlds for a "special assignment."

The campaign is separated into different aspects of Santa's training. First, the ambassadors provide their take on a particular skill in an interview format.

For instance, electronic dance music star Martin Garrix and singer J Balvin explain their rituals that help them portray confidence before going on stage. Raha Moharrak, the first Saudi woman to conquer Mount Everest, tells

Santa not to be afraid of failing.



Tag Heuer has named itself Santa's official watch. Image credit: Tag Heuer

Following the ambassadors' advice, Santa delivers his reply, showing how he is taking their tips into account. Portraying his newfound confidence, Santa dances in his living room, unabashed when he accidentally kicks some presents.

From Dec. 1, Tag Heuer's campaign has been ongoing, with new modules being added along the way.

Tag Heuer CEO Jean-Claude Biver issued his tips on focus, telling Santa to use his Connected smartwatch. Santa is then seen checking his watch's screen as he stacks presents, which humorously topple over when he steps away from them.

Football player Tom Brady, soccer player Mats Hummels and rugby player offer their suggestions for more efficient present delivery, while Tag Heuer tapped model Bella Hadid and model, actress and singer Angelababy to help Santa with his style. Santa responds with a photo shoot in his home, wearing the look picked for him by the influencers.

TAG Heuer / Will Santa Crack Under Pressure? #SantasOfficialWatch

In addition to its content series, Tag Heuer is hosting a user-generated content contest. Those who are gifted a Tag Heuer timepiece can post a photo of their new watch with the hashtag #MyTagHeuerGift to enter to win a TAG Heuer Connected Modular 45 Red Edition, which the brand calls the official watch of Santa.

Open from Dec. 24 to Jan. 24, the contest requires that entrants validate their entry on Tag Heuer's Web site.

"UGC always inspires people to purchase," Blue Moon Digital's Ms. Bates said. "It is an authentic way for people to engage with the brand. It is like the customer cannot lose. They gift a watch, capture the reaction, potentially get featured on Tag Heuer's site and could win an amazing watch. What's not to like?"

"This campaign, especially with the addition of influencers, could convince those consumers that are on the fence about which watch to purchase, or which watch to gift," she said. "Many customers, especially millennials, are focused largely on the experience rather than the gift. With this campaign, you kind of get both. The customer has a chance to be a part of the campaign and a part of the conversation without any pressure."

Sartorial Santa

LVMH-owned Tag Heuer is honoring horological tradition with the introduction of a truly modular smartwatch, the Connected Modular 45.

Tag Heuer Connected Modular 45 has been designed, developed and assembled in the same spirit and exacting

standards of the brand's analog timepieces, but with Intel and Google technologies. For the first time, Tag Heuer Connected wearers can interchange watch components to fit their mood, similar to customizations seen on a traditional watch ([see story](#)).

Saint Nick is not often associated with a luxury lifestyle, but this year brands are giving the North Pole resident a high-end makeover.

Italian menswear label Canali is gearing up for the holiday season with a humorous short film following Santa Claus as he takes a wrong turn and ends up on the moon.

As the holiday season approaches, brands from across the fashion industry are ramping up their holiday advertisements in order to cash in on seasonal cheer. In Canali's new video, Santa Claus plays a central role ([see story](#)).

In Tag Heuer's effort, Santa plays a key role surrounded by influencers.

"Tag Heuer likely decided to feature these brand ambassadors because of their range and scope," Blue Moon Digital's Ms. Bates said. "The brand understands that they are a globally recognized luxury watchmaker.

"Really, they are one of the most recognized luxury watch makers because of the way they leverage celebrities and influencers," she said. "And this campaign is, obviously, no exception. They include celebrities from all corners of the globe from a variety of recognizable fields."

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