

JEWELRY

Tag Heuer unveils look into the wild with latest campaign

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Cara Delevingne stars in Tag Heuer's wild campaign; Image credit: Tag Heuer.

By BRIELLE JAEKEL

LVMH-owned watchmaker Tag Heuer is unveiling its full advertising effort shot among lions at a sanctuary in South Africa, months after pulling the campaign.

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Supermodel and brand ambassador Cara Delevingne is the subject of Tag Heuer's most recent ad campaign in which she spends time with actual wild animals. A video showing a look at what it took to create the content has been released along with capturing stills to represent the daringness and wildness of its women's line.

Dangerous and daring

Tag Heuer hastily canceled the campaign with model Cara Delevingne and subsequent celebratory event after its backdrop was the scene of a tragedy back in March.

In December, Ms. Delevingne took to social media to express her amazement over the once-in-a-lifetime experience of shooting with lions at a South African wildlife reserve for Tag Heuer. But according to a report from the Daily Mail, the campaign featuring the model that was to be launched two months ago was quickly canceled after an unfortunate accident on the reserve ended in the death of a visitor ([see more](#)).

Out of respect for the family the campaign was held and its launch event canceled.

But two months later, Tag Heuer has released its images as well as its subsequent video and social content.

Within the film, Ms. Delevingne explains that a trip to South Africa to meet lions has been a dream of hers since she was a child, as they are her favorite animal. The once-in-a-lifetime experience of being face-to-face with lions was a significant event in her life.

The video shows the model and crew traveling through the sanctuary, as an expert guide informs everyone to keep their eyes peeled.



Tag Heuer's campaign in the South African sanctuary

"Animals are part of our deepest connection to the planet, and I don't want to live in a world without those animals," Ms. Delevingne says in the film, in reference to many of these species being endangered.

"You can't let pressure crush you, you have to use it as a fuel," she continues, drawing a parallel to her career and the many threatened species.

Crew members are seen assembling a cage to protect the model and crew during the photo shoot.

Photographer David Yarrow, who is known for his work in the art world capturing beautiful endangered animals, discusses how difficult it can be in the modern world to capture an audience with only a still image. He believes these images are powerful enough to do so themselves.

Well-known "lion whisperer" Kevin Richardson was on-scene to help make sure the shoot went smoothly. But the danger is still real, as the photographer explains the lions will not attack Mr. Richardson, but they very well could attack someone else.

This was proved a few months later when the tragedy at the sanctuary struck.

Throughout the shoot, Ms. Delevingne takes dramatic pictures sitting and standing nearby a male lion, before quickly hiding behind the cage between takes.

Tag Heuer's film ends with its hashtag, #DontCrackUnderPressure.

Tag Heuer's behind-the-scenes film

Under pressure

Tag Heuer also put its "Don't crack under pressure" mantra to good use as it prepares to be the first luxury brand to market from Mars.

The brand has aligned with China's Mars Exploration Program, which intends to land an unmanned rover on the Red Planet in 2020. In its supporting role of the China National Space Administration's Mars expedition, Tag Heuer will serve as timekeeper, a position likely to keep its brand top of mind among Chinese consumers drawn to the monumental occasion ([see story](#)).