

JEWELRY

IWC goes back to Pilot watch's roots with aviation-themed short film

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IWC's latest campaign celebrates the Pilot's roots as a watch for aviators. Image credit: IWC Schaffhausen

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Swiss watchmaker IWC Schaffhausen is promoting its Pilot watches through a digital campaign featuring brand ambassador Bradley Cooper.

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The digital campaign consists of a short film along with posts on the brand's social media pages, all involving the actor. The short film, called "Engineered for New Horizons," showcases the Pilot's legacy as a watch inspired by aviation and the brave men and women who fly planes.

Big Pilot

The IWC Big Pilot watch was created with aviators in mind, and every aspect of its design bears this legacy.

For example, the large dial on the watch was meant to be easy to grasp for pilots while wearing thick gloves that are part of a flight suit.

That legacy endures in the latest marketing campaign from IWC, featuring Bradley Cooper, who recently appeared as Rocket Raccoon in "Avengers: Infinity War."

In the new short film, Mr. Cooper is shown leaving his apartment in the city, IWC Big Pilot on his wrist, as he mounts a motorcycle and rides out into the desert.

Engineered for New Horizons

After arriving at the end of the road, Mr. Cooper presses on, driving further into the desert, riding through majestic canyons and valleys.

Eventually he arrives at an old runway, where a single-passenger airplane is waiting covered in a sheet. He looks at his IWC Pilot watch and pulls the sheet off the plane, preparing to take flight.

The ad can be taken to symbolically depict IWC Pilot watches leaving the city and modern life where they are now common and returning to their roots as a watch meant for pilots.

Back to roots

IWC's most recent efforts have focused on its online business. Contrasting the Swiss watch industry's traditional antipathy to digital experiences and ecommerce, IWC is giving customers more control through an online watch customizer.

With the Swiss watch industry often exuding opulence with high-end customer service in stores via product personalization, IWC is bringing that experience online. Through a special online tool, users can now design their own personalized watch and purchase it digitally ([see story](#)).

Late last year, IWC turned its considerable engineering talent to an unexpected new product: a fidget spinner produced with all the high-quality mechanics and finishes of the finest timepiece.



Engineered for New Horizons. Image credit: IWC Schaffhausen

The IWC fidget spinner is a strikingly high-end take on something that is most often seen made of plastic and sold for a dollar. The brand's embrace of the fidget spinner as a novel product shows that even the most mundane of products can be elevated through the use of high-quality materials and effort put into production ([see story](#)).

In its most recent campaign, IWC's work with Bradley Cooper is meant to bring the watch brand back to its roots, with a focus on the real men and women whose careers flying airplanes in the 20th century inspired by IWC's classic Big Pilot watch.

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