

JEWELRY

Breitling's #SquadOnAMission campaign takes off

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The first #SquadOnAMission is the Breitling Jet Team. Image Credit: Breitling

By SARAH RAMIREZ

Swiss watchmaker Breitling is taking to the skies with its new ambassador-led marketing strategy through a campaign that puts a new spin on its relationship with aviation.

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#SquadOnAMission is Breitling's new film series that focuses on how different teams use their timepieces, starting with a spotlight on Breitling's Jet Team. In the coming months, the series will feature more "squads" in the worlds of underwater exploration, film and sport.

"You sell luxury by pulling on your best prospect's passion," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "In this case, action, purpose and pioneering spirit' matches the values of their best prospects."

Mr. Ramey is not affiliated with Breitling, but agreed to comment as an industry expert. [Breitling](#) was reached for comment.

Squad goals

In #SquadOnAMission, the pilots of the Breitling Jet Team are captured in photographs, as well as two accompanying videos. Their unique skill set is the main focus, but the vintage-inspired Navitimer 8 watch is subtly highlighted.

While the black-and-white photography emphasizes the brand's longevity and timelessness, the vibrant color photography introduces a more modern image of adventure and excitement. The short film introducing the Breitling Jet Team could be mistaken for a feature film trailer, if not for the closeups of the brand's timepieces.

The Jet Team represents Breitling's long-established ties to aviation.

The 30-second spot opens with the Jet Team, an elite civilian aerobatics team, preparing their planes. Impressive aerial feats are intercut with admiring closeups of the Navitimer 8 watch.

In a filmed interview with the Breitling Jet Team, the pilots reiterate that the same characteristics that make someone a great pilot, such as precision, are key to a quality timepiece. The Navitimer 8 is more than an accessory for these

men it is a valuable tool.



The Navitimer 8 featured in #SquadOnAMission. Image credit: Breitling.

Breitling's longstanding reputation within the aviation community is also noted with examples of older print advertisements for the brand's watches, alongside the more contemporary photographs.

Flyboys

The new #SquadOnAMission campaign, with its emphasis on teamwork and trust, is a notable departure from Breitling's most recent advertising campaigns.

As Reuters reported earlier this year, Breitling's newly appointed CEO Georges Kern put an end to ads that featured male pilots alongside women in risqu flight suits ([see story](#)). #SquadOnAMission marks the brand's new marketing direction, without distancing Breitling from one of its core audiences.

"There was never a place for sexism in luxury marketing. It's a surprise no one called them on it until now," Affluent Insights' Mr. Ramey said. "Breitling's new CEO brings a vision and civility consistent with luxury marketing."

Watchmakers often partner with personalities. For instance, Swiss watchmaker Tag Heuer brought together three ambassadors from three diverse backgrounds to advocate for the brand at the annual Indianapolis 500 auto race.

Bringing together the worlds of Hollywood, racing and art, Tag Heuer recruited actor Chris Hemsworth, driver Alexander Rossi and artist Alec Monopoly to represent Tag Heuer. Together, the three men took part in various parts of the race, acting as ambassadors for Tag Heuer during the popular auto race in Indianapolis ([see story](#)).

But while Tag Heuer tapped celebrities from different fields, Breitling is putting the focus on teams, or squads, of extraordinary individuals who share a common skillset.