

JEWELRY

Audemars Piguet asks fans to unveil new watches online

June 8, 2018



Audemars Piguet asked fans to reveal their new watch on Facebook. Image credit: Audemars Piguet

By SARAH RAMIREZ

Swiss watchmaker Audemars Piguet is tapping into Facebook's recently launched Live Photos capability to reveal its new releases in an innovative way.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Audemars Piguet is sharing Live Photos, similar to GIFs, on its Facebook page, encouraging consumers to press and hold their screens to see a new Audemars Piguet timepiece come into view. The evolving images require consumers to keep physical contact with their phones for the duration of the reveal, creating an engaging, active viewing experience among the watchmakers' audience.

"Rich media content offers a more dynamic way for consumers to engage with products," said Kenan Frager, vice president of marketing at [Pixlee](#), San Francisco. "This is especially important for ecommerce items that are worn.

"Seeing fit online can be tricky and customer returns play a big role in an ecommerce company's bottom line even more so with luxury goods."

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

Press and hold

One of the Audemars Piguet watches introduced through Facebook Live Photos is the Royal Oak Offshore Diver in "tropical turquoise." The Royal Oak Offshore Diver watch is part of the brand's Funky Colours collection.

Other hues featured in the Funky Colors collection include "round-the-clock purple," "sand buff" and "charismatic khaki." Though the colors are unconventional, Audemars Piguet intends this to be a year-round range of watches.

Fans of Audemars Piguet on Facebook were encouraged to "press and hold" for a surprise. Image credit: Audemars Piguet.

The Royal Oak Offshore Divers have stainless steel cases, with a glare-proof sapphire crystal and caseback, as well as colorful rubber-clad screw-locked crowns. The watches are water resistant up to 984 feet and have rubber straps,

features that may appeal to consumers as summer approaches.

Audemars Piguet also unveiled the more extravagant Royal Oak Double Balance Wheel Openworked watch via the Facebook Live Photos feature.



The Royal Oak Double Balance Wheel Openworked. Image credit: Audemars Piguet.

The self-winding timepiece has an 18-carat pink gold case and 38 jewels. Most notable, however, is the openworked dial that is visible from the front and back of the watch.

Audemars Piguet created a new short film that shows in great detail the work that goes into the handcrafted openworked dial. The film is set to a dramatic score and includes snippets of nature, emphasizing that the Royal Oak Double Balance Openworked watch is powered by its wearer's natural wrist movements.

Luxury brands on Facebook

Audemars Piguet is not the only luxury brand finding new ways to market itself with Facebook's wide range of features.

Lifestyle publication *Robb Report* produced a series, called the "Secret Histories of Rare Treasures," that debuted on Facebook's new on-demand video platform Watch this past April. *Robb Report's* series is one of the first major luxury content creations for Facebook Watch, and is serving as a barometer for both the platform and its luxury potential ([see story](#)).

Facebook's primary attraction for advertisers has always been the data it collects, which can supplement an advertiser's own datasets to create a comprehensive view of potential customers and their likes and dislikes. However, in light of the Cambridge Analytica scandal, Facebook has cracked down hard on who has access to its data, leading some advertisers to fear Facebook's turn may cost them ad revenue ([see story](#)).

"In 2018, social media is an unarguable driver of online buying decisions and will evolve toward helping shoppers relate to products and communities of customers through rich media types, especially video, live photo and dynamic content types," Pixlee's Mr. Frager said.