

JEWELRY

Audemars Piguet captures golf enthusiasts' attention via new social forum

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Audemars Piguet's new Cart Talk series. Image credit: Audemars Piguet

By BRIELLE JAEKEL

Swiss watchmaker Audemars Piguet is wasting little time jumping to leverage Instagram's new long-form video feature, as it hopes to establish a hub for golf fans.

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With social media tools making content creation so accessible, brands such as Audemars Piguet are using this to their advantage to hold consumers' attention in ways unlike traditional advertising. As Instagram debuts its long-form video feature, allowing users to share hour-long content, Audemars Piguet is creating a new series centered around golf for its golf-specific account.

"IGTV is a new addition to that brings new angle to the social media content blitz," said Michelle Mulligan, partner at MK Media. "Audemars Piguet is smart to jump on in the beginning to gain awareness and appeal to the affluent golf audience."

Content creator

This May, Audemars Piguet unveiled an additional Instagram account devoted to golf and the brand's ambassadors within the sport.

Audemars Piguet has had a long history with the high-end sport, believing luxury watches and golf to go hand in hand. Its sponsorships of a number of golfing experts and professionals as well as events have supported this belief.

The Audemars Piguet Golf page on Instagram shares content surrounding its brand ambassadors, with high-quality images, videos and campaign content.

Starting July 2, the page will feature its new show named "Cart Talk," which takes a look behind-the-scenes of the golfing industry.



Learn the mind behind the masters. Introducing Cart Talk, an exclusive look at our Dream Team. New episodes every Monday starting July 2nd. #AudemarsPiguet #APGolf #Watch #APFamily #CartTalk #Golf

A post shared by Audemars Piguet Golf (@audemarspiguetgolf) on Jun 25, 2018 at 7:04am PDT

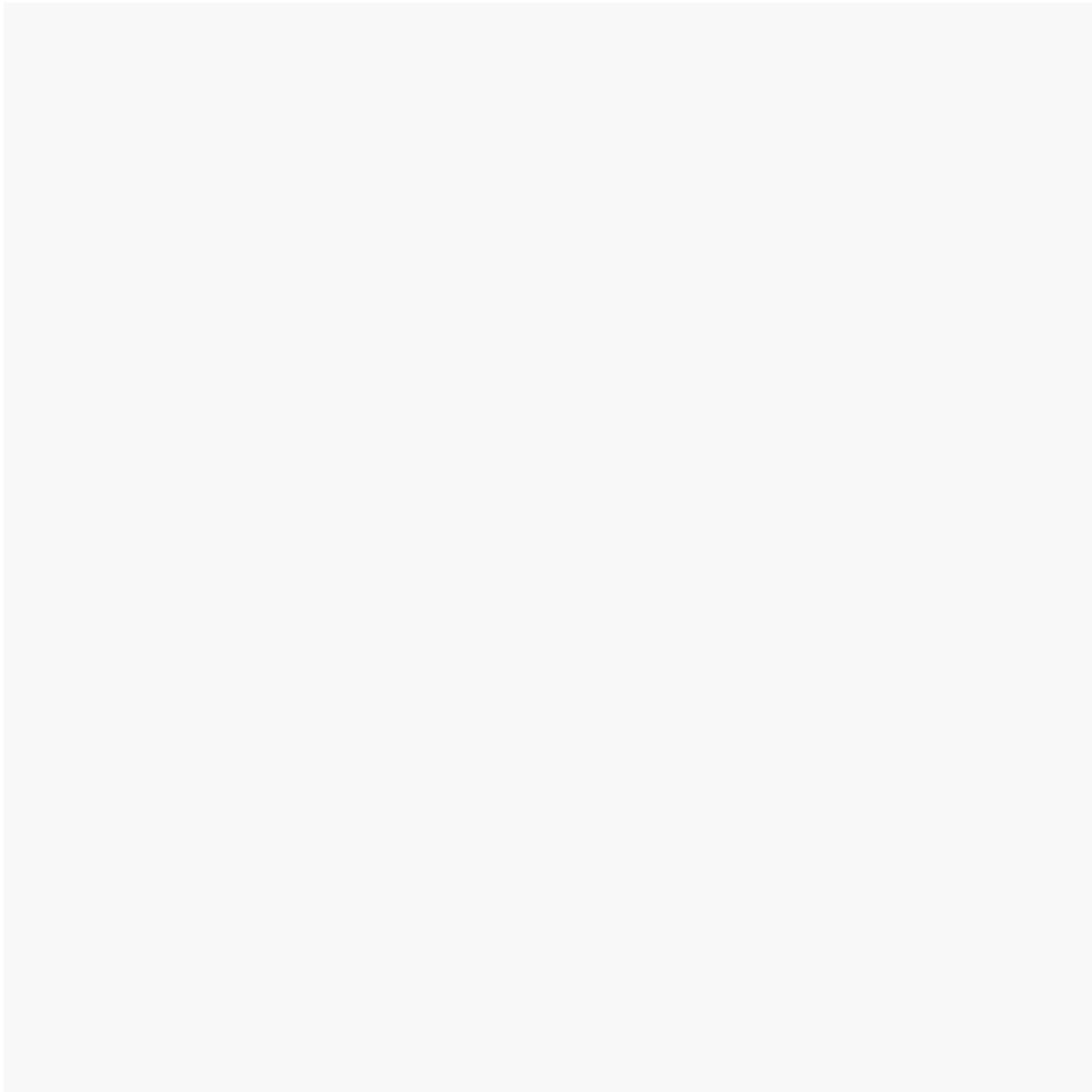
Members of what the brand has called its "Dream Team," players in the sport sponsored by Audemars Piguet, will interview each other while seated in golf carts. The videos take place in a relaxed environment.

A new episode will air every Monday, featuring notables in golf such as Ian Poulter, Danny Willett, Tyrrell Hatton and Henrik Stenson.

To promote the new show, Audemars Piguet has shared a teaser of the interviews, with funny clips that take the form of bloopers as the subjects poke fun at each other.

While golf is known as a more serious sport, it can be refreshing for fans to see these players in a more lighthearted and humorous manner.

Instagram's new IGTV feature removes the time constraint placed on standard videos within its application. Located in a different section of the app, users can discover new pages or view long-form content of pages they already follow.



Learn the mind behind the masters. #AudemarsPiguet #APGolf #Watch #APFamily #TyrrellHatton
#HenrikStenson #Golf

A post shared by Audemars Piguet Golf (@audemarspiguetgolf) on Jun 25, 2018 at 7:05am PDT

Social media strategy

Swiss watchmaker Audemars Piguet has been leveraging new features on social media as they are released to capture a growing young audience.

The brand recently tapped into Facebook's recently launched Live Photos capability to reveal its new releases in an innovative way.

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 ([see story](#)).

The Swiss watchmaker has also reportedly launched its own secondhand business, catering to the booming market for pre-owned luxury.

According to a report in Reuters, the brand piloted secondhand sales at a store in Geneva with plans to roll it out to more of its Swiss locations this year. Audemars Piguet's strategy marks a potential shift in luxury resale, showing the

potential for brands to own more of their products' lifecycles ([see story](#)).

"Audemars Piguet's long-standing relationship with golf can help solidify its status as a high-end brand," Ms. Mulligan said. "Using a source like Instagram can help appeal to followers in a more authentic and personal way."

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