

JEWELRY

## Breitling's latest squad in the spotlight is its own

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*Breitling's latest #SquadonaMission is its own watchmakers. Image credit: Breitling*

By BRIELLE JAEKEL

Swiss watchmaker Breitling is turning the camera inside to its manufacturing operations as part of its modern film series that focuses on "squads."

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For its latest Squad on a Mission chapter, Breitling is featuring its own watchmakers to give viewers a look behind-the-scenes at the precision and craftsmanship that goes into its timepieces. While many Swiss watchmakers in the past have been slow to take on digital initiatives, Breitling is not only using social media for its series but is also sharing it via Instagram's recently launched platform IGTV.

"I'm a firm believer that true, enduring luxury brands are built on pillars of heritage, craftsmanship and quality," said Taylor Rains, managing partner at [Flugel Consulting](#). "Today's media consumption habits make it increasingly difficult for brands to articulate these differentiating values to the market.

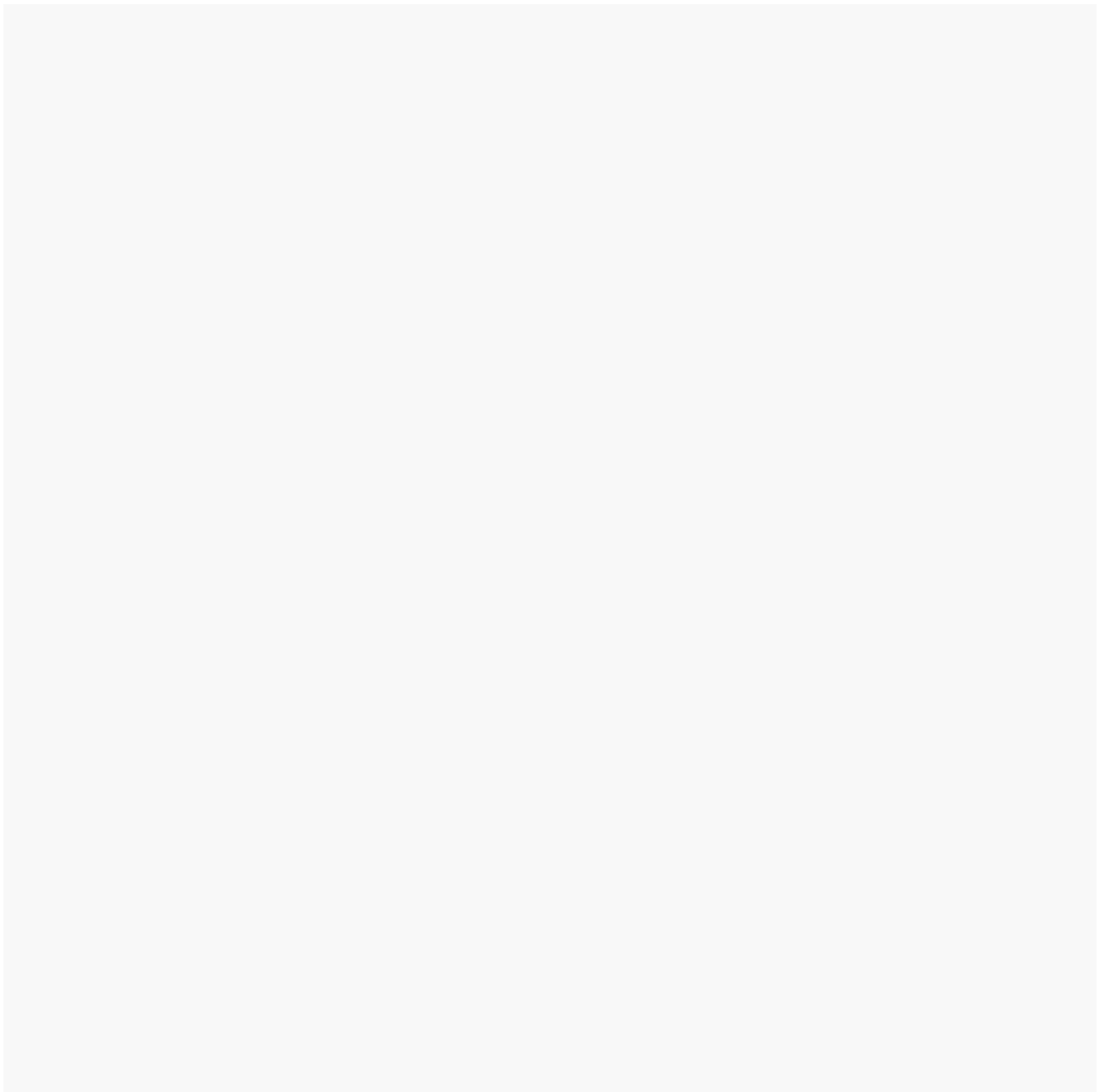
"People are unwilling or unable to digest lengthy messaging about a product or brand. Video is an excellent way for brands to showcase what sets them apart from the rest," he said. "With this short-form video, Breitling effectively tells its story in a visually-engaging way in less than 90 seconds."

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

### Squad on a mission

The Watchmaker Squad episode begins with intimate footage of hands at work on a new watch.

Cdric Jacot, movement R&D manager, talks of how important accuracy is when creating these watches and how it fascinates him. He speaks only in French with English subtitles as the film showcases various stages of watch manufacturing.



Watchmaker Florent Massais placing an automatic movement into the case of a Navitimer 8 B01 in our Manufacture in La-Chaux-de-Fonds. . #breitling #squadonamission #navitimer #navitimer8 #watchmaking #precision #quality #swissmade #chronograph #craftsmanship #excellence #savoirfaire #watches

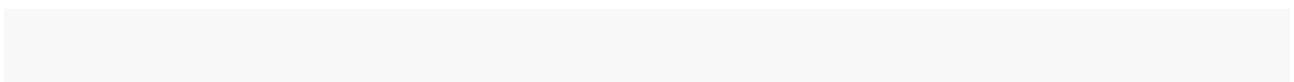
A post shared by BREITLING (@breitling) on Aug 1, 2018 at 1:41pm PDT

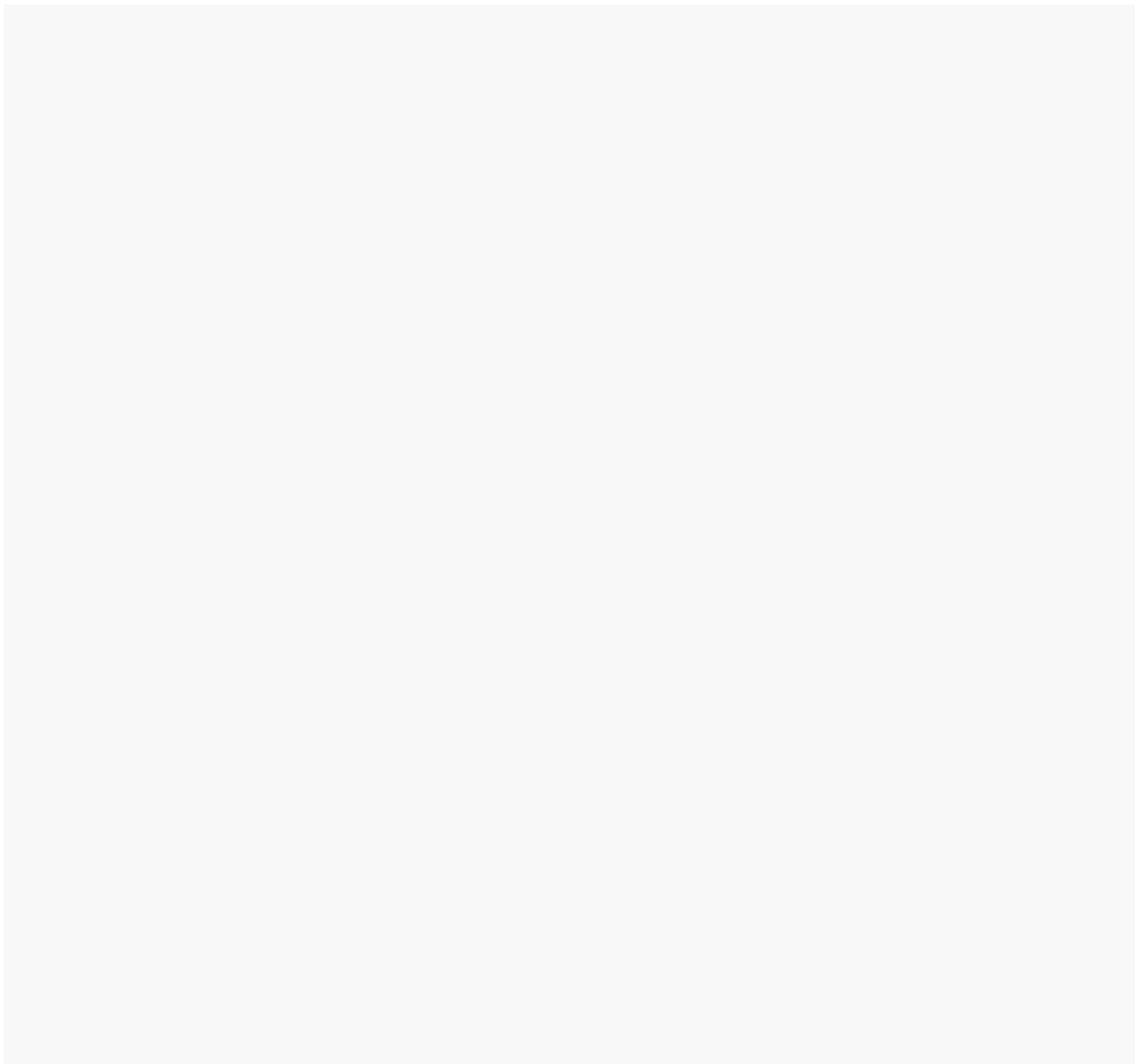
### *Instagram post from Breitling*

Movement workshop supervisor Carole Cassard is captured using special eyewear instruments to take a closer look at her work on the products. She tells the camera that her favorite part of manufacturing is the balance spring, as it is the heart of the movement.

Close footage shows her assembling the spring in the watch.

The episode then focuses on Florent Massais, encasing workshop supervisor. He explains that he does not have a favorite case material, but working with titanium cases "brings both robustness and lightness."





Watchmaker Carole Cassard adjusting the balance spring and giving life to the movement for the first time. Patience and precision are her assets. . #breitling #squadonamission #navitimer #38mm #watchmaking #precision #quality #swissmade #chronograph #craftsmanship #excellence #savoirfaire #watches

A post shared by BREITLING (@breitling) on Aug 1, 2018 at 10:15am PDT

### *Instagram post from Breitling*

Breitling then celebrates teamwork, discussing how multiple individuals are needed to expand the creativity of the project. "One brain alone does not always have enough creativity to be able to create a product that is as complex as a watch," one manufacturer says.

### Marketing with Breitling

The Swiss watchmaker first took to the skies with its new ambassador-led marketing strategy through a campaign that put a new spin on its relationship with aviation.

#SquadOnAMission is Breitling's 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 ([see story](#)).

In addition the film series, Breitling has sold a limited-edition line of watches that have physically toured the world to celebrate the 77th anniversary of its iconic DC-3 plane.

The Breitling DC-3 celebrated its milestone with a major tour around world from last summer. The plane transported

the timepieces so that customers can say their watches have been around the world ([see story](#)).

"The choice of channel for this media strategy is unique," Flugel Consulting's Mr. Rains said. "IGTV is a relatively new space for brands.

"While user demographics are still up in the air, the general consensus is that it will mirror what brands have seen with YouTube - a generally younger, socially-engaged audience," he said. "For a luxury brand like Breitling, that gives them a unique opportunity to cultivate brand affinity in an emerging audience and establish themselves as an aspirational purchase for tomorrow's luxury buyer."

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