

JEWELRY

Audemars Piguet tees off with brand ambassadors in golf stunt

September 13, 2018



Members of Audemars Piguet's Dream Team. Image credit: Audemars Piguet

By SARAH RAMIREZ

Swiss watchmaker Audemars Piguet is sharing a sporting adventure with golf fans in a new short film.

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Golf enthusiasts are an important segment for Audemars Piguet, as the watchmaker believes the high-end sport is worth investing in through event sponsorships and brand ambassadors. The new film starring the Audemars Piguet "Dream Team" focuses on the athletes' skills and precisions without drawing overt attention to the brand's timepieces.

Manhattan Masters

Audemars Piguet brought its ambassador team to New York in an effort to bring the sport of golf to new heights. A short film, in the style of a movie caper, shares the group escapades with fans.

Professional golfer Ian Poulter was in on the planned stunt, and left notes for the seven other golfers to meet that night on the rooftop in their golf attire.

Embedded Video: <https://www.youtube.com/embed/cMEOumW3rhA>

Audemars Piguet takes its golf ambassadors on an exclusive mission this season

Once the golfers reach the rooftop, which is about five stories up and overlooking the water, their activity becomes clear: their target net is flown in the sky by drones.

After they adjust to hitting the net from 50 yards out, the drones fly the glowing alternative green out farther for more of a challenge. The golfers continue to exceed expectations, and hit the moving target from a challenging 250 yards.



Brand ambassador Ian Poulter in Manhattan. Image credit: Audemars Piguet

The film concludes with the golfers celebrating their success, with the brand's tagline "To break the rules, you must first master them" onscreen. The implication is that the golfing challenge was not for the inexperienced and you have to earn the right to be unconventional.

Throughout the adventure, the focus is never on the luxury watches. Instead, the golfers' precision, synchronization and creativity reflects some of the traits that Audemars Piguet is known for.

"Manhattan Masters" is also a followup to "Midnight Masters," in which 10 Audemars Piguet ambassadors went golfing in the dark complete with glow-in-the-dark golf balls.

Sports **strategy**

The sporting world, and in particular golf, is a top priority for Audemars Piguet.

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

This page also features a show named "Cart Talk," which takes a look behind-the-scenes of the golfing industry. Professional golfers sponsored by Audemars Piguet interview each other while seated in golf carts ([see story](#)).

In the past, the brand has also partnered with other high-profile athletes.

Audemars Piguet celebrated tennis great Serena Williams and the idea of determination with a short video in the buildup to 2016's Wimbledon. Ms. Williams appeared in the black-and-white film wearing a bodysuit and white Nike sneakers, putting her physique front and center.

In the same thread as other efforts by Audemars Piguet, the inspirational short showed how Ms. Williams has broken the rules to succeed ([see story](#)).