

WATCHES AND JEWELRY

## Rolex fetes film ties in Oscars spots

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*Martin Scorsese for Rolex. Image credit: Rolex*

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By STAFF REPORTS

Swiss watchmaker Rolex is looking to inspire the next generation of filmmakers with a commercial timed to the Academy Awards.

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Along with sponsoring the greenroom during the ceremony on Feb. 24, Rolex rolled out a commercial featuring Oscar-winning directors. While many luxury brands align themselves with actors via red carpet dressing, Rolex instead looked to those behind the camera.

### Academy-winning advice

Rolex's spots features Martin Scorsese, Alejandro G. Iñárritu, Kathryn Bigelow and James Cameron.

In one short, the filmmakers dole out advice to aspiring moviemakers in letters. For instance, Mr. Scorsese tells those who are "burning to tell a story" to just go out and make their film.

Ms. Bigelow, who is the first and only woman to take home a directing Oscar, tells viewers, "Say what you believe. Your voice matters."

At the end, Rolex points to its role as the exclusive watch of the Academy Awards.

### *Rolex's Academy Award spot*

Each of these letters are also shared in their entire form via commercials featuring the individual directors.

In addition to the commercials, Rolex returned for the fourth year in a row as the greenroom sponsor for this year's telecast. The watchmaker decided to celebrate its Oyster waterproof watch with an aquarium-themed space.



*Rolex's greenroom for the 91st Oscars. Image credit: Rolex*

Rolex was not the only luxury brand advertising during the film event.

The Diamond Producers Association prompted women to reward themselves with jewelry during one of Hollywood's glitziest events.

DPA ran an advertising campaign during red carpet coverage of the Academy Awards, using the televised event as a platform to inspire women to buy diamonds for their own enjoyment. Recently, the organization has been ramping up its marketing investment in an effort to inspire diamond purchases, particularly among a younger consumer set ([see story](#)).