

JEWELRY

Chanel sees significant jump in media impact value thanks to events

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Chanel touts its Code Coco Chanel watch. Image credit: Chanel

By STAFF REPORTS

Swiss watchmaker Rolex regained its spot as the top brand in Launchmetrics' luxury watch brand rankings in May, but surprisingly Chanel made the second spot.

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In terms of media impact value, Chanel moved up in the rankings to secure the second spot in Launchmetrics' report, likely due to a series of events in May. The fashion brand was absent from the top 10 in April's rankings.

Watching MIV

Rolex remained the top brand with the highest media impact value, at 23.5 million euros, or \$26.4 million at current exchange, followed by Chanel with 8.31 million euros, or \$9.2 million. Tag Heuer secured the third spot with 6.5 million euros, or \$7.3 million.

Chanel saw the top two celebrity collaboration posts in May, touting its new collection of J12 watches. Supermodel Claudia Schiffer's post for the collection saw the highest MIV in May for a post, at 205,000 euros or \$230,000.

The second post with the next highest MIV was also for Chanel's J12 campaign. Chinese basketball player Lu Wen garnered 143,000 euros or \$160,000 worth of media.

TOP WATCH BRANDS

ACROSS ONLINE, SOCIAL & PRINT IN MAY 2019
ACCORDING TO MIV™



'Data collected from 1 MAY - 31 MAY 2019 By Launchmetrics

Launchmetrics' chart the watch brands with the most MIV in May

Jaeger Le Coultre focused on micro influencers, with the majority of its Instagram partnerships happening with users whose followings are between 20,000 and 100,000.

On the opposite end of the spectrum, Jacob focused on all-star influencers, those with more than 2 million followers. About 90 percent of its Instagram collaborations were with these influencers.

However, for most of the campaigns, media brand partnerships garnered the majority of media impact value. Hublot was the exception, as its owned media generated about 80 percent of its MIV.

Watch brands are making small strides towards modernization, but much of their businesses remain traditional, leading them to miss out on influencer-driven marketing campaigns during last year's Baselworld.

Baselworld is a more-than-100-year-old trade show for fine watches and jewelry. While brands that present there are some of the world's most prestigious houses, their marketing tactics are falling behind. According to another report from Launchmetrics, these watch manufacturers believed they were engaging influencers during Baselworld, but the influencer voice was reported as the lowest media tracked ([see story](#)).