

JEWELRY

## Panerai debuts social media video series starring brand ambassadors

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*Italian sports watchmaker Panerai's new social media campaign. Image courtesy of Panerai*

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By DIANNA DILWORTH

Italian sports watchmaker Panerai has launched a new content platform to help entertain audiences who are seeking new content as they are stuck at home during the COVID-19 pandemic.

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The #OWNYOURTIME platform is a multi-episode online video series that celebrates Panerai's iconic global ambassadors. Each of these videos will be broadcast live on the brand's Instagram Stories, as well as on its Facebook page.

"The #ownyourtime campaign sends the message to its customers and fan base to make the best use of their time at home, to stay strong, and to keep learning, dreaming of adventure and taking care of themselves," said Cheryl Dixon, communication strategist and adjunct professor at Columbia University, New York.

"With this campaign, Panerai is bringing another dimension of their brand ambassadors to life and sharing their personal passions to inspire their fans," she said.



*French free diver Guillaume Nry stars in Panerai's new social media video series. Image courtesy of Panerai*

### Brand ambassadors

Each week, the watchmaker will entertain audiences with three new original shows featuring one brand ambassador host.

Professional Safari guide and wildlife photographer Marlon Du Toit will share exclusive photos and videos of his excursions from his home in South Africa.

Italian Olympic swimmer Gregorio Paltrinieri, the current 1,500-meters freestyle world record holder, will share his insights and inspirations.

South African-born Swiss explorer Mike Horn, known for swimming the Amazon River solo and unsupported and circumnavigating the globe at the equator, will share tales from his adventures.

French free diver Guillaume Nry will share free diving tips and footage of a recent trip to Antarctica where he did a deep dive under the ice. His segment will focus on live breathing and yoga.

"In addition to contributing towards the crisis recovery effort through monetary donations, goods and services, brands are addressing and acknowledging consumers' need for connectivity, community, entertainment and self-care," Ms. Dixon said.

"Whether brands pull back the curtain to showcase behind-the-scenes content, make their employees or customers the stars of their campaign, or give back in a way that reflects the values of a brand and its customers, brands have a unique opportunity to go a little off-script and allow consumers to get to know them in a different way," she said.

### Online case

Panerai has created a section on its homepage dedicated to the ambassadors and will update the program weekly.

The new campaign comes a year after the brand is expanding the availability of its Bronzo timepiece beyond a select few top clients with an ecommerce launch.

Previously, the collectible watch was not available to the public, with Panerai reserving it for its most loyal customers.

Panerai first made a bronze diving watch in 2011. The metal develops a patina over time, giving each watch a unique look. Now, the watch is being made into a collection. The brand will release five new pieces per quarter.

Officine Panerai entered ecommerce with its first-ever online boutique in the United States market in 2015 ([see story](#)).

As affluent consumers are stuck at home, many have shifted their spending to Web sites and apps.

By creating a social media content strategy with entertaining videos featuring world-class athletes, the brand aims to capture consumer attention with a soft and non-salesy tone.

Many luxury brands are developing content for social media to help stay relevant as people stay in and have more time on their hands. This particular series offers consumers inspiration and practical ways to stay in shape while they are away from the gym.

"There is little patience for, and quick criticism of, brands that appear opportunistic or tone-deaf in these uncertain times, especially in luxury," Ms Dixon said.

"Consumers aren't likely thinking about how badly they want to buy a new watch, new car right now," she said. "They are thinking of the luxuries of normal life and what they are anxious to return to."

[View this post on Instagram](#)

The #ownyourtime series go on. Connect Friday at 6PM CET with the Panerai Ambassador @guillaumenery for a new live session. #staystrong #Panerai #PaneraiHeroes #Yoga #FreeDiving #stayhealthy

A post shared by Panerai (@panerai) on Apr 2, 2020 at 1:30pm PDT

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