

WATCHES

Italy's Panerai debuts new Pamcast editorial platform that embraces digital storytelling

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Online browsing has become a key activity for Panerai customers, as the Italian watchmaker's research has found. Pamcast meets that need. Image credit: Panerai

By LUXURY DAILY NEWS SERVICE

Italian sports watch company Panerai has launched a new project called Pamcast as an editorial platform that will release interactive stories each week to engage its audience.

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Going beyond product, Pamcast will focus on inspirational and creative content that customers and prospects can access online and via mobile devices as well as through ecommerce, CRM, social media and a Spotify branded channel. "Italian Colors" is the first brand story, inspired by the Italian spirit.

"The rapid evolution of the digital landscape has created many opportunities to strengthen client engagement," said Panerai CEO Jean-Marc Pontrou in a statement from Milan.

"Our new online editorial platform, Pamcast, will be exactly such a collection of inspirational content," he said.

"Online browsing has become a prime interest for our loyal customers and we are committed to creating for them exciting high-quality, original storytelling content that not only enhances their lives but represents the best of Panerai's DNA and roots."



Panerai's Pamcast platform is a new digital storytelling experience to enhance the online customer experience. Image courtesy of Panerai

Time to tell

Site visitors will also be able to access the latest **Panerai** product introductions and explore trivia and tidbits related to the brand's history.

Pamcast revolves around four themes: lifestyle, Laboratorio di Idee, entertainment and straps/accessories that communicate Panerai's offerings and tips.

The original content will allow members to not only discover the historical context behind the product, but to embark on an immersive virtual expedition in search of the greatest destinations for free diving and the 10 best recommendations on where to eat, sleep and recharge at each, the company said.

If readers want to review watch models from previous collections, they will be able to simply click on the relevant product image.

The first segment focused on the Luminor Marina Carbotech™ (PAM01661), which will be the first of eight upcoming watches to exclusively launch on the Panerai ecommerce site before becoming available at bricks-and-mortar points of sale.

THIS PROJECT reflects 160-year-old Panerai's new focus on providing customers and prospects with experiences both online and offline.

"Client relationships are one of the most important aspects of our business," Mr. Pontrou said. "We will always look to raise the bar on how and where our clients are able to experience our brand both online and in-person."

[video width="1080" height="1350" mp4="https://www.luxurydaily.com/wp-content/uploads/2020/07/PAMCAST_UNVEIL_4_5.mp4"] [/video]

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