

WATCHES

Football star Tom Brady stars in new IWC Schaffhausen campaign

July 16, 2020



Brand ambassador and football hero Tom Brady stars in a new ad campaign for IWC Schaffhausen. Image credit: IWC Schaffhausen

By DIANNA DILWORTH

Swiss watch brand IWC Schaffhausen has kicked off a new marketing campaign featuring brand ambassador, American football player Tom Brady, in a spot that calls on consumers to dream big.

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The campaign uses Mr. Brady's personal story to help promote its high-end watches by calling on consumers to follow their dreams. The effort is centered on a short film called "Born of a Dream: A Boy from San Mateo," which shows how Mr. Brady pursued his childhood dream to become a champion quarterback.

"As we've seen over the past decade, if not longer, the luxury market increasingly favors experiences over objects, or, as I like to say: Tulum trumps a Rolex," said Livia Stefanini, a London-based luxury consultant, adding, "making this a tough time for watch brands to command relevance."

"Born of a Dream elevates the purpose of IWC beyond a luxury object to a greater ethos, symbolizing wholehearted success and self-actualization," she said.

IWC Schaffhausen is a Richemont-owned brand.

"Born of a Dream" is the center of IWC's latest campaign.

Super Bowl icon

Mr. Brady is a football legend playing six Super Bowl championships with the New England Patriots. He will soon play for the Tampa Bay Buccaneers.

Last year, IWC hired the athlete and modern-day icon as a brand ambassador.

Mr. Brady's determination and precision make him a great fit for the IWC brand. He also owns a personal collection of IWC watches, including Portugieser gifted to him by his wife, Brazilian model Gisele Bündchen.

The storytelling element of the video plays up the similarities between Mr. Brady's core values and the values of the IWC brand, which was founded by U.S. watchmaker Florentine Ariosto Jones in 1868.

Mr. Brady stars in the cross-channel campaign that includes video, email and social media.

"Tom Brady is today's American hero, handsome with a wholesome family who has brushed away any past press hiccups," Ms. Stefanini said. "Like Federer, he is not only an athletic leader but also a symbol of hard work and dedication.

"It reminds everyone that it's a long road and although some challenges may seem unsurmountable, perseverance is what matters," she said. "Also, in a moment where luxury experiences and travel are limited, the campaign reminds us that a luxury object such as a watch can have everlasting meaning.

"The campaign seems to be targeting millennials who are youthful, yet old enough to respect Tom Brady's past as well as his present career. They will understand that it has been a long journey."



IWC chatbot using Facebook Messenger. Image courtesy of IWC Schaffhausen

Digital savvy

IWC Schaffhausen is not just savvy with its design and brand ambassadorships. The company has a history of digital campaigns aimed at connecting with younger, more savvy audiences.

In May, the brand teamed up with Facebook's Messenger team and Creative Shop to introduce a chatbot for the launch of the brand's Portugieser collection.

The chatbot aimed to copy the personal experience delivered in an IWC boutique. The virtual one-on-one Messenger chat with a virtual advisor was designed to improve IWC's customer communications.

The chatbot was there to recreate the in-store experience at a time when stores were closed. IWC employed this advancement in digital shopping as a way to connect with the many consumers around the globe who were still staying home in pandemic-related lockdowns.

"Digital development throughout the customer journey is close to our hearts, and it's a commitment which seems more relevant than ever," said Dominic Weir, chief digital officer of IWC Schaffhausen, in a statement at the time ([see story](#)).