

INTERNET

Cartier inspires emotion through true love social videos

November 10, 2011



By KAYLA HUTZLER

Jewelry brand Cartier is pulling on consumers' heart strings with the creation of three short videos and a full-length music video for its “True love has a color and a name” and “How far would you go for love” campaigns that celebrate the spirit of love.



The three shorter videos were released on Facebook as part of the latest Cartier advertising campaign that looks to highlight moments of true love among various generations. Cartier also yesterday revealed the latest installment of its “How far would you go for love?” campaign – a full-length, partially-animated original music video by the French band, Air.

“I think the first thing that stands out [in the videos] is that they are quite far removed from what I was expecting,” said Christian D'Ippolito, international sales manager at **Unruly Media**, London. “You hear there is a piece of content for Cartier and preconceptions come to mind.

“Typically, you expect to see some form of products or something that is quite opulent put in front of you and the first thing that stood out was the absence of that, which is not a bad thing in any way,” he said. “I think as well with that degree of unexpectedness, the content is undeniably very artistic.”

Mr. D'Ippolito is not affiliated with Cartier, but agreed to comment as a third-party expert.

Cartier did not respond by press deadline.

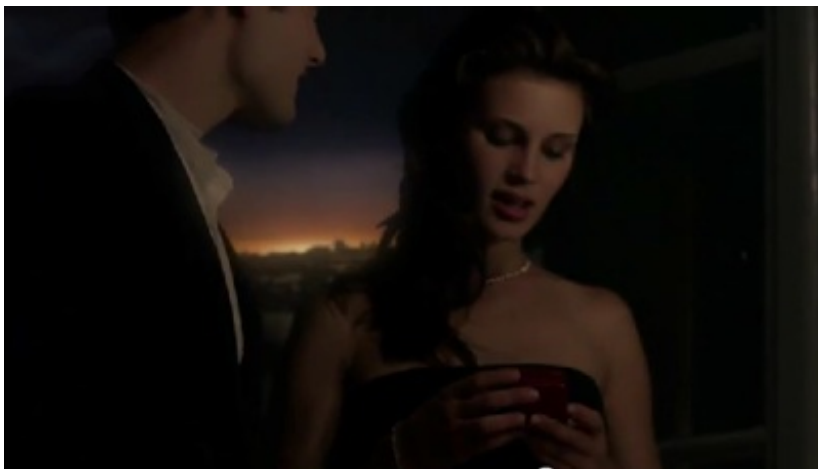
Engagement rings true

The “True love has a name and a color” video segments were released exclusively on Facebook, each spaced five days apart.

The brand also released a teaser video in the middle of last month to alert consumers that Cartier would release the three videos.

Each video tells the story of an engagement.

The first video is the scene of a young couple’s engagement party in the Rue du Faubourg Saint-Honore in Paris, France.



The young couple sneaks away to small room with a view of the Eiffel Tower, where the groom gives the bride a Cartier engagement ring.

The next video takes place in the Jardins du Palais Royal in Paris, where a slightly older couple is first filming a movie together and then running around the town and talking idly about marriage.

At the end of the conversation, the man takes out a Cartier box, slips a ring on the woman’s hand and they embrace.

The last video is set in the L’Place de Opera in Paris. An older woman is sitting in a chauffeured car with her husband and, after seeing a young couple embrace in front of the theater, she replays the scene of his proposal with a Cartier ring in her mind.

Cartier
TRUE LOVE HAS A COLOUR AND A NAME

STARRING
AURORE CLÉMENT

A FILM BY
LUCA GUADAGNINO

STARRING
DIDIER FLAMAND



All of the videos are in French with English subtitles.

In each video, the ring only appears once and most of the time it is at the end of the videos.

With this campaign, Cartier appears to be trying to further ingratiate the brand with the celebration and spirit of love in consumer minds.

Indeed, the campaign is similar to the recent Tiffany campaign that also used social video to examine “What Makes Love True” (see story).

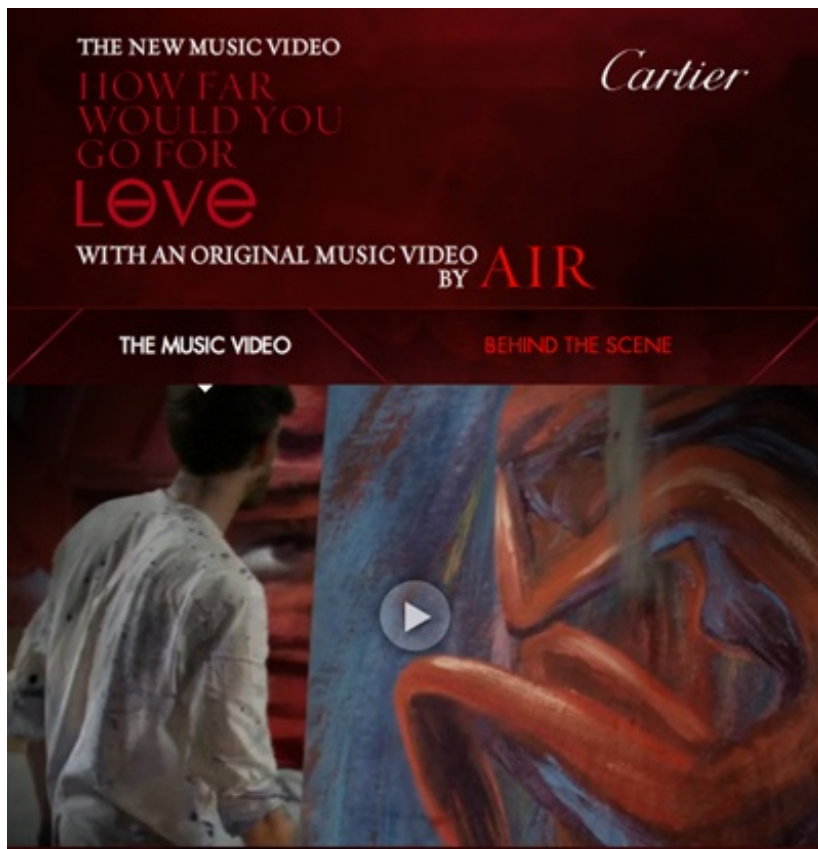
These Cartier videos can be found on the company's branded Facebook page and YouTube channel.

Blending the lines

Cartier did not stop its social video marketing efforts with the “True love has a color and a name” campaign.

The brand also used video for its most recent installment of the “How far would you go for love?” campaign, which has been going on since 2008.

Released exclusively on Facebook yesterday, Cartier asked French band Air to create an original music soundtrack and video to answer the question.



The result was a five-minute-long video that blends animation and reality. However, it almost never refers to the Cartier brand.

The video begins with an artist violently painting a fluorescent woman, who lifts off the paper and into the real world.

The artist then chases her through a town and a seedy club till he too falls into a mirror and becomes animated. The two then embrace and become one.

The video ends with no mention of Cartier, which makes it seem truly artistic and, therefore, less of a marketing tool.

Cartier may have been trying to intrigue the audience and prove that the brand is about more than just diamonds – that it is a symbol of love and emotion.

Indeed, by sharing the videos exclusively on Facebook and YouTube, Cartier appears to be aiming towards a younger, more influential and emotional audience.

With the relatively little product placement, Cartier is likely trying to build up the emotional side of the brand and display the brand's history and association with love.

Social media platforms are a prime outlet for brands to reach a wide range of interested consumers who could be future customers.

"It is quite refreshing to see something that isn't so heavily branded," Mr. D'Ippolito said. "I think it will be perceived pretty well."

"Through Cartier placing this video and almost giving privileged access to its fanbase, you have immediate exposure to people who have an undeniable affinity and likeness for the brand," he said.

“Take that a step further and you’ve given people an opportunity to engage and interact with the video, which is compelling in its own right for a luxury brand.”

Final Take

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