

INTERNET

Cartier encourages transactions, sharing through Christmas video

November 21, 2011



By RACHEL LAMB

Jeweler Cartier is intertwining its Fall/Winter 2011 collection with its iconic leopard mascot through a Christmas-inspired online video that encourages ecommerce transactions.

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Luxury Daily

The brand set up advertisements on The New York Times Web site and when clicked-through brought consumers to a page where they could watch the video. Users are able to scroll through the products found in the video, select individual items in the video and visit the Cartier ecommerce boutique.

“I think this is one of the strengths of the video – it equally emphasizes product and personality and I think it will resonate well with current Cartier shoppers and those that aspire to be a Cartier customer,” said Vic Drabicky, a New York-based luxury digital marketing consultant. “Cartier has done a fantastic job with the video.”

“Not only have they created a beautiful video that is on-point with the brand, but they have tied it into their Web site experience almost seamlessly,” he said. “Many luxury brands struggle with their digital advertising – developing campaigns that are 100 percent brand-focused or 100 percent ecommerce- or Web site-focused.”

“Cartier was able to find the right balance between the two and come up with something that fills both needs.”

Mr. Drabicky is not affiliated with Cartier, but agreed to comment as an industry expert.

Cartier did not respond before press deadline.

Winter wonderland

Consumers that missed the Cartier ads on the New York Times site last week can check out the video at <http://www.wintertale.cartier.com>.



Cartier on the New York Times site

The video follows the iconic Cartier leopard as it walks, runs and leaps along an icy terrain before sitting in front of a large Christmas tree.

Cartier products from the Fall/Winter collection can be found on components of the environment including on the ground, in trees and inside floating bubbles.

Each product has a small plus sign that viewers can click and learn more about the product. When they are done reading, they can resume the video.



Cartier video

There are links on the screen where consumers can go to the Cartier eboutique on its site at <http://www.cartier.com>.

Consumers can also browse through all of the products found in the video in their entirety or select just men's, just women's or eternal diamonds.

Cartier Winter Tale



Product freeze in the Cartier video

In addition, Cartier gives links to its newsletter, boutique finder and Facebook page where consumers can share the video.

Cat's eye for detail

Cartier has been using different videos to highlight its various collections throughout the Fall.

For instance, it created three short videos for its “True love has a color and a name” campaign that followed three couples of different ages who were either proposed to or were proposed to in the past using Cartier engagement rings ([see story](#)).

Additionally, the brand created a full-length music video using a song from the French band Air for its “How far would you go for love” campaign.

This 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. However, there is not a mention of products in this video.

Finally, Cartier tapped the New York Times site in a different way by implementing rich-media banner mobile advertisements on the publication’s optimized site to spread the reach of its Mechanics of Passion video series for its Calibre watch ([see story](#)).

In a savvy move by Cartier, all information on the videos, and the videos themselves, are available on the landing page of the branded site.



Cartier Web site

Furthermore, rather than just put up videos, Cartier emphasizes the point of user engagement and makes the experience not only entertaining but useful for consumers, per Mr. Drabicky.

“Cartier seemed really focused on viewer experience, shopping experience and the ability to share,” Mr. Drabicky said. “For example, they have inserted product throughout, making each product clickable.

“Not huge in itself, but to be able to click, open the product in a new browser tab and have the video pause and allow you to return to the exact spot you were at is something most users will appreciate,” he said. “Far too often with video, once you click, you lose your spot and have to start the entire video over which is frustrating for viewers.

“In addition, adding Facebook links for sharing and becoming a fan and a link to sign up for the Cartier newsletter should make the video more sharable and increase the amount of conversion touchpoints for Cartier.”

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York