

WATCHES AND JEWELRY

IWC converses with sports GOATs about passion, perfect timing

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Formula One World Champion Lewis Hamilton, actor James Corden and Super Bowl Champion Tom Brady come together to discuss inspiration, passion and perfect timing in new IWC campaign. Image courtesy of IWC Schaffhausen

By KATIE TAMOLA

Swiss watchmaker IWC Schaffhausen is sharing a thoughtful discussion between two iconic athletes about passion, sports greatness and quality timepieces in an entertaining new video.

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IWC tapped brand ambassadors Tom Brady and Lewis Hamilton to discuss the title of "greatest of all time," how the athletes have given everything they have to their professions and the role that timepieces have played in their images. The effort, entitled "Talking Big-GOATs," is moderated by actor and television host James Corden, and offers consumers an intimate and entertaining glimpse into the thought processes and morale of the inspirational star athletes.

"This kind of series is effective because Tom Brady and Lewis Hamilton have fan bases that go beyond fans of their respective sports," said Donnie Pacheco, founder of [Donnie P. Consulting](#), Seattle. "This series does a great job of making their stories about watches really personal and not a sales pitch.

"It also allows consumers to connect hearing their personal stories of what makes them tick, how they feel in a moment and how they approach their sports," he said. "Consumers like seeing behind the scenes and what makes these athletes special, and this video does that."

The GOAT, time and time again

Both Mr. Hamilton and Mr. Brady are decorated in their respective fields, with Mr. Hamilton being a seven-time Formula One World Champion and Mr. Brady being a seven-time Super Bowl champion. With their accolades, Mr. Corden referring to each as the GOAT (greatest of all time) in their respective fields feels accurate.

The video begins with Mr. Corden discussing how the two athletes have met several times. Mr. Hamilton and Mr. Brady go on to explain the respect they hold for each other.

Lewis Hamilton, James Corden and Tom Brady discuss being the GOAT

"There are so many things you can take from watching a great athlete like Tom that you can then apply to being a

better athlete yourself," Mr. Hamilton says in the film.

"Lewis was, from the time he was a teenager, one of the real prodigies of the sport," Mr. Brady then added when discussing how he is inspired by the Formula One driver. "Lewis already trained this morning for 10 to 12 hours, that's why he's the greatest Formula One champion of all time."

Mr. Corden then touched on how even early on in their careers, both Mr. Brady and Mr. Hamilton had a hunger to prove themselves and wanted to make it clear that they would strive for the best.

Mr. Corden recalled hearing that Mr. Hamilton, after winning a go kart tournament under the age of 13, went up to Ron Dennis, who was then running the McLaren team, and said, "Hi, I'm Lewis Hamilton, and I'm going to race for you one day." The television host then asked Mr. Brady if he remembers doing something similar in telling the owner of the New England Patriots, "I'm going to be the best decision you've ever made," when he signed his first professional contract.

Both athletes jovially reminisce about holding that kind of confidence and the importance of believing in oneself.

Mr. Corden then notes the "importance of perfect timing" in relation to both Formula One racing and football. The discussion then turns to the athletes' shared love of timepieces and how they believe watches elevate their images.



Both Mr. Hamilton and Mr. Brady have an affinity for timepieces. Image courtesy of IWC Schaffhausen

"I've always been into mechanics to start," Mr. Lewis said. "When you look at these watches and there is 500 pieces all put together by one person, the craftsmanship I think for me is fascinating.

"I remember again my first watch was from Argos in England," he said. "I went to school and I felt really proud, I used to wear it outside my blazer and I thought that it elevated me."

"Certainly for men, there's not a lot of jewelry that we typically wear," Mr. Brady added. "And it does, Lewis said it perfectly, it elevates your look."

Mr. Brady also noted that as a college athlete, he had a photo of an IWC watch from the 1990s set as his desktop wallpaper, a constant motivator and reminder that if he were to make it one day, he'd buy himself the timepiece. The Super Bowl champion later went on to buy his first IWC, still has the watch and now works as an ambassador for the coveted brand.

The overall conversation speaks to the passion of both athletes and the commitment to finding the inspiration to continue striving for what you want.

Illustrating stories of success

IWC Schaffhausen is one of many brands that are continually showing commitment to storytelling to convey brand values.

The watchmaker has recently leaned into the art of video campaigns in illustrating what the brand and its ambassadors represent.

Last year, IWC Schaffhausen released its "Born of a Dream" campaign, which shared the origin stories of Mr. Brady as well as the brand's founder in a series of films.

IWC tapped brand ambassador actor James Marsden to play the role of Florentine Ariosto Jones, who founded the watchmaking brand in 1868 ([see story](#)). The campaign also used Mr. Brady's personal story to help promote its high-end watches by calling on consumers to follow their dreams ([see story](#)).

Advertisements with brand icons or ambassadors are effective because they inspire feeling in viewers who are more likely to associate those positive feelings with the watchmaker.

"Both athletes are wearing the IWC watches, but the true effectiveness of such a video depends on how closely consumers tie these two athletes to the IWC brand," Mr. Pacheco said.

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