

WATCHES AND JEWELRY

## IWC celebrates Blue Angels' 75th anniversary with high-flying campaign

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*IWC visits the Naval Aviation Museum in Pensacola, Florida. Image credit: IWC Schaffhausen*

By KATIE TAMOLA

Swiss watchmaker IWC Schaffhausen is soaring to new heights in a campaign that pays homage to the Blue Angels, the flight demonstration squadron of the United States Navy.

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In a short film spotlighting the 75th anniversary of the Blue Angels, actor and flight-enthusiast Glen Powell takes flight with the squadron. The film shows how the ethos of the naval organization and IWC Schaffhausen overlap.

"It's rare for a video to reinforce so many pillars of luxury while elevating others to define traits, or desired traits, of their best affluent prospects," said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach.

"IWC Schaffhausen chooses to elevate the airmen and shared values with best prospects instead of overtly promoting the watch."

The skill, the precision

At the end of World War II, Chief of Naval Operations Admiral Chester W. Nimitz ordered the formation of a flight demonstration team to keep the public interested in naval aviation. The team was later introduced as the Blue Angels at a show in Omaha in July 1946.

The short film begins with a shot of the outside of the Naval Aviation Museum in Pensacola, Florida.

Mr. Powell's voiceover begins, explaining that he has been a longtime fan of aviation and that he even obtained a pilot's license. The film describes the actor's lifelong reverence for the Blue Angels while spotlighting the new IWC timepiece commemorating the organization.

Inside the museum, Mr. Powell studies artifacts and speaks with workers from the Naval Air Station. He wears an olive aviator jacket with an IWC Schaffhausen patch and pilot name tag.

"I know a lot of very talented pilots, but very few are as precise as these guys," he says.

*Actor and avid fan of aviation Glen Powell explores the legacy of The Blue Angels*

He then contemplates the skill and precision that are required in piloting, an aircraft as shots of the flight demonstration flow in the sky.

"When you're surrounded by the best, you want to be the best," he says. "You want to feel like you're part of that group."

The vignette explores the desire to be a part of something greater than one's self, a concept inherent in the Blue Angels and a concept symbolized by IWC's latest timepiece commemorating the organization.

As Mr. Powell ruminates on the IWC Pilot's Watch Chronograph Edition "Blue Angels," images of the flights continue, the blue and yellow planes twirling in the sky. He also discusses the immense trust inherent in piloting, and how the organization has thrived.

"If a legacy can last 75 years-plus, you're doing something right," he says, hinting at a correlation between the naval organization and watchmaker.

The actor then discusses how the ethos of the Blue Angels connects to that of IWC, as he wears the commemorative timepiece. A closeup of the watch then emerges, the dark cobalt face with its yellow accents, mirroring the colors of the Blue Angels.

Mr. Powell sums up the symbolism of the commemorative timepiece, a reflection of both IWC and the Blue Angels: striving for more.

"The idea that the Blue Angels are a constant reminder of how to live better, more efficiently, more exceptionally the fact that we have a watch for the general public, to have that reminder, I think that's kind of cool," he says.



*The commemorative watch has the colors of the Blue Angels, blue and yellow. Image credit: IWC Schaffhausen*

Ending with Blue Angels pilots landing their planes and jubilantly shaking hands, Mr. Powell further summarizes what the timepiece embodies.

"It's a watch for an adventurer, a watch for an adventurer, it's a watch for people that are exploring, that are seeing the world, that care about precision," he says. "That's what the Blue Angels represents."

#### Picking the right representation

Brands continue to invest and innovate in regards to tapping ambassadors for their products. Whether trying to foster relationships with loyal consumers or attempting to reach new audiences, luxury brands are cognizant of just how important ambassadors can be.

For luxury brands seeking a famous face to attach to its product, the current landscape provides a myriad of effective ambassadors.

The world of brand ambassadors and celebrity partnerships is constantly evolving, with luxury labels relying on some of the world's most famous faces in acting, entertainment, sports and social media to extend their reach. Whether literally the star of a show or an influencer dominating Instagram, consumers continue to seek star power and authenticity from their ambassadors across the board ([see story](#)).

While there are myriad ways for a brand to make itself and its offerings known and visible on social media, some tactics are proving to earn more engagement than others.

According to a new study from intelligence platform BrandTotal, luxury brands are finding great success through storytelling, targeting younger audiences and highlighting ambassador relationships. Luxury brands have managed

to get the most consumer engagement despite not having the highest paid social share of voice (SOV), as they stray from targeted paid ads and aim to offer a wider message, expanding their audiences ([see story](#)).

As evidenced in Mr. Powell's role in the new IWC Schaffhausen, the correct ambassador selection goes a long way in reaching audiences.

"IWC Schaffhausen understands that brands are defined by the brands with whom they associate," Mr. Ramey said. "They also understand you don't sell the affluent instead, you fascinate them and share values.

"The brand narrative reinforces the status and attributes consistent with the lives of successful affluent individuals," he said.

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