

WATCHES AND JEWELRY

Omega hones in on brand heritage in emotive new spot

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Omega showcases all of the brand's magic in its latest spot. Image credit: Omega

By KATIE TAMOLA

Swiss watchmaker Omega is playing up its illustrious brand history in an endearing new vignette.

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In the short film, Omega highlights its heritage from its beginnings to its renowned role in the Olympics, and everything in between. Omega is taking an artistic approach in educating consumers on the watchmaker has built and how it continues to grow.

"This film offers consumers a very powerful emotional engagement and a great perspective of history, and the passage of time, as seen through both the lens of the Omega brand, and the viewer's consciousness," said Marty Hurwitz, CEO of [MVI Marketing](#), Austin.

Exploring the magic

The latest short film from the brand, entitled "Explore the magic of Omega's movements" begins with a small, black watchbox opening, to reveal a mechanical world.

The mechanical, mystical world emanates the feeling of being inside a watch.

Omega details its illustrious brand history within a single magical watch

Set to a whimsical yet soothing soundtrack of Harry Gregson-Williams' "Smiling", the vignette proposes this mechanical world, depicting Omega's brand history, starting from the very beginning of the brand's inception.

Minuscule metal cars drive around a small city, an ode to the Swiss city of La Chaux-de-Fonds where Omega was founded in 1848, as people sit and converse.

The shot then dives underwater, revealing a metal sea turtle, stingrays and a whale orbiting a diver's helmet in a nod to Omega's iconic Seamaster timepiece. Omega's relationship with the sea is closely woven into its brand tapestry and often comes up in campaigns.

Next, there are small metal athletes competing in sailing, cycling, gymnastics and other sports in front of the iconic Olympic rings, adorned in gold. This is a reference to the watchmaker's relationship with the games, having served

as an official timekeeper for the Olympics for several decades.

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OMEGA (@omegawatches) [March 1, 2022](#)

Omega has had a longstanding interest in space and the ocean

A cinematic feel continues, as the shot cuts to a miniature Snoopy and astronauts on the moon, a reference Omega's relationship with space and the "Silver Snoopy Award," which the watchmaker originally received from NASA in 1970. In 2020, Omega released a 50th anniversary commemorative watch in the Speedmaster model ([see story](#)).

The vignette concludes with the shot zooming out of the box, a sleek black Speedmaster watch appearing on screen. The uplifting soundtrack reinforces the feel of a movie, generating reverence for what the brand has accomplished as well as excitement for what is to come.

Omega heritage

Omega enjoys focusing on the present, forming meaningful partnerships and fostering innovation. The watchmaker does also enjoy reminiscing about the past, meaningful collaborations and recurring themes within the brand.

Earlier this year, Omega explored its longstanding relationship with the ocean through a new film effort promoting its historic Seamaster diving watch collection.

The brand's ocean heritage began in 1932 with the release of its first divers' timepiece, the Marine. Since then, Omega has been working to position itself as a leading high-performance equipment timepiece make ([see story](#)).

In January 2021, Omega highlighted its history with the space program as it rolls out the latest generation of its Speedmaster Moonwatch.

In the short film "Moonwatch Memories," NASA luminaries reminisced about the Gemini and Apollo spaceflight programs, and the special role of Omega timepieces ([see story](#)).

Nostalgic, emotional spots can benefit brands in also tapping sentimental reactions from consumers, boosting positive feelings related to the brand.

"I certainly can see the Omega brand history in each key moment but I, and I suspect many other viewers, will align those elements with the key moments of our individual and collective lives," Mr. Hurwitz said. "This personal and historical remembrance, very timely at this tumultuous point in the evolution of civilization, not only places Omega at key points in human history but truly makes a personal attachment for the brand with each of us."

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