

INTERNET

Tag Heuer builds hype for upcoming digital gaming project

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By KAYLA HUTZLER

Swiss watchmaker Tag Heuer is using brand ambassador and racecar driver Lewis Hamilton as the focus of a new digital project from the brand titled “The Ultimate Lap.”



The watchmaker released a teaser video on its YouTube channel and has created a Facebook tab dedicated to the racing project. Consumers are invited to virtually race Mr. Hamilton this month through a to-be-announced digital driving platform.

“Ultimate Lap is an occasion to celebrate Tag Heuer's motoracing heritage as well as our long-lasting relationship with Vodafone McLaren Mercedes, with whom we share a real passion for innovation,” said Alexandra Wolf, community manager at **Tag Heuer**, La Chaux-de-Fonds, Switzerland.

“Ultimate Lap is all about pushing beyond one's limits to win a challenge, another of Tag Heuer's values,” she said.

Vodafone McLaren Mercedes is a British Formula 1 racing team.

Paving the way

Tag Heuer has created a trailer video for the Ultimate Lap project which it has posted on its YouTube page that begins with the text, “Tag Heuer, you against Hamilton in an

Ultimate Lap.”

Tag Heuer's Ultimate Lap trailer video

Red-and-black filtered images and video comprise the rest of the 35-second video.

Viewers see a driver, presumably Mr. Hamilton, getting ready in his racing car. There are also close-up stills and video shots of the racecar itself going around a track.

A futuristic soundtrack and loud engine revving are playing throughout the video.

Tag Heuer also created a special tab on Facebook dedicated to the Ultimate Lap project that showcases the video and the text, “Get ready in January 2012 to face F1 Champ Lewis Hamilton.” It also tweeted the YouTube link.

TAG Heuer ▶ Ultimate Lap

Jewelry/Watches



The video had received 397 “likes” and had been viewed separately on YouTube 351 times at press deadline.

Tag Heuer has not yet released exactly how fans will be racing Mr. Hamilton, but it seems as if it will likely be a gaming microsite.

“We really hope that this digital experience will enable our fans to really sense the tension that exists on the track, giving them an overview of this extraordinary Formula 1 world,” Ms. Wolf said.

“A particular attention was put on the design of the platform to make this experience as real as possible,” she said.

“Another key point was interactivity – we did not want just a pretty Web site, but a true driving experience.”

Driving fans

Tag Heuer often uses video to engage with consumers, build the hype for upcoming collections and emphasize partnerships.

For example, it also employed video to wish fans well in 2012 and used its social media outlets to spread its New Year microsite found at <http://wishes.tagheuer.com>.

Additionally, Tag Heuer also used Mr. Hamilton in its “History happens every morning” video series which featured brand ambassadors telling the history of Tag Heuer and stating which watch model they wear.

The brand also used video to introduce and explain the features of its latest versions of the Link, Calibre 300 and Grand Carrera watch models.

Indeed, the video trailer for the Ultimate Lap project may help Tag Heuer reach Web-savvy consumers who are most likely to play the digital game.

In addition, fans will likely share the video and news of the upcoming racing project with friends, helping to spread the word and increase Tag Heuer’s fanbase.

By including Mr. Hamilton and Vodafone, Tag Heuer has also tapped racing enthusiasts who will be enticed by the gaming project.

“This is not about the Tag Heuer customers but about all the people who share our passion for motor racing and dedication to excellence and self-improvement,” Ms. Wolf said.

“The Ultimate Lap project was built from real images from the track and involves a well-known Formula 1 driver, our dear brand ambassador Mr. Hamilton, who was thrilled to engage with the community,” she said. “The Ultimate Lap is all about reality – it is the ultimate digitalized real-life experience.”

Final Take

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