

WATCHES AND JEWELRY

Omega honors Apollo 11 lunar landing in new campaign

July 22, 2022



A scene from Omega's "A Time to Remember" campaign film. Image credit: Omega

By AMIAH TAYLOR

Swiss watchmaker Omega is spotlighting space exploration and interstellar travel in its latest campaign, which features astronaut Buzz Aldrin as an ambassador.

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In honor of the 53rd anniversary of the Apollo 11 lunar landing, Omega is highlighting its connection to the historic event. The Omega Speedmaster Moonwatch Professional, which was donned by Mr. Aldrin in 1969, was the first watch worn on the moon.

"Buzz Aldrin makes absolute sense as a brand ambassador," said Donnie Pacheco, founder of Donnie P. Consulting, Seattle. "He is synonymous with the moon landing and by simply referencing him, it ties both Omega and the Speedmaster Moonwatch to this event."

The buzz around Buzz

The campaign film connecting the Swiss watchmaker to space voyages is a continuation of its historical branding strategy.

Omega Speedmaster Moonwatch Professionals were qualified by NASA as the only watch for all manned space missions in 1965. Continuing that legacy, Omega capitalized on a conspicuous marketing opportunity when they created personalized watches for the first human space tourism flight in 2021.

The Swiss watchmaker supplied watches to Blue Origin founder Jeff Bezos and his crew for their suborbital space flight mission. Each crew member wore two customized Omega Speedmaster Moonwatches, which had Velcro straps specially made for the Blue Origin NS-16 space flight.

In its latest ode to the cosmos, Omega's campaign features Mr. Aldrin gazing longingly at the moon. In the opening scene, Mr. Aldrin is seen sitting on top of a truck on a starry night.

Potentially to evoke an archival tone, portions of the film are shot in black and white.

Mr. Aldrin's moon landing jacket will be auctioned off on July 26 at auction house Sotheby's location in New York,

potentially for millions. Capitalizing on this publicity, during the campaign film, an image of the garment lingers on the screen.

As the film progresses, brief snippets contain historical footage of the lunar landing, mimicking flashbacks. In an effort to ostensibly balance the past with the present, the footage is interspersed with close-up details of the Omega Speedmaster Moonwatch Professional.

With a pensive look on his face, Mr. Aldrin holds a glowing replica of the moon.

He reaches for the moon with an outstretched hand in another scene. In the soft glow of the moonlight, the Omega Speedmaster Moonwatch is seen on his wrist.



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A post shared by OMEGA (@omega)

The joy of looking back

Omega's latest campaign recalls its unique space heritage. But the Swiss watchmaker is not alone in creating odes to its iconic history.

French fashion house Chanel also recently released a high jewelry line that is a nod to the first collection they released in 1932 ([see story](#)).

In addition, Swiss watchmaker Jaeger-LeCoultre recently paid homage to its historical legacy in a campaign ([see story](#)). The surges of campaigns that highlight brand history are international and include Delvaux's recent debut in the Middle East ([see story](#)).

Luxury brands are now reaching audiences through the power of narrative. As brands continue to evolve and modernize they are simultaneously sharing their storied histories.

"This campaign is completely on trend for luxury brands highlighting their history," Mr. Pacheco said. "This does stand out in that it was such an iconic event in history and where the watch received its nickname. Luxury brands are trying to tell stories and connect with consumers by referencing their history and this is a major event which the brand was actually part of."