

JEWELRY

Tag Heuer reaches new depths with the Aquaracer

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An image of the Tag Heuer Aquaracer Professional Superdiver 1000. Image credit: Tag Heuer

By AMIAH TAYLOR

LVMH-owned Swiss watchmaker Tag Heuer is launching into the deep blue with an update to its titanium dive watch.

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The campaign film, which debuted on social media on Aug. 7, opts to highlight the design details of the Tag Heuer Aquaracer Professional Superdiver 1000 over the performance features. However, the Superdiver touts high visibility and is meant for saturation diving up to 1000 meters.

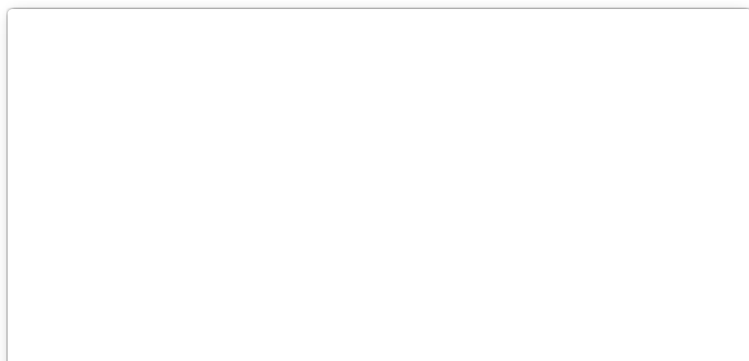
"The design, aesthetics and attractiveness of the new Superdiver are all very nice," said Donnie Pacheco, founder of Donnie P. Consulting, Seattle.

"The new details are a nice upgrade, but aren't that revolutionary as many other dive watches have many of these same looks and details."

Watchmaking alchemy

As the Swiss watchmaker's dramatic new campaign film begins, a bead of water suspended in mid-air explodes. As the transparent globe of liquid bursts, it transforms into an eruption of gray ashen powder.

The dark powder slowly takes shape into the metal perimeter of a watch face. As the bezel begins to become defined with dynamic orange liquid, the video labels the colorful addition as ceramic inlay.



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Tag Heuer's new campaign film for the Aquaracer Professional Superdiver 1000

The granular powder becomes sentient and forms the silhouette of a watch face. Then, the completed bezel is thrown down into the powder, creating a cloud of fine mist.

With fluidity, links of the watch bracelet float into place with a quick series of satisfying clicks. The dive extension on the watch bracelet is labeled, as is the stamped caseback.

The helium valve, which protrudes from the side of the watch, is identified along with the octagon aquaracer indexes and the crown guard.

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An image of a diver wearing an Aquaracer Professional Superdiver 1000 underwater

Suddenly, metallic rocks appear and shift into molten orange liquid. The liquid state of the metal proves transient, and the titanium transforms into the links of a silver-hued watch bracelet.

A striped liquid appears that contains both oranges and silvers. The video identifies that the liquid is composed of orange ceramic, black ceramic and titanium grade 5.

The film ends with the Tag Heuer Aquaracer Professional Superdiver 1000 suspended in mid-air in a full circle moment. The watch slowly spins and rotates as melodious music plays.

One-of-a-kind campaign

Tag Heuer's strategy for debuting their new Aquaracer seemed to fixate on aesthetics and craftsmanship. Because the Aquaracer is marketed as a time accessory that can thrive in any conditions, the emphasis on durable materials in the campaign film is likely intentional.

While the LVMH-owned brand inspired buyer confidence in the longevity and durability of their watches, Tag Heuer may have more work to do in the realm of transparency.

Ninety-four percent of consumers believe jewelry brands should be more transparent about the origin of the raw materials they use like gold and diamonds, citing a report from [Tracemark](#). Superior materials are already the industry standard in fine watches, the next call from consumers may be for traceability concerning those resources.

The Swiss watchmaker departed from the status quo when they opted not to include brand history in their campaign film. Other brands, such as Omega ([see story](#)) and Chanel ([see story](#)) have been leveraging their storied pasts to elevate their status in the present.

"This campaign is different than what others are doing in the luxury industry in that TAG Heuer isn't talking about the history or the making of their dive watch," Mr. Pacheco said. "They are counting on customers to know their bona fides when it comes to dive watches and are instead pointing out the details of the new styles.

"It seems like they are targeting a broader audience by focusing on the design details instead of the performance features of the watch, which may limit it to an actual dive enthusiast instead of someone that wants a smart-looking sport watch with attention to details."