

WATCHES AND JEWELRY

Tennis star ruminates on importance of inspiration in Zenith 'Dreamers' push

October 12, 2022



Estonian professional tennis player Anett Kontaveit is seen wearing Zenith's Chronomaster Original Pink in its latest vignette. Image credit: Zenith

By KATIE TAMOLA

Swiss watch manufacturer Zenith is volleying a new vignette for its "Dreamers" platform, which aims to upraise women.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Estonian professional tennis player Anett Kontaveit is the latest face for the platform, starring in a campaign sharing her inspirations. With this continuation of "Dreamers," Zenith is aiming to meaningfully connect with its audience while also ushering in younger consumers.

"This spot offers consumers authenticity and a way to connect with the ambassador and brand on a more personal level," said Donnie Pacheco, founder of Donnie P. Consulting, Seattle.

"While the spot features the watch always on Annett through posed shots it is not about the watch," he said. "It is about Annett talking about her biggest role model, which happens to be her mother.

"Her answer comes across in an authentic way and she elaborates on her home country, motivation and drive all relatable topics to consumers."

Imperative to dream

Zenith's "Dreamers" program highlights driven and successful women while depicting how its timepieces can complement their aesthetics, thus Ms. Kontaveit is a sensical choice to discuss the importance of dreams and dedication.

The Women's Tennis Association ranked her number two in the world in June 2022, making her the highest-ranked Estonian tennis player in history.

Ms. Kontaveit has become the highest-ranked Estonian tennis player in history.

Opening with the brand name in a white text overlay and an instrumental, piano-laden soundtrack, Ms. Kontaveit walks into a room. The next shot is a closeup of the tennis player, leaning her hand on her chin, prominently displaying the Zenith Chronomaster Original Pink.

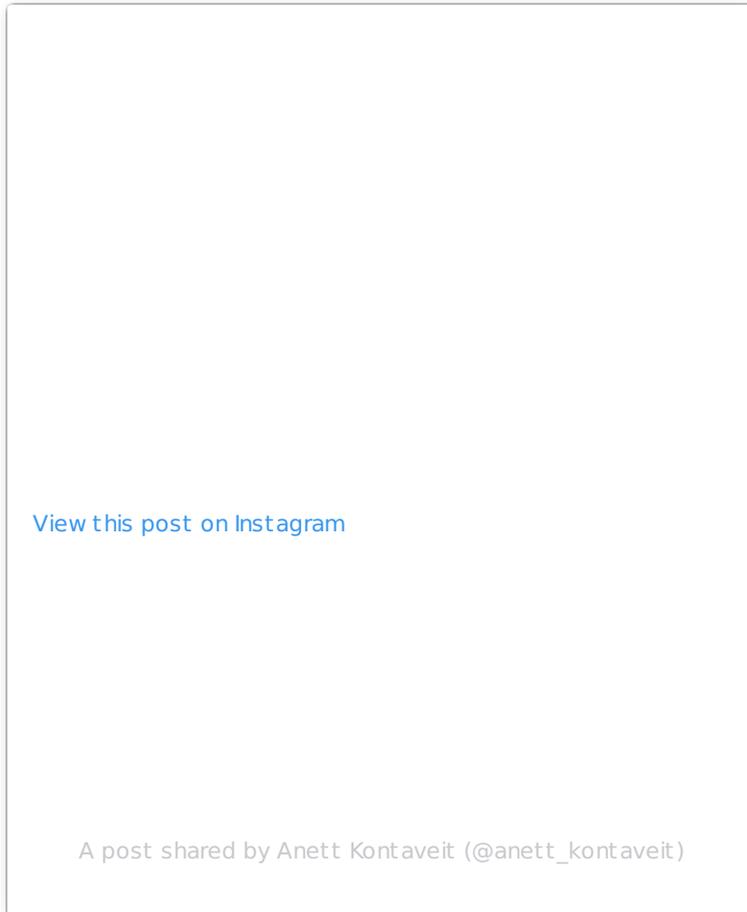
Sitting in an interview-style setting, juxtaposed with shots and footage of her looking out of the window and posing with the timepiece, Ms. Kontaveit explains how her mother is her most prominent inspiration. The professional athlete's mother is the one who introduced her to the sport.

"She has definitely [shown] me how to achieve my biggest goals in life," she says in the film.

She goes on to explain the importance of translating this kind of inspiration for other young people.

The professional tennis player reinforces the main concept of "Dreamhers" elevating women who are ardently looking to make a difference in their fields, carving spaces for themselves and thriving.

"It's so important to be passionate about what you're doing," Ms. Kontaveit says. "And to stay persistent."



Ms. Kontaveit models The Chronomaster Original Pink.

The vignette ends with a simple prompt.

"Time to reach your star," it reads, in black text overlaid against a white screen.

Always dreaming

Zenith's "Dreamhers" has highlighted women with various talents and accomplishments.

In 2020, the series centered Airi Hatakeyama, a Japanese rhythmic gymnast-turned-TV personality. Ms. Hatakeyama represented Japan at the 2012 Olympics in London when she was only 17 years old.

After achieving her goals as an athlete, Ms. Hatakeyama began pursuing a new goal and has since become a beloved TV personality on Japan's most popular sports channel ([see story](#)).

Zenith has supported women in disparate ways.

Last month, the Swiss watch manufacturer announced an exciting partnership with the world's largest breast cancer charity, Susan G. Komen for the Cure.

This collaboration, which was announced on Sept. 16, has yielded a special-edition piece to support the fight to end breast cancer. The Chronomaster Original Pink sports Susan G. Komen's trademark rose-colored hue and will raise important funds to support women's healthcare and increase access to lifesaving care ([see story](#)).

The model is only available during the annual international Breast Cancer Awareness Month campaign from Oct. 1

Oct. 31, sold exclusively at Zenith's physical and online boutiques globally.

Ms. Kontaveit, Zenith's newest young ambassador, is seen sporting this model in the new "Dreamers" vignette. Young ambassadors are becoming increasingly important to luxury brands' ability to stay relevant.

"Luxury brands, particularly in the watches category, continue to rely on brand ambassadors, so it is important that they tap up-and-coming people to keep the brand connected and relatable to the next generation," Mr. Pacheco said.

"Because ambassadors are the face of the brand, it is important that they reflect the brand values and more importantly today are relatable and authentic," he said. "Younger consumers want a more personal connection to brands so it is essential that ambassadors provide this."

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.