

JEWELRY

Audemars Piguet takes to new terrain with traditional sport

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Seven professional golfers attempt near-impossible strikes on a mirrored surface, coming off the green to test their skills in one of three challenges. Image credit: Audemars Piguet

By AMIRAH KEATON

Swiss watch manufacturer Audemars Piguet is putting a cohort of champions to the test in a series of unconventional on-campus challenges with a humorous spin.

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A new digital drop flips tradition on its head, with help from a group of golf's biggest stars. The "dream team members" join Audemars Piguet for the "International Putting Institute" campaign.

Putting parody

Professional golfers Viktor Hovland, Tyrrell Hatton, Danny Willett, Wesley Bryan, Matt Wallace, Abraham Ancer and Branden Grace go off-script, joining Audemars Piguet for an amusing set of circumstances that take place in a fictitious academic setting.



Seven professional golfers star in a new campaign from Audemars Piguet. Image credit: Audemars Piguet

Collectively, the posse act as pseudo-ambassadors of sorts, joining Audemars Piguet for an amusing set of circumstances that take place in a fictitious academic setting.

United by the common goal of taking golf to new heights, three challenges showcase the athletic ability of the seven sportsmen.

The campaign video begins with grim weather, as a special mix of "students" is educated indoors.

Formulas unfold on a whiteboard, which centers the class physically, but not mentally, as made apparent by the body language of the video's subjects.

An instructor's monotone voice drones on with musings concerning the velocity, speed, force and collision as, one by one, famous faces fill the screen. Each display varying degrees of boredom.

The "International Putting Institute / Audemars Piguet" official campaign video

Mr. Grace exudes confusion with an exaggerated furrowed brow, while Mr. Hatton writes "I am a good putter" on repeat, adhering to the stylistic tendencies of classic chalkboard punishment, on paper. Mr. Wallace bounces a small white ball on a club, its hollow structure sounding off with each incident of impact, as Mr. Ancer decides to doodle.

All are shown in pieces from Audemars Piguet.

A prompt from the instructor catches the class off-guard, pushing the plot along.

"The frictional forces between the green and the golf ball will then put the ball into a state of pure rolling," their teacher begins.

"Roll ratio is?" he asks expectantly, turning to his guests. A pregnant pause or an awkward silence, depending on the tolerance of the listener follows.

Mr. Hovland then nods off, as a soundtrack and related diagram intensify.

What can be inferred by the audience as the player's mind seemingly applies the real-life lesson to a golf hypothetical, proposing an apparatus at a 17 percent elevation with 7 meters between teeing area and hole, a 180-degree motion posited as the path to success.



Audemars Piguet optimizes screen time, as all players are shown in the brand's pieces. Image credit: Audemars Piguet

The hypothesis is put to the test, as a more exciting scene ensues next.

Audemars Piguet's dream team takes to the library, disturbing the peace to prove their expertise on a challenging course and trying their hands at the unusual setup.

The players cheer each other on until the initial mission is complete. Mr. Bryan's strategic put lands and the group erupts.

The two remaining experiments play out similarly.

Though different in nature one situation features a glass surface, which has been erected in a hallway while another includes a moat, built amid the layers of an outdoor campus amphitheater the exam trio dares its participants to employ precision in new ways.

The mastery achieved in each frame perfectly encapsulates the spirit of Le Brassus's crown jewel, whilst its watches remain on full display with each forward swing.

A call to attention brings a dreamer back to reality.

"Mr. Hovland, do I have your attention please?" says the initial instructor, as his student snaps out of a haze, visibly amused from a set of lasting memories. A simple "Audemars Piguet: Le Brassus" black frame with white text signals the video's finale.

Thematic throughline: attention to detail

Though its most recent release takes its "Dream Team" to the next level, Audemars Piguet's group concept is nothing new.

In 2018, for example, the brand brought an ambassador team to New York in an effort to bring the sport of golf to new heights. A short film, in the style of a movie caper, shares the group escapades with fans ([see story](#)).

The luxury watch entity has also always sweat the small stuff, remaining a stickler for detail. Since 1875, the watchmaker has blended its propensity for innovation with the traditional craftsmanship of its founders.

Episode one details the making of the Calibre 7121

Earlier this year, Audemars Piguet harnessed the power of patience, revealing the amount of time, meticulous processes and details that are put into creating its notable complications and designs.

To honor this longtime vision, the Swiss watchmaker released "It Takes Time to Create the Extraordinary," a series of short films showcasing the intricate details of its pieces, from self-winding movements to dial designs ([see story](#)).

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