

JEWELRY

Audemars Piguet attempts youth appeal with 'Seek Beyond' campaign

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The company highlights the excitement of being young, tying youthful creativity to the brand's craftsmanship. Image credit: Audemars Piguet

By EMILY IRIS DEGN

Swiss watch manufacturer Audemars Piguet is ushering in a new age with the fresh campaign spot, "Seek Beyond."

The brand's latest, a sentimental film selection, acts as a rallying cry, calling in millennial and Gen Z clients. Encircling those of a lower age bracket, the piece features youthful figures, contemporary music and adventurous narratives that parallel the company's classic timepieces.

"The sentiment of seeking beyond is very prevalent in today's younger generations," said Rony Zeidan, founder and creative director of [RO New York](#).

"The desire to constantly shift careers, move cities, explore further, and build their own rules is very prevalent," Mr. Zeidan said. "This spirit is something Audemars Piguet is attempting to appeal to, a smart strategy [as it relates to] the next generation of luxury watch shoppers and collectors.

"The time has come for Audemars Piguet to pass on the baton."

Young and free

Audemars Piguet is inching towards a valuable consumer base by way of new messaging.

Aimed at younger customers, the watchmaker's "Seek Beyond" film appears a more contemporary narrative than previous ad iterations. Starring a young group of friends, the nearly 2-minute clip tells a boundary-pushing tale in the sky above Audemars' Le Brassus, Switzerland base.

The surrealist scenes mark a relatively alternative approach when compared to the more regular marketing depictions of luxury pieces, and those makers behind the mechanisms, that typically fill its campaigns.

Opening with a dreamy shot of Swiss clouds, five friends hike up a mountainside to watch the sunrise. The group dons athleisure, in a more modern style, contrasting the brand's usual vintage aesthetic.

Audemars Piguet presents "Seek Beyond"

Just seconds after the video's start, one particularly adventurous girl becomes the first of the crew to test the bounds of the

terrain on which they stand. Grinning mischievously, she leaps off the edge of the natural structure's ridgeline, landing on an invisible sky bridge.

Associates quickly join her in defying gravity, frolicking hand-in-hand, the Alps positioned majestically in the background all the while.



The campaign video additionally juxtaposes a free-spirited nature against the beauty of the ages-old Alpine location the company calls home. Image credit: Audemars Piguet

As the group overlooks Audemars Piguet's home valley from the air, British singer, rapper, songwriter and record producer Labrinth's pop track, "No Ordinary," plays. Counting features in the popular HBO teen drama series "Euphoria" among his feats, the artist is a favorite among millennial and Gen Z listeners.

The Swiss pines below, an invisible "bridge" centers the video, glistening in the sunlight like glass and expanding in a manner that prompts the characters toward further exploration.

The clip goes on to mimick the inner workings of an Audemars Piguet watch.

A young boy spins in the middle of an aerial shot -- the camera also rotates, resulting in an optical illusion of sorts. Instantly panning over, footage exposes an expertly-crafted movement.



Architectural structures shown throughout certain scenes reference concepts of infinity and new beginnings, presumably nodding to the possibilities associated with youth. Image credit: Audemars Piguet

Gears tick with precision as intermediary frames peer down from the perspective of another one of the plot's central figures, showing the spiraling land structure outside the Le Brassus factory below.

Of note, this is the only scene that features an up-close product shot, suggesting a more inadvertent sales exercise -- the authentic expression could work to resonate more closely with this cohort of consumers.

Sketching the Audemars Piguet spirals from the air bridge above, the boy's legs breezily swing. The scene pans to an artisan inside the factory crafting a watch, seemingly alluding to the shared creativity between the brand and the young adult.

Nearing the asset's end, as the sun sets and returns to the horizon, the group continues to play in the sky, drinking in the vividly-lit surroundings through hungry eyes.



The campaign marks a pivot towards new targeting, aimed at the Gen Z consumers who are sweeping the luxury industry. Image credit: Audemars Piguet

They race back to the mountainside to watch the sunset. The words “The end of the path is where we begin” flash across the screen, further nudging the idea of infinity, circularity and new beginnings.

“The personas represented in the ad are very casual and sophisticated in look and feel,” Mr. Zeidan said.

“They reflect the embrace of understated style.”

Fresh faces

Many other companies are working to break the Gen Z barrier, infusing nods to young culture in their own campaign slots.

For instance, U.S. jeweler David Yurman recently tapped American pop singer Shawn Mendes to be the newest ambassador ([see story](#)), as French luxury fashion house Louis Vuitton’s spring/summer 2023 collection featured Gen Z draws. The latter campaign platformed childhood-inspired looks ([see story](#)).



As Gen Z takes luxury by storm, marketing pushes are going to need to be increasingly geared towards them. Image credit: Audemars Piguet

With youthful advertising comes varied perspectives on brand identity, allowing for heritage brands such as Audemars Piguet to invigorate efforts by stepping into the future.

As the buying power of Gen Z continues to rise ([see story](#)), adaptable shifts such as these will only increasingly become essential in maintaining a hold on the market.