

MULTICHANNEL

## Cartier extends L'Odyssée campaign through multichannel efforts

March 19, 2012



By TRICIA CARR

French jeweler Cartier's latest branding venture involves sharing its new short film "L'Odyssée de Cartier" via the brand's Web site, television advertisements and multiple digital channels to give luxury consumers a look at the history behind its products.

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**Luxury Daily**

The L'Odyssée de Cartier is the subject of the March 2012 issue of the brand's online magazine Rouge Cartier and is being promoted on the main Cartier Web site. The film is also available on YouTube and a Facebook page dedicated to the campaign.

"All of these elements work together as an ecosystem that reinforces a consistent message," said Darren Floyd, cofounder of luxury marketing consultancy [Fondue Mix](#), New York. "This is the absolute best way to guarantee a successful campaign with measurable results.

"Any time you can have someone else communicate on behalf of a brand in a very in-the-know kind of way, it's more impactful and authentic than the brand doing it themselves," he said.

Mr. Floyd is not affiliated with Cartier, but agreed to comment as an industry expert.

[Cartier](#) could not comment before press deadline.

## L'Odyssée

The focus of the L'Odyssée de Cartier campaign is to translate the history of the brand into the current jewelry lines including its signature Panthère de Cartier collection.

A slide on [the jeweler's main Web site](#) takes visitors to [the official L'Odyssée de Cartier viewing site](#) where consumers can view the full film, read a selection of Cartier's history and get a behind-the-scenes look on the making of the film.

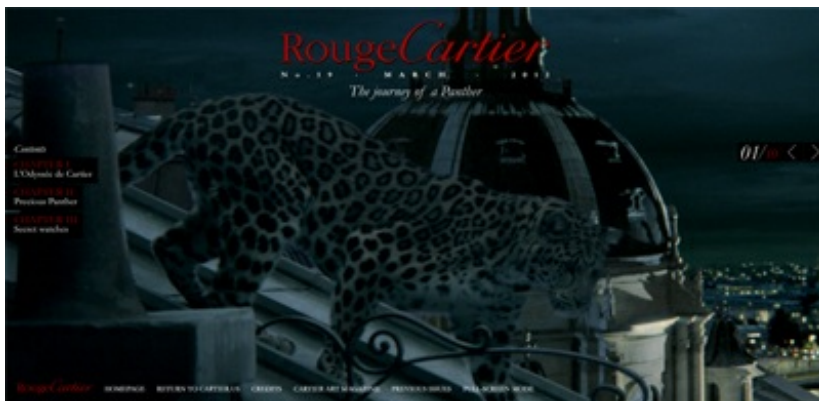
The film centers around the journey of a panther while showing some of Cartier's timeless jewelry and watches in settings such as India, Russia and France that serve as inspiration to the brand.

Embedded Video: <http://www.youtube.com/embed/yaBNjTtCxd4>

### *L'Odyssée de Cartie video*

The experience section of the video site is a reading companion to the film that presents Cartier's history, starting with its founding in 1847.

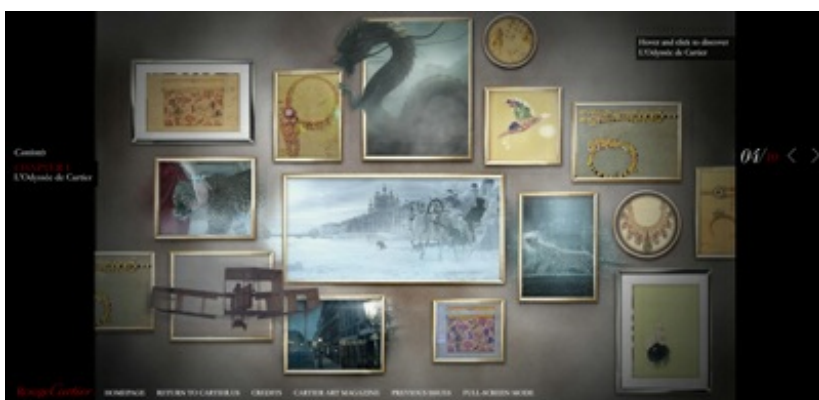
L'Odyssée de Cartier was the theme of the March 2012 issue of [Rouge Cartier](#), Cartier's online magazine that it distributes through its Web site and email newsletter.



### *Rouge Cartier March issue*

The magazine explains that the video was in production for two years and links to specific chapters of the video's reading companion from a page full of picture frames.

For example, clicking on the image of a woman's hand petting a panther will take viewers to the section that explains the use of the animal in Cartier's new Panthère designs.



## *A page of Rough Cartier's March issue*

The next two sections of the magazine stick with the leopard theme and offer an inside look at how the Panthère bracelet is created.

“For luxury brands, it's very important to be able to tell a story that successfully conveys the passion, beauty and values of a brand,” Mr. Floyd said.

The leopard roams

Cartier began vigorous promotion of the L'Odyssée de Cartier film after it premiered Feb. 29 at the Metropolitan Museum of Art in New York.

The video is being used in television commercials and social media channels.

[The Cartier Facebook page](#) is updated to share the three-and-a-half-minute film through links to the video on YouTube and photos from the Experience section of the video's Web site.

[A special viewing page](#) on the jeweler's Facebook page is a snippet from the main L'Odyssée de Cartier Web site that lets users watch the video and access behind-the-scenes footage on the page.



## *L'Odyssée de Cartier Facebook page*

The brand is using its L'Odyssée de Cartier Facebook photo album to share images from the film and Web site and the Rouge Cartier photo album to share images of the Panthère de Cartier collection jewelry.

The video is also up and running on Cartier's YouTube channel.

Luxury brands are jumping on the multichannel campaign bandwagon to spread the word about new products.

For example, Bentley just released a short film called In Search of Snow to add to its

marketing efforts geared at luxury consumers by adding a sense of high-class adventure to the brand. The film is available online and was shown at events across the country ([see story](#)).

In addition, Neiman Marcus launched the Sole Seekers challenge to celebrate the 20th anniversary of footwear manufacturer Christian Louboutin that comprised social media and mobile efforts that enter consumers into a chance to win a pair of Louboutin shoes ([see story](#)).

“A good multichannel marketing campaign creates an ecosystem of marketing elements that work together,” Mr Floyd said.

“After seeing the TV ad, people will visit the Web site or search for that video online and that's where the viral chain will start,” he said.

“Cartier and all smart luxury brands want to cultivate an audience who are willing and enthusiastic to become brand evangelists.”

Final Take

*Tricia Carr, editorial assistant, Luxury Daily, New York*

Embedded Video: <http://www.youtube.com/embed/-vwD0Q50fs4>

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