

JEWELRY

Spotlighting company culture, Tag Heuer's latest release stars internal team

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The short film takes viewers through all the various steps in the production of a timepiece, from idea conception to rigorous resistance testing. Image credit: Tag Heuer

By ZACH JAMES

Swiss watchmaker Tag Heuer is showcasing its internal practices with newly released media.

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Uploaded August 4, the brand's "Life at Tag Heuer through the eyes of a watch" short film spotlights the many steps a timepiece must take through the maison's production line before being made available for purchase. Placing great importance on the human element of product construction, the video pushes the career opportunities possible at the 158-year-old company while appealing to a new audience.

"The business objective of this campaign is twofold," said Donnie Pacheco, CEO of [Donnie P. Consulting](#), Seattle.

"This first is to connect with a younger/newer luxury consumer," Mr. Pacheco said. "This is done [by] making the campaign a bit more whimsical while providing a high-level overview of the watchmaking process to show what goes into crafting a luxury timepiece.

"The second is to highlight the diversity of their workforce and to provide a message of inclusivity for their product by highlighting their employees [versus] simply providing a message of inclusivity, it makes it much more personal showing TAG Heuer wants to connect with its existing and prospective customer base."

Mr. Pacheco is not affiliated with Tag Heuer, but agreed to comment as an industry expert.

Workplace showcase

Told from the perspective of a watch through all stages of production, the video provides a look behind the curtain often unseen from within the luxury landscape.

The playful voice of the timepiece talks the viewer through the process, creating a relaxing, inviting environment to take in the information provided.

Tag Heuer's products go through many steps before reaching consumers

Focusing on the inclusive nature of the workplace, the five-minute-long short film places the spotlight on the

employees that keep the multinational business running, from designers to product testers.

Before landing in the hands of the consumer, the watch must first go through creative conception, computer design and engineering, manual machining and handcrafting of the many small pieces and parts within the chassis, everything is then put together, heavily resilience-tested and is then finally shipped to stores.

The entire process is said to encompass up to 150 steps and each singular product will be placed in the hands of around 30 different in-house experts, all in the effort to create the dial. On average, Tag Heuer's workers have a tenure of 10 years of experience with the company, which ensures each timepiece meets a high-quality standard, according to the brand.

"The video tries to be personal by not only highlighting steps of the watchmaking process but by introducing employees, talking about their tenure with the company and highlighting outside activities that they enjoy," said Mr. Pacheco.

"This is an attempt to connect on a more personal level, which younger consumers are looking for," Mr. Pacheco said. "Younger luxury consumers want to connect with a brand on a more personal level and this video goes deeper to try to get customers to connect not only with the process but with the employees as well."

Including everyone

In this behind-the-scenes look, the maison is looking to involve as many diverse faces from within its walls as possible, creating a more personalized feel.

While the manufacturing is handled almost entirely in Switzerland, the company is not shackled to one country, showcasing a global operation of 1600 people that have brought in expertise from around the world in an effort to make its products as strong as they possibly can be for their clientele.



The timepieces go through many diverse hands before reaching the consumer. Image credit: Tag Heuer

Other luxury labels have also been granting looks at the inner workings of their design and production teams, with French fashion houses Chanel ([see story](#)) and Louis Vuitton ([see story](#)) embracing the effort in transparency. Where Tag Heuer stands out is in its messaging, which is more jubilant and focuses on the people whose work is integral to the art form rather than just on the end result, despite its film being told from the perspective of one of the pieces.

The film leaves off with a final message denoting that the company, much like time, is for everyone.

"While TAG Heuer has been known for precision timepieces since its inception, this campaign is attempting to connect on a deeper level and introduce a message of inclusion," said Mr. Pacheco.

"The inclusive message is both for consumers and employees," Mr. Pacheco said. "TAG Heuer wants to demonstrate that their brand is for all people while highlighting that they have a diverse staff that enjoys a wide range of activities, all while making TAG Heuer their home."