

MAIL

## Cartier adds traditional marketing to Tank heritage, collection push

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By RACHEL LAMB

Cartier is using a personalized catalog detailing the heritage of the iconic Tank watch along with current product offerings for that specific model, a move that adds to the steps that the jeweler is already taking to push its history.

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The catalog illustrates the history of the tank and inspiring factors that helped it evolve throughout history in addition to a full product offering. The catalog was sent to past and current customers, likely in an attempt to drive sales by bringing up Cartier's heritage.

"The heritage of a brand like Cartier is an important component of the selling process," said Elizabeth DeMaso, managing partner at [Brenes Co.](#), New York. "Purchasing a timepiece of that caliber is a carefully considered decision and every bit of support assists that decision.

"Highlighting the heritage in a mail piece gives affirmation to the customer that this is a purchase worth its price," she said. "It can drive a customer to the store to learn more and see the piece in person.

"Clearly, the imagery of the mail piece stays with them as they try on the watch and the fantasy starts to come to life for them."

Ms. DeMaso is not affiliated with Cartier, but agreed to comment as an industry expert.

**Cartier** was not able to respond before press deadline.

#### Model behavior

The Cartier Tank model has an elongated face whose sides frame the central body. Straps are made from leather or metal and some faces are embellished with diamonds.

The Cartier catalog, covered in its trademark red hue, has two separate sections. The cover has the brand name in the center with “Never Stop Tank” on the bottom.

The mailer opens up in a tri-fold manner to reveal two distinct segments that are covered with thick, metallic gray paper stock.

The left-hand segment is a 20-page section on the history of the Tank. It details the history of Cartier, famous people who have worn the Tank design, and images of the evolution of the model decade by decade.

As the book goes through decades, famous Tank owners are mentioned. For instance, the very first Tank watch was created in 1917 and given to General John Pershing, a U.S. commander during World War I.

In addition, musician Duke Wellington wore the Tank in the 1920s, Clark Gable in the 1940s, Elizabeth Taylor in the 1960s and Andy Warhol in the 1970s.

The second part of the Cartier catalog is the product section. All models of the Tank watch – Tank Anglais, Tank Folle, Tank Louis Cartier Extra-Flat, Tank Louis Cartier, Tank Française, Tank Américaine and Tank Solo – have their own dedicated sections.

There is a small insert in the back of the book that lists materials used, movements, features and prices for each product that correlates to the page number on which it is found.

Delivered with the catalog is a personalized letter from Cartier president/CEO Emmanuel Perrin. He briefly explains the history of the Tank and invites customers to visit a Cartier boutique.

#### Think tank

Although luxury marketers are always trying to reach younger consumers, the truth is that the majority of affluent consumers are older. These consumers have grown up with traditional media such as catalogs and mailers, so it is integral that brands still use these marketing efforts to reach them.

In addition, an unexpected catalog can draw attention to a brand in a positive way because not many marketers still use them.

“Gone are the days when direct mail felt like clutter,” Ms. DeMaso said.

“In our highly-digitized world, receiving a catalog from a luxury marketer actually feels distinct and indulgent,” she said. “Cues of the luxury message are apparent from the

moment the envelope is opened and high-quality printing and paper stock reinforce the messaging itself.”

That said, Cartier is still using digital means to push the Tank collection.

The brand is emphasizing the history of its iconic Tank timepieces with a new video and Facebook experience to raise awareness for the release of the new Tank Anglaise watch.

The 70-second video called “Never Stop Tank” showcases the Tank watch model alongside the evolution of the arts. Cartier is featuring the video in an interactive Facebook application to help users understand the longevity of the model ([see story](#)).

### *Never Stop Tank film*

A multichannel marketing effort that spans traditional and modern efforts will help Cartier to reach a wider number of consumers, Ms. DeMaso said.

“Direct mail is incredibly targeted, allowing for a level of specificity that justifies its cost,” Ms. DeMaso said. “The ability to customize mailing lists based on existing customers, geography and income levels typically produces a higher rate of return than a mass message.

“With the support of social media and video components, Cartier is creating a 360-degree campaign that will surround the customer and drive the message home on different levels at different times,” she said.

Final Take

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