

INTERNET

## Roger Dubuis celebrates Pulsion launch with interactive gaming

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By ERIN SHEA

Swiss watchmaker Roger Dubuis is enchanting consumers through an interactive gaming feature on its Web site to celebrate the launch of the Pulsion collection.

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**Luxury Daily**

The game titled “The Pulsion Mission” allows consumers to become enveloped in the brand’s atmosphere. Consumers who complete the game will have the chance to enter to win a trip to the Salon International de la Haute Horlogerie in Geneva, Switzerland.

“The strategy behind creating an interactive animation is to invite visitors in an engaging experience that will have them discover the Pulsion collection within an intense context, fit to the collection,” said Nicolas Fermont, customer relationship management and digital project manager at [Roger Dubuis](#), Geneva.

“By offering an engaging experience, we make it organically more sharable and the reward offered enables us to acquire qualified customer data for future relationship building,” he said.

“The Pulsion mission is infused with the brand’s identifiable features, its imaginations, daring nature, combined with the latest online technological innovations.”

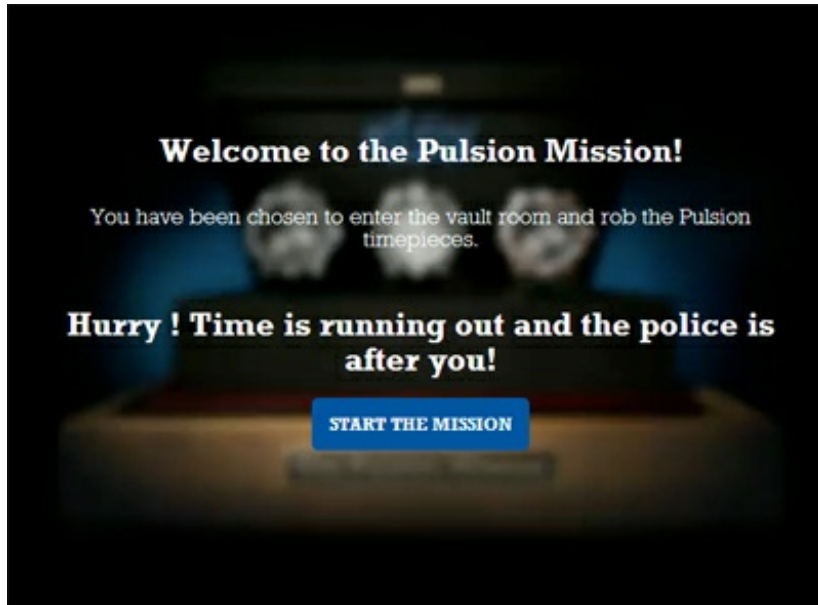
The mission

The watchmaker's Web site homepage launches consumers into the interactive game.

The opening scene shows an animated old library with an opening to a vault.

Next, the screen explains the Pulsion Mission and reads, "You have been chosen to enter the vault room and rob the Pulsion timepieces."

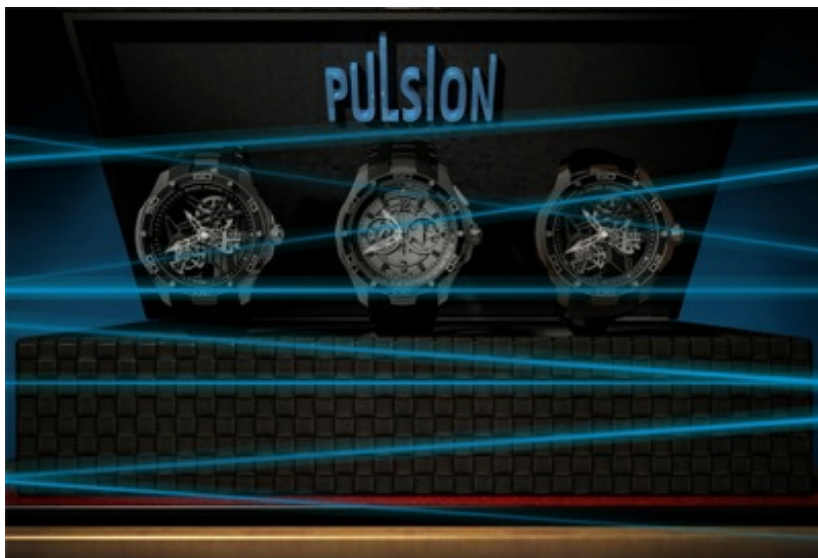
A button below gives consumers the opportunity to start the mission.



### *Pulsion Mission*

To view the Pulsion collection, users need to complete the mission.

The first task is to disable the lasers surrounding the three Pulsion watches.



### *Pulsion Mission*

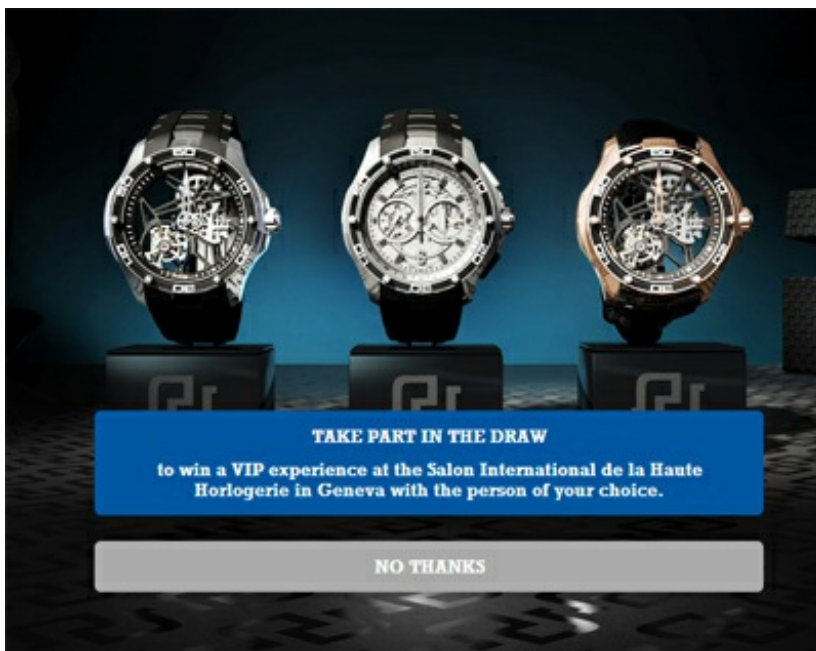
The next task is to align the watch hands to a certain hour before the time runs out.



### *Pulsion Mission*

Once both tasks are completed, users are offered a chance to enter a drawing for a trip to the Salon International de la Haute Horlogerie in January in Geneva.

Entries are accepted until Dec. 7.



### *Pulsion Mission*

Consumers have the option to view the entire collection, watch the Pulsion movie on YouTube or enter the brand's Web site.

The Pulsion movie on YouTube features French actor Tomer Sisley involved in a similar scenario as the interactive game.

### *Pulsion movie*

The movie runs approximately three minutes and has been viewed more than 121,000 times since it debut in January.

### Interactive experience

The Pulsion mission was developed in HTML5, so both mobile and desktop users will have the same experience, per the watchmaker.

Earlier this year, Roger Dubuis was aiming for deeper consumer contact through a relaunched Web site created with HTML5 and a storytelling and gaming element for maximum engagement.

While most marketers are developing Flash-based sites, Roger Dubuis' use of HTML makes it easier for consumers on mobile devices and desktops to view content ([see story](#)).

The Pulsion mission is the newest development in interactive animation on the Web site.

The brand promoted the mission through its Facebook, Twitter and YouTube accounts.

“We chose to advance the campaign mainly through social media to engage with our primary base of Facebook fans,” Mr. Fermont said.

“However, YouTube was the main activation channel as we aimed at giving more visibility to the awarded Pulsion movie that sets the atmosphere for the world of the Venturer that permeates the Pulsion collection,” he said.

### Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

Embedded Video: <http://www.youtube.com/embed/CodvpZISbm8>