

INTERNET

Jaeger-LeCoultre fetes 180 years via social campaign

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By ERIN SHEA

Swiss watchmaker Jaeger-LeCoultre is celebrating its 180th anniversary Jan. 1 via a Facebook application that shows images of its products and innovations throughout its history.

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The watchmaker made use of its social media including Facebook, Twitter, YouTube and Pinterest to help promote its 180-year history. With the crowded holiday season, multiple posts on myriad platforms can help a brand stand out.

“The digital campaign is aimed squarely at the brand’s customers and fans, so the timing during the holidays works since its 150,000 fans on Facebook will be the ones most interested in the upcoming 180th anniversary,” said John Casey, founder and director of **FreshFluff**, New York.

“It is a nice way for the brand to get its most-loyal devotees excited about the special anniversary and tease an apparent reveal next year for a new, historic product launch,” he said.

Mr. Casey is not affiliated with Jaeger-LeCoultre, but agreed to comment as an industry expert.

Jaeger-LeCoultre was unable to comment directly.

Deep history

Jaeger-LeCoultre created a Facebook app to take users through the years of the brand by showing them images of its innovations.

A click-through on the app leads users to a screen that shows squares with various years on them. A small screen of the campaign video is playing in the middle of the image.

The video makes the image come to life as it takes viewers through the years with images highlighting certain innovations and products.



1931 depicted in the video

The video ends on the year 2013 as it zooms out and the words “Season’s Greetings” and the brand logo appear.

Embedded Video: <http://www.youtube.com/embed/3BONxg6wPhk>

"Season's Greetings" video

Consumers can also view this video on the brand’s YouTube account and on its Web site.

The anniversary and products have also been promoted through Facebook posts that include links to the app and the brand’s Facebook cover photo.



Jaeger-LeCoultre's Facebook page



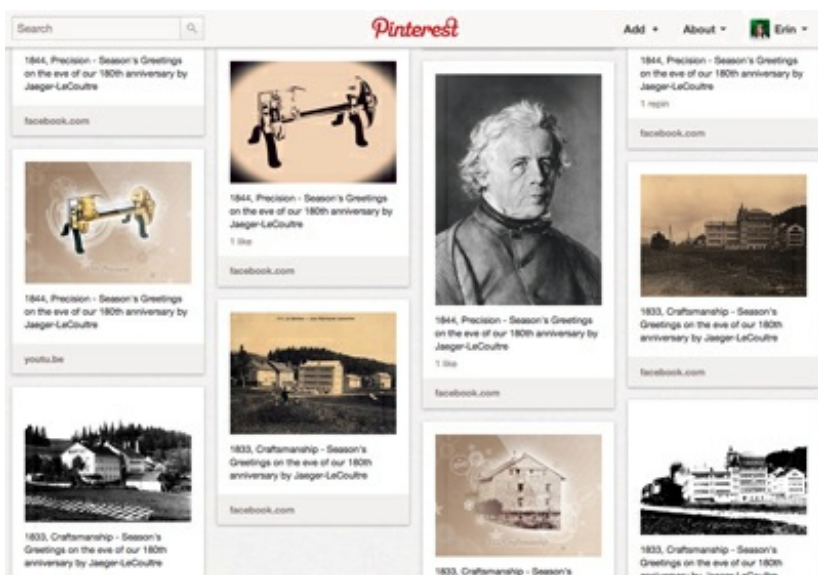
Facebook image

In addition, the brand has engaged with users on Twitter and Pinterest to promote its anniversary.

Similar to the Facebook posts, the watchmaker has tweeted the link to the Facebook app as well.

A Pinterest board has been created for the event titled “Season’s Greetings 2013.”

The board features 32 pins that contain images of its products, original location and founder Antoine LeCoultre dating back to 1833. The board has 252 followers.



Pinterest board

Recent innovations

Jaeger-LeCoultre has made more recent innovations in the way it promotes its products.

The brand is pushing products through the redesign of career-oriented social network LinkedIn.

LinkedIn now features a products section on brand pages where they can showcase products and services. In turn, users can make recommendations and share products and information through posts on their profiles.

Under the product and services section, companies can now add images, videos and overviews about products where LinkedIn users are able to give recommendations on

products and leave comments within a recommendation. The recommendations will be displayed on the product's page ([see story](#)).

The anniversary campaign will likely get consumers excited while leaving room for other anniversary campaigns later in the year since it began so early.

“The campaign adds value to Jaeger-LeCoultre by creating excitement about its upcoming endeavors for 2013,” Mr. Casey said. “Invariably, given the end of the video, its customers can expect something exciting to launch next year to mark the special anniversary.

“Making the video and app accessible to Facebook fans allows the brand to intimately dialogue with its devotees, share its rich history and build excitement for upcoming endeavors in 2013,” he said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/Ax9WrxWWEW0>

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