

INTERNET

## Longines showcases brand history, timepieces via video series

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By ERIN SHEA

Swiss brand Longines is showcasing its watchmaking history and timepiece collections via a weekly video series titled “Longines Museum.”

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**Luxury Daily**

The 10-part series debuted in January and shows off various aspects of the brand and its products through a new video each week. The videos are promoted through Longines’ social media pages and its YouTube account.

“An online video series allows luxury brands to tell their history through a different vehicle, engaging qualified users on a deeper and more personal level,” said Krizia Manzano, manager of client and media strategy at [Morpheus Media](#), New York.

“The series enables the brand to communicate its story and heritage across consumers who want to discover more beyond the actual product,” she said.

“There are many layers of brand messaging that could be conveyed in this type of creative and consumers would perceive the advertisers as providing them with knowledge they typically would not have been exposed to.”

Ms. Manzano is not affiliated with Longines, but agreed to comment as an industry expert.

Longines was not able to comment before press deadline.

Virtual visit

The newest edition to the series was released Jan. 30 and is the fourth video in the Longines Museum series. The video that runs approximately two minutes focuses on the timekeeping technology of Longines.

Longines' President Walter von Känel acts as tour guide to the viewers by showing off the time keeping technology in the brand's museum which is located in the Longines buildings in Saint-Imier, Switzerland.



*Longines Museum video*

At the end of the video, the screen reads, "To be continued..."

Embedded Video: [http://www.youtube-nocookie.com/embed/Q1b3GxDU2So?list=UUtEHSLKBi3z4XO3C-\\_VnrGg](http://www.youtube-nocookie.com/embed/Q1b3GxDU2So?list=UUtEHSLKBi3z4XO3C-_VnrGg)

*The Longines Museum - Part 4*

Each video in the series covers a different topic that relates to Longines as Mr. von Känel acts as a tour guide to the museum through the videos.

The previous topics covered were Longines' archive of all pieces produced, the reorganization of Longines' factories and the origin of the name in the first, second and third videos, respectively.

Videos to come will cover the brand's long involvement in equestrian sports, Longines and Charles Lindberg, explorers and pioneers, the evolution in the brand's advertising, Longines Ambassadors of Elegance and the brand's logo.

The series is intended to showcase the Longines museum that opened in September 2012. They seem to be targeting brand enthusiasts and history buffs.

"The videos are specifically geared to the time piece enthusiast, and those who appreciate the history of the brand," said John Casey, founder and director of **FreshFluff**, New York.

"The target audience is probably one that is a little older, and those who have a better sense and appreciation of history," he said.

History lessons

Other luxury brands have pushed their history and stories to leverage the brand.

For instance, watchmaker Breguet is celebrating its founder's tourbillon innovation through a month-long exhibit in Geneva that will later tour other cities worldwide.

The exhibit titled "Breguet, the innovator. Inventor of the Tourbillon" is honoring Abraham-Louis Breguet's invention of the watch regulating tourbillon in 1801. Consumers can also learn about the exhibit and the tourbillon on Breguet's Web site through images and a video ([see story](#)).

In addition, French fashion house Chanel is touting the history of its jewelry collections via the third chapter of the Inside Chanel video series.

Chapter three titled "Chanel and the Diamond" tells the story of how Gabrielle Chanel revolutionized the world of high jewelry when she introduced the "Bijoux de Diamants" diamond collection. This is the third video that shows the history of Chanel's innovations in the Inside Chanel series ([see story](#)).

Showing the history of a brand through a documentary-like video series, such that Longines and Chanel have done, is an effective way to get brand enthusiasts more engaged in the brand while adding value by showing the brand's achievements.

"The video series helps Longines loyalists get a better sense of the brand and its history, particularly in keeping time, and it is associated with some of the world's most recognizable sporting events," Mr. Casey said.

"It is a great way to promote the brand to those who might have a long association or avid interest in Longines," he said.

Final take

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

Embedded Video: [http://www.youtube.com/embed/Wk\\_-Gz9Weos](http://www.youtube.com/embed/Wk_-Gz9Weos)

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