

INTERNET

Raymond Weil celebrates Facebook's birthday via Web traffic transfer

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By ERIN SHEA

Swiss watchmaker Raymond Weil marked Facebook's 9th birthday Feb. 4 by directing all traffic to its Web site to the social network where it presented a digital timeline.



The brand updated the layout of its Facebook page to reflect the birthday celebration. The timeline focused on brand activities and annual Facebook highlights since 2004.

"We have a great interaction with our fans and enjoy the two-way conversation [on Facebook,]" said Alain Duchêne, head of digital at **Raymond Weil**, Geneva, Switzerland. "It has improved our understanding of what customers look for when engaging with a brand like ours.

"Our team wanted to propose an engaging and fun experience while celebrating this special day with Facebook," he said. "We wanted to invite Web users who are not on social media to discover our Facebook page and join the conversation."

Birthday celebration

The entire Raymond Weil Facebook page was transformed into a birthday celebration for Facebook.



Raymond Weil Facebook page

The watchmaker uploaded various images that chronicle both the nine-year history of Facebook and the brand's history in the last nine years.

For example, when Facebook was first launched by Mark Zuckerberg in 2004, 1,200 Harvard University students had signed up within 24 hours. That same year Raymond Weil expanded its Parsifal collection.



Image for 2004

The brand also incorporated other aspects of its Facebook page, including its applications, into the celebration.

A contest for Valentine's Day is one of the other apps on Raymond Weil's Facebook. Users need to "like" the brand on Facebook and authorize the app to enter the contest for a chance to be one of the 14 users selected to win a box of Pavés de Genève chocolates.

Also on the watchmaker's Facebook page, users can locate a store near them, find a specific watch and where it is sold or view additional brand images.

In addition, the brand redirected all traffic from its Web site to its Facebook page on Feb. 4 to further push the importance of conversation on social media.

"We believe that honest and straightforward communication is the essential of social media and this celebration is really a tribute to Facebook and our relation with our Facebook community for this birthday," Mr. Duchêne said.

"Raymond Weil is one of the last luxury brands allowing fans to post on its wall without restrain or filtering," he said.

Going back in time

Other luxury watchmakers have focused on engaging consumers in brand history recently, but in different ways.

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

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 ([see story](#)).

Also, 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](#)).

Engaging users in the history of the brand through a conversational medium can give consumers a deeper connection with it.

“Although we are a relatively traditional brand, we have always been ready to take risks, evolve with the digital trends and simply have fun with engaging and supporting our community,” Mr. Duchêne said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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