

INTERNET

Omega leverages multichannel Co-Axial campaign with YouTube ad

April 9, 2013



By TRICIA CARR

Swiss watchmaker Omega extended the reach of its new television and social media campaign through a one-day banner ad placement on YouTube, the third most popular Web site behind Google and Facebook.



As part of a new global advertising campaign centered on the inner-workings of its watches, Omega released an animated film to raise awareness for the Co-Axial mechanical movement used to power its timepieces. The brand looked to gain views of the 70-second commercial April 5 through an expandable banner ad on YouTube.

"This is a great approach to create awareness and playfully showcase the versatility of their products," said Dalia Strum, professor at The Fashion Institute of Technology and founder of Dalia, Inc., New York.

"It makes potential consumers envision the various opportunities to utilize one of their pieces in their current lifestyle as well as envisioning an aspirational lifestyle," she said.

Ms. Strum is not affiliated with Omega, but agreed to comment as an industry expert.

Omega did not respond before press deadline.

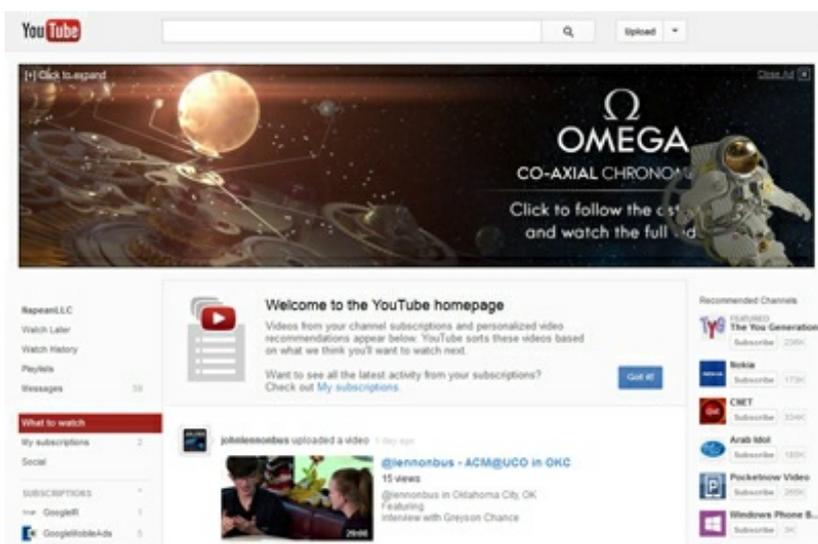
View from up here

Omega's latest multichannel push seems to be a brand awareness campaign since most of its mechanical watches are equipped with the Co-Axial chronometer movement, per the brand.

The YouTube ad placement likely garnered awareness beyond the brand-operated digital channels where Omega first introduced the campaign.

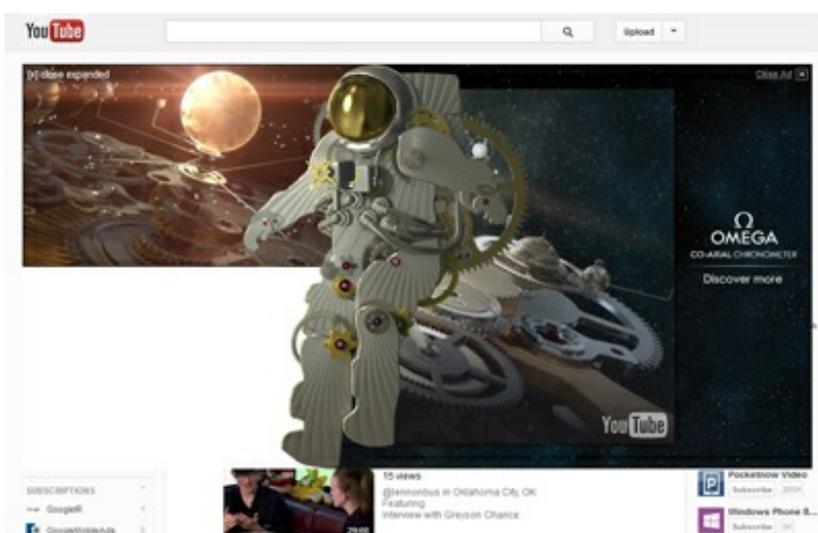
Consumers who visited YouTube's homepage April 5 saw the large banner ad which took up approximately one-third of the above-the-fold space on the site.

The ad showed a solar system that was seemingly being powered by the Co-Axial system. In addition to the brand logo and "Co-Axial Chronometer," the ad stated, "Click to follow the astronaut and watch the full video."



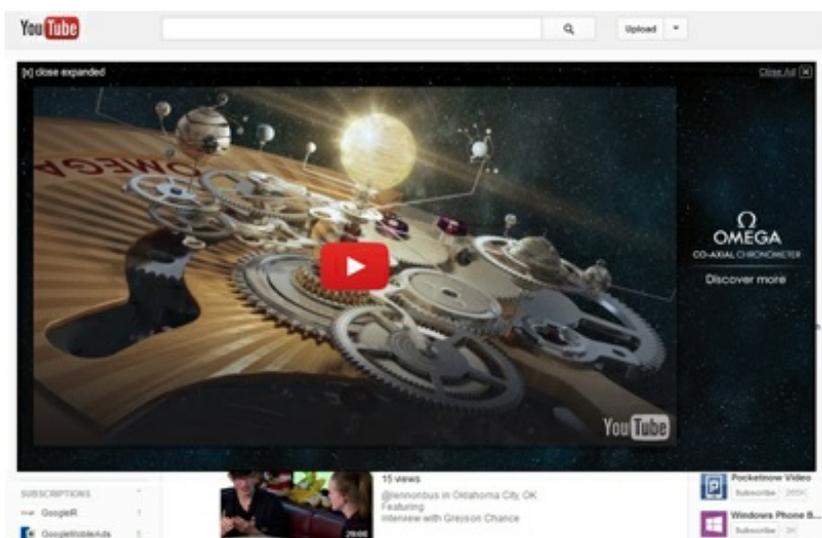
YouTube ad

When consumers clicked to expand the ad, an animated astronaut glided across the screen to reveal a video player that took up the majority of the screen.



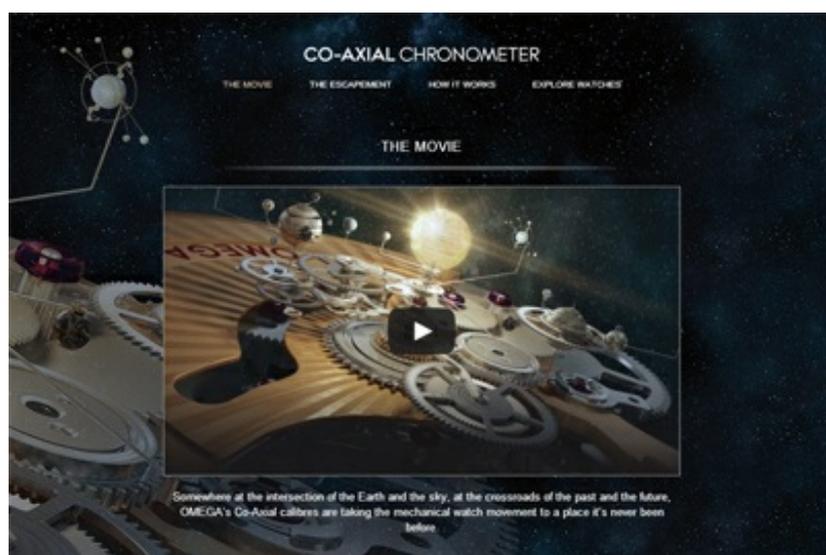
Banner ad

Then, consumers could watch the video or click to "Discover more."



Expanded ad

The ad linked to a section of Omega's Web site that lets consumers explore the Co-Axial Chronometer at <http://www.omegawatches.com/adv/en/co-axial>. The site contains four sections that let consumers watch the commercial, explore the watchmaker's Co-Axial escapement and shop for watches.



Co-Axial site

Campaign with movement

Omega's new campaign for its Co-Axial Chronometers will likely span print, television and digital.

The brand debuted the TV commercial April 2 via its Web site and social channels.

The video takes consumers through a dream sequence that is powered only by Co-Axial movements. All elements of the animations are constructed from clock gears.

The film starts with an animation of the Co-Axial system as a voiceover states, "There are movements so perfect, you'd hardly think they were made by humans."

First, an underwater scene with oceanic geography, fish and a swimmer is designed completely with animated metal gears.

Then the film takes viewers above water, onto land, into a city, into a bike race, to the moon and into the cosmos to show that all movements are seemingly operated by the Co-Axial system.



Video still

The video ends by telling consumers that the Co-Axial is “the most perfect mechanical watch movement in the world.”

Embedded Video: <http://www.youtube.com/embed/ctj-RDbTBMU>

Co-Axial video

Omega also released images that correspond with the video and commercial that hint at a print campaign.

While print and social media marketing can help Omega reach a tailored audience, tactics such as the TV commercial and YouTube ad will reach aspirational consumers who one day might be able to purchase a watch.

"By utilizing this platform, they are able to visually story-tell and better reach their direct target market along with aspirational consumers," Ms. Strum said.

Final Take

Tricia Carr, associate reporter on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.