

INTERNET

Raymond Weil showcases craftsmanship with music-themed campaign

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By ERIN SHEA

Swiss watchmaker Raymond Weil is showcasing its expertise with a classical music-themed campaign that comprises a microsite, film and social efforts.

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The campaign titled “Precision is my Inspiration” shows the brand’s connection to music and the similarities between music and watchmaking. In addition to launching the microsite, the brand is pushing the campaign on social media with the branded hashtag #RWinspiration.

“Music is essential to the brand as it gives the tempo to all our creations,” said Alain Duchêne, head of digital at [Raymond Weil](#), Geneva, Switzerland.

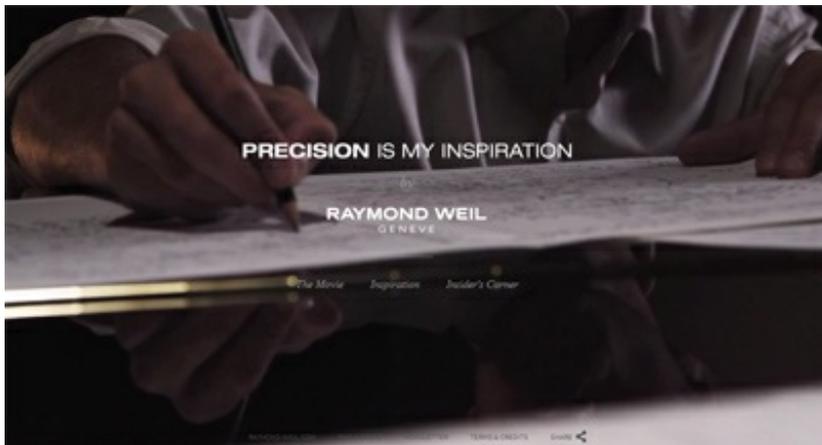
“To increase the shareability potential of this campaign, the special hashtag #RWinspiration was created,” he said. “It relays this campaign on social media sites such as Twitter, Vine, Instagram and others.

“This hashtag is primarily used as a digital unifying thread always leading back to the film one way or the other.”

Finding inspiration

The microsite for the campaign is <http://inspiration.raymond-weil.com>.

On the site, consumers can view the film, explore and share still images, explore insights from brand executives and download digital content.



Microsite

The four-minute film is divided into four chapters: Inspiration, Precision, Craftsmanship and Swiss Quality.

The first chapter shows the hands of a composer who is writing a song on paper and then tests it out on the piano. The composer's hands are then contrasted with the hands of a watchmaker who draws the design for a watch on paper.



Video still

Then, the music shifts as the film goes into the second chapter. This chapter shows close-ups of the creation of details on the Raymond Weil timepiece.

Next, the music shifts again as the composer at the piano is compared to a person who is assembling the parts of the watch. Both the watch creation and the song creation require the ability to make many small parts come together and work as one larger component.

Lastly, the fourth chapter shows the quality of the assembled watch as the music reaches its peak and ends gracefully.

Precision is my Inspiration

Both the video and the microsite have been promoted through the brand's social media channels including Google+, Pinterest, Instagram, LinkedIn and Tumblr.

In addition, Raymond Weil also used its branded hashtag when promoting its Baselworld 2013 efforts.



Tweet

However, the film was the centerpiece of the effort as it is meant to elicit emotion from consumers.

“Marketing today is all about storytelling and a story needs emotion,” Mr. Duchêne said. “Video can carry emotion like no other media.

“We used the Precision is my Inspiration film to create an emotional link and to convey our values to consumers,” he said.

“Furthermore, video is the strongest medium for a digital campaign such as this one because it creates buzz and visibilities more efficiently than any other communication tool.”

Keeping a beat

Raymond Weil has used music as the focus of previous campaigns.

For instance, the watchmaker celebrated its sixth year as the official watch and timing partner of the BRIT Awards by creating two special-edition timepieces.

The awards show, which celebrates British and international musical achievement, took

place Feb. 21 at The O2 Arena, London.

Raymond Weil marked the occasion by giving the two special-edition timepieces to key artists, presenters and performers ([see story](#)).

Since Raymond Weil is aiming to reach consumers on an emotional level, centering its new campaign on music will help the brand communicate in an emotional way.

"This passion for music is translated through what we call music marketing," Mr. Duchêne said.

"Music being the most powerful medium of emotion around the world and across cultures, it feels very natural for Raymond Weil to use it as its sole domain of communication," he said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: http://www.youtube.com/embed/y_-2KuNLhow

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