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Jaeger-LeCoultre and Aston Martin fete anniversaries with exclusive timepieces

July 17, 2013



By JEN KING

Jaeger-LeCoultre and Aston Martin are feting their decade-long partnership with three exclusive timepieces as the Swiss watchmaker celebrates its 180th anniversary and the British sports car manufacturer commemorates its centenary this year.

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Luxury Daily

The brands designed three exclusive timepieces to celebrate the anniversary of their partnership and filmed a joint video which urges enthusiasts of both to “follow the drive” and feel apart of the anniversary celebration. Partnerships such as this one can help brands cross-promote to each others' customers and reach a wider audience.

"The Jaeger-LeCoultre and Aston Martin collaboration has several ingredients for a successful partnership," said Maud Meister, associate strategist at [Siegel+Gale](#), New York.

"The two brands target the same sliver of affluent population, which can afford uber-luxurious status symbols," she said. "There is a clear, intuitive connection between high-end watches and cars that doesn't require explanation.

"And for those interested, it suggests a more subtle and authentic history between the two companies."

Ms. Meister is not affiliated with Jaeger-LeCoultre or Aston Martin, but agreed to comment

as an industry expert.

Jaeger-LeCoultre and **Aston Martin** declined to comment directly.

Together in the vallée du temps

Jaeger-LeCoultre and Aston Martin filmed a video short to generate excitement for their decade-long partnership.

The video begins with a revving engine of an Aston Martin and the ticking of a Jaeger-LeCoultre timepiece, while a narrator reinforces the iconic status of both brands without mentioning them specifically.

Both brands have a history of technological innovative and an unwavering dedication to perfect.

This is shown to the viewer by the use of historical brand footage as well as present-day Aston Martin automobiles and Jaeger-LeCoultre timepieces.

Continuing on into the second minute of the video, the viewer is given a glimpse of the creative process. Pencil sketches of both Jaeger-LeCoultre and Aston Martin's are seen.

As the video concludes it loops back to the opening scene of an Aston Martin revving its engine as it drives down a winter road. During this final scene the tick of a second-hand is in harmony with the increased RPMs showcasing both instruments precision and power.

Finally, both logos appear on the screen with the narrator exclaiming that "together they are truly iconic."

Embedded Video: [//www.youtube.com/embed/TDooy80U1hk](https://www.youtube.com/embed/TDooy80U1hk)

Jaeger-LeCoultre and Aston Martin: True Icons Are Rare Together video

In addition, the brands created three original timepieces to be coveted by both car enthusiasts and watch lovers alike.

The timepieces are likely to help consumers who purchase them feel more included in the anniversary celebrations as the watch will serve as a constant reminder.



Partnership watches

The timepieces models designed for the anniversary are the Master Compressor Extreme W-Alarm watch, which boasts the British car makers' centennial logo on the caseback; the Master Hometown Aston Martin watch that features a structured black dial symbolic of the partnership and the high performance AMVOX5 World Chronograph Cermet watch made of revolutionary, reinforced cermet.

The anniversary timepieces range in price from \$9,000-22,200 and are available for purchase through the Jaeger-LeCoultre e-boutique's concierge service.

Partnership Watch

Watchmakers often partner with sporting events, sporting teams and automobile makers as a way to increase their exposure.

For instance, Swiss watchmaker Richard Mille sponsored British automaker Lotus' Formula One racing team to increase exposure of its brand.

The watchmaker serves as the official timing partner of the Lotus F1 team for the 2013 and 2014 seasons. Since many watchmakers have partnered with sports teams, brands need to find ways to stand out from the crowd to get noticed ([see story](#)).

Advertisements and other forms of promotions can help these kinds of partnerships stand out.

Recently, IWC Schaffhausen appealed to its consumers' preference for tradition and detail with a mobile advertisement on The New York Times iPhone application that heralds its partnership with the Mercedes AMG Petronas Formula One Team.

The ad's absence of mobile optimization may reduce traffic but the bundled message will still give consumers an understanding of how the Swiss watchmaker developed its techniques. Interspersed with multimedia, the ad is meant to convey excellence while acknowledging its mutually influential partnership with Mercedes-AMG ([see story](#)).

Luxury brands should aim for partnerships that are mutually beneficial to all brands involved.

"Most importantly, there is mutual benefit to the partnership," Ms. Meister said.

"These luxury brands are aligning to tell a story about a very specific kind of elite lifestyle, which demands performance and innovation," she said.

"It is a compelling story that helps break through the competitive clutter, something that exists even for luxury brands."

Final take

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