

MULTICHANNEL

IWC fetes Swiss National Day via social video

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By JEN KING

Swiss watchmaker IWC Schaffhausen is showing its playful side by honoring Swiss National Day with a social video that celebrates Switzerland's national holiday with music.

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The short video displays the precision used to create IWC timepieces in a whimsical way. Celebrating holidays alongside followers and fans can remind consumers of the brand's roots.

"Establishing history in luxury brands is much more than being firmly rooted in strong values, it is about leveraging them to tell your story, a clear and compelling story of who you are, where you come from and where you are going," said Rebecca Robins, London-based director for Europe, the Middle East, Africa and Latin America at [Interbrand](#) and co-author of "Meta-luxury: Brands and the Culture of Excellence."

"This meticulous micro-performance is a playful take on the celebration of a national holiday within a beautifully orchestrated triptych visualizing the precision craftsmanship of IWC," she said.

Ms. Robins is not affiliated with IWC, but agreed to comment as an industry expert.

IWC did not respond by press deadline.

Miniature proportions

The Swiss National Day is celebrated Aug. 1 with parades, fireworks and bonfires throughout the country.

IWC's two-minute video opens with its logo and fades to a second screen with the words "How IWC Schaffhausen celebrates Swiss National Day, August 1."

When the video begins viewers first see a man, IWC ambassador and master watchmaker Kurt Klaus, adjusting his bow-tie using the cameras frame as a mirror.



Video still

Once satisfied with the bow-tie's position, the shot of the Mr. Klaus becomes an IWC timepiece with a blurred scene set behind it.

The timepiece, a Portuguese Sidérale Scafusia, featured in the shot is heard keeping time throughout the introduction of the video.

As the background comes into focus the viewer is given a peek inside IWC's Schaffhausen workshop.

The workshop is lined with craftsmen tables equipped with tools needed to build timepieces. At each station sits an IWC watchmaker busy at work.

Next, Mr. Klaus is walking past the craftsman tables. As he walks, the video zooms in shots of what a few individual watchmakers are working on.

When Mr. Klaus gets to the head of the workshop he raises a baton, tapping it on a table as a way to signal the other watchmakers to attention.

Mr. Klaus becomes the conductor of an IWC watchmaker orchestra made of miniature horns and percussion instruments.

The IWC watchmakers play their instruments using the tools they would otherwise use to

create IWC timepieces.

Miniature instruments played include cymbals, a kick drum, xylophone, tuba, trombone and a traditional Swiss alphorn.

At the anthem's conclusion the watchmakers return to their work as a message appears from IWC wishing viewers a 'pleasant Swiss National Day.'

IWC Schaffhausen celebrating Swiss National Day video

In addition, IWC is using its social media platforms to wish followers a happy holiday.



IWC on Facebook

On the brand's Facebook is a link to the video with a short description mentioning the months of practice it took to film.

The link to the film is also found on the brand's Twitter.

IWC's fan-engaged Instagram account shows a photograph of the miniature instruments

used in the video laid upon a leather IWC watch box.



IWC's Instagram

Together with a brand

Celebrating national holidays or brand anniversaries is a way for brands to create a personal bond with brand enthusiasts through shared events. Brands that create exclusive content for special events may see an increased interest in a featured product due to added exposure.

For example, French fashion label Givenchy is promoting its Very Irresistible fragrance's 10-year anniversary and a new Web site by featuring actress and brand ambassador Amanda Seyfried.

The commercial debuts in lieu of Givenchy launching a newly designed Web site. Both the televised advertisement and Web site feature Ms. Seyfried as brand ambassador for the fragrance and fall/winter collection, which is likely to appeal to a younger audience ([see story](#)).

In addition, 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.

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 ([see story](#)).

A brand can channel its history by creating content showing brand enthusiasts a bit of its culture.

“Let's remember that brands are about culture and [the video] plays beautifully to that truth," Ms. Robins said.

“Brands are integral to our cultural identity, and brands that create value over generations become a vital and valuable part of our culture," she said.

Final Take

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