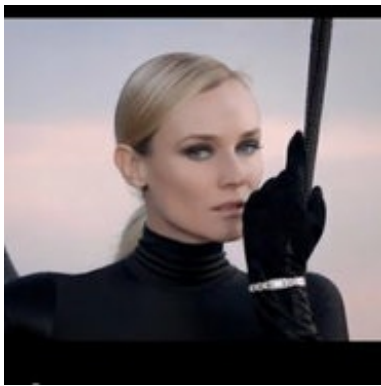


INTERNET

Jaeger-LeCoultre educates consumers via interactive elements in social video

August 26, 2013



By JEN KING

Swiss watchmaker Jaeger-LeCoultre is building up its "Reinvent Yourself" video starring brand ambassador Diane Kruger with the inclusion of interactive features.



The interactive adaptation of the original campaign released in May includes hotspots that allow access to exclusive information and behind-the-scenes footage. Including additional information in advertising campaigns educate consumers in a succinct fashion.

“The behind-the-scenes videos allow brands to give their customers and loyalists the opportunity to be more emotionally connected to their campaigns,” said John Casey, senior vice president of [Havas Public Relations](#), New York.

“These videos serve as a way to provide a more intimate experience for a brand's customers,” he said.

“Any campaign that allows customers to interact favorably with the brand adds value, and in this case, Jaeger-LeCoultre does a good job.”

Mr. Casey is not affiliated with Jaeger-LeCoultre, but agreed to comment as an industry expert.

Jaeger-LeCoultre was unable to comment directly.

Behind the curtain

The two-minute video starring Ms. Kruger features multiple hotspots throughout the video.

Viewers are encouraged to click on those hotspots to access additional information regarding the brand's timepieces found in that particular scene.

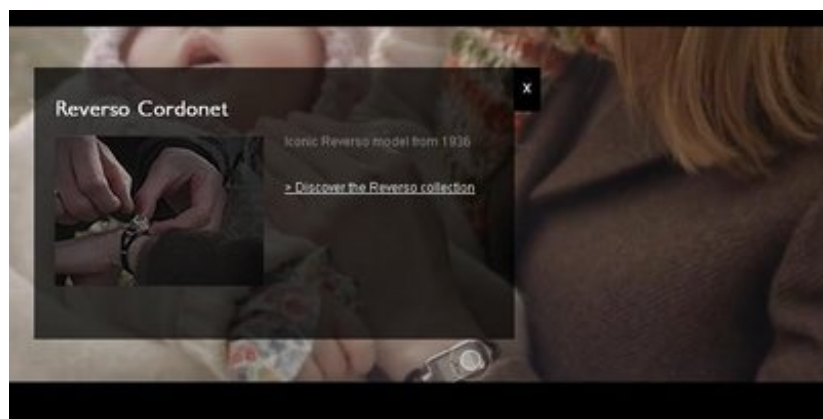


Jaeger-LeCoultre's Facebook

The video begins with a woman holding an infant while a young child plays in a meadow.

In the opening scene, a hotspot appears above the timepiece on the woman's wrist. By clicking the hotspot icon, a small window opens over the scene and the video is paused.

The window gives the watch's name, the year it was created and a link to discover that specific collection.



Video still

As the video continues, a ballerina is shown dancing, which is meant to represent Ms. Kruger at age 13 while she attended the Royal Ballet School in London.

The hotspot that appears shows the viewer a 54-second video giving an insider view into the production of the scene.

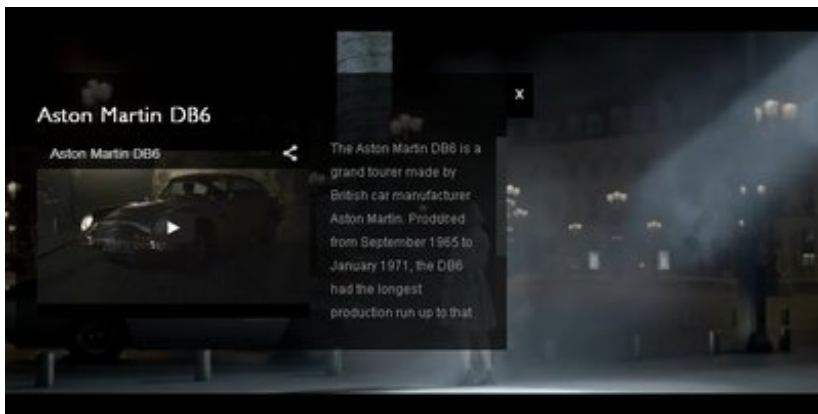
The next hotspot features the Joaillerie 101 timepiece from the watchmaker's Extraordinary Collection with a brief description of the collection's inspiration.



Joallerie 101

While each scene features an interactive hotspot, not all are timepiece-focused.

In one scene, another hotspot appears over a vintage Aston Martin DB6, revealing to the viewer the years Aston Martin manufactured the model.



Video still

Successive hotspots feature the Grande Reverso Lady Ultra Thin, a Jaeger-LeCoultre Ring watch, the Rendez-Vous Night & Day timepiece and the Rendez-Vous Celestial along with a product description.

Jaeger-LeCoultre's interactive Reinvent Yourself video can be viewed here: <http://www.youtube.com/user/jaegerlecoultreclub/JaegerLeCoultre>

Videos are popular among brands that wish to convey to consumers a specific lifestyle. By including additional product information in video content brands create a multi-layered experience for consumers.

Including products featured in a video also allows for easier shopping as the timepieces all redirect to the collection's Web site.

Embedded Video: [//www.youtube.com/embed/-AxevKFWqFU](http://www.youtube.com/embed/-AxevKFWqFU)

Original version of "Reinvent Yourself - The Film"

Knowledge is power

Brands are able to engage with consumers and increase their product knowledge by including additional information in campaigns.

For example, French label Christian Dior is generating interest in its One Essential skin care line through its Beauty Chronicles campaign that highlights the product line and offers information.

Dior multi-faceted approach pairs a series of social videos along with content explaining the harmful effects the environment and stress has on skin to promote the benefits of its One Essential products. By creating layered content that allows the consumer to fully explore a product, Dior is likely to see an increased interest in the skincare line ([see story](#)).

Similarly, French fashion house Chanel is advertising its skincare line through a video series featuring Ms. Kruger, as well as other digital content on the brand's Web site.

The site gives affluent consumers a chance to buy and receive skincare tips online while the video searches for beauty's origins with the help of Ms. Kruger. Pairing abstract videos with straightforward information will help keep consumers interested while providing them with worthwhile information ([see story](#)).

Social videos featuring a popular brand ambassador attract both brand enthusiasts and fans of said person.

"Fans of Ms. Kruger will no doubt be pleased to learn about what she's up to and get a sneak peek at her work and this should generate interest about Jaeger-LeCoultre among her legions," Mr. Casey said.

"For the brand loyalists, this approach will serve as another way for Jaeger-LeCoultre to more intimately dialogue with their customers and loyalists," he said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/ola5NfF_JnE](https://www.youtube.com/embed/ola5NfF_JnE)

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