

MULTICHANNEL

Cartier travels to 1920s Paris with magical characters in latest Winter Tale video

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By JEN KING

French jeweler Cartier is animating holiday sentiments in its fourth annual “Winter Tale” video that frames its jewelry and watches in an enchanted and playful light.

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Luxury Daily

Debuting Nov. 19, the fourth installment of a Winter Tale continues an ongoing tradition that Cartier enthusiasts look forward to each winter season. Continuing, but reinterpreting, a festive campaign stirs up enthusiasts' nostalgia and becomes part of their holiday season routine.

"This Winter Tale will engage and excite existing fans of the brand," said Amanda Rue, strategist at [Carrot Creative](#), New York. "The style of video is in line with previous videos as it invites the viewer to explore a different, enchanted and magical world that is Cartier.

"Cartier used the Facebook channel to promote the Instagram channel, which is a common tactic in growing new followers on another channel," she said. "The video teaser release gives fans a reason to follow the brand on another channel. However, this strategy would have proved more effective if Cartier was supporting Instagram as an established channel.

"Had Cartier developed a strong point of view for Instagram with a library of posts, then added this campaign to drive awareness of that channel, it may have proven more effective in gaining additional followers on Instagram."

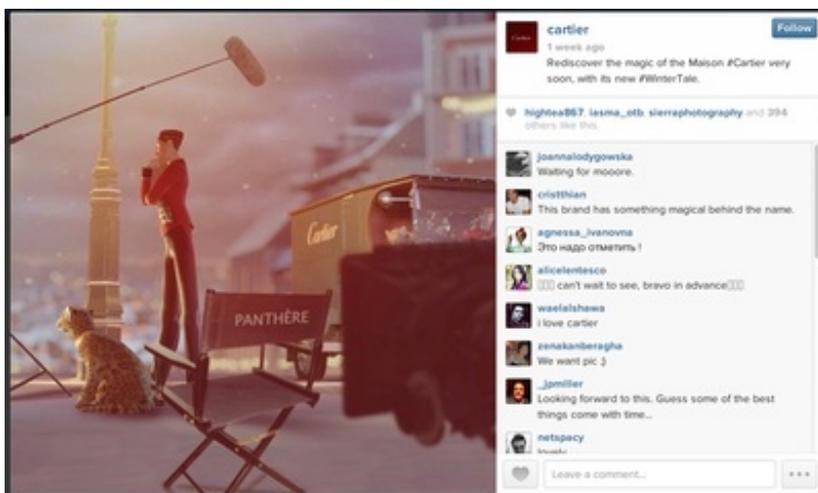
Ms. Rue is not affiliated with Cartier, but agreed to comment as an industry expert.

Cartier was unable to comment directly.

A little red box

To amp up anticipation, Richemont-owned Cartier used Instagram to release teaser materials of this year's Winter Tale. Cartier then posted the teasers on its Facebook page to reach a wider audience.

The first image showed a playful behind-the-scenes photo of the video's stars, a panther cub and Cartier page, looking pensive while on the set of Winter Tale. Cartier also released an approximately 10-second clip on its Instagram that revealed slight more by including the opening scene and quick shots of the panther cub and page.



Instagram teaser image

A Winter Tale is set in 1920s Paris and follows the Christmas journey of an enchanted panther cub and Cartier page. The two have magical powers, similar to Santa Claus, that allow them to enter Parisian homes to drop off Cartier gifts.

The 90-second video, directed by Bibo Bergeron, begins with a single snowflake falling from the sky above a Cartier boutique. As the snowflake falls, the viewer can read the jeweler's name on the awning and see a collection of delivery trucks parked out front.



Winter Tale still

In succession, the trucks begin to drive away as the scene cuts to the panther cub and Cartier page driving together. When they arrive at their destination, the panther cub pulls out of the truck and magically jumps through the door with the page in tow.

The following scene shows the pair coming through a golden portal inside the home's living room with a decorated Christmas tree in the corner. The page bends down to place three red Cartier boxes containing two rings and a watch, among the other gifts.



Winter Tale still

After the pair admire their work, the scene changes to show the page placing two Cartier watch boxes on a piano. The panther cub steps on the piano keys, is shushed by the page and begins pawing at an ornament on the floor.



Winter Tale still

The page continues to place Cartier boxes around the house with the help of a second page. These boxes contain rings, bracelets and watches by Cartier.

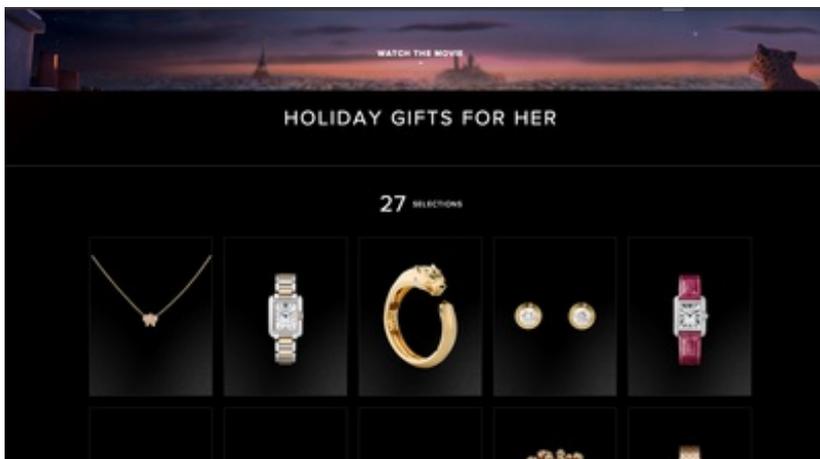
A Winter Tale's final scene shows the delivery trucks pulling back into spots outside the Cartier boutique as the sun begins to rise over Paris. On a snow-covered rooftop, the panther cub is seen chasing after a snowflake before Cartier's logo appears.

Embedded Video: [//www.youtube.com/embed/_fWSx10SHIA](http://www.youtube.com/embed/_fWSx10SHIA)

Cartier - Winter Tale

To increase exposure, and tap a demographic who may not be as involved in social media, Cartier sent out an email blast Nov. 21 containing a prompt to watch a Winter Tale.

A click-through on the email's image brings consumers to the Cartier Web site where the video can be viewed and holiday gift guides for men and women can be browsed.



Cartier gift guide

Cartier has also featured its panther cub in holiday print campaigns in leading publications such as Architectural Digest and Town & Country.

Pulling on heartstrings

Emotions run high during the holiday season and brands can tap into that joy and sentimentality by rehashing campaigns.

In 2012, the jeweler's Winter Tale depicted Cartier holiday gift items as its signature panthers explored a tree filled with gifts ([see story](#)).

While in 2011, Cartier intertwined its fall/winter collection with its iconic panther mascot through a Christmas-inspired online video that encourages ecommerce transactions. The brand set up advertisements on The New York Times Web site and when clicked-through brought consumers to a page where they could watch the video ([see story](#)).

The inaugural year of the Cartier's Winter Tale asked consumers to follow a panther cub through a winter wonderland of the luxury brand's seasonal offerings. Cartier's rich-media full-page interstitial advertisement connected consumers to a video ([see story](#)).

Endearing animations can help a brand entice younger consumers unfamiliar with the brand.

"Creating a new iteration of the Winter Tale video sets consumer expectations year after year," Ms. Rue said.

"It is more likely to become a holiday tradition of sorts that people may look forward to," she said.

"Instead of starting fresh each holiday season, they can use the equity of previous years to further support the Cartier brand during the holidays."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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

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