

ADVERTISING

## Baume & Mercier reinforces joyful side in Peter Lindbergh campaign

April 16, 2014



*Peter Lindbergh's campaign for Baume & Mercier*

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By JEN KING

Switzerland's Baume & Mercier is promoting an identity as a watchmaker that celebrates life moments with a new advertising campaign.

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**Luxury Daily**

The watchmaker's first effort since 2011 aims to keep Baume & Mercier relevant in the eyes of today's affluent consumers without tarnishing its DNA by staying true to its mantra of "Life is about moments." Instead of reinventing itself, Baume & Mercier is relying on timeless imagery that is understood across generations.

"[Our] recently launched new advertising campaign photographed by Peter Lindbergh perfectly mirrors Baume & Mercier's values," said Alain Zimmerman, CEO of **Baume & Mercier**, Geneva. "The level of quality and expertise which has always characterized our maison has been translated through the choice of a Master in photography.

"The elegant black and white imagery delivers a luxurious dimension to intimate celebratory moments," he said. They capture all of the authenticity, timelessness and elegance that define our brand.

"[Also,] the photographs encapsulate the spirit of our maison and firmly position Baume

& Mercier as the

perfect option for a special gift for a birthday, wedding, birth of a child, self-celebration, etc."

Moments and memories

Photographed by famed German photographer Peter Lindbergh, the Baume & Mercier campaign features its most iconic watches, the Clifton, Linea and Capeland. Each photograph is meant to show the ideal occasion for gifting, or self-gifting, a Baume & Mercier wrist watch.

For example, the photographs depict a wedding, a birthday, a birth and self-achievement. The images stay true to the watchmaker's celebratory message in all of its past ad campaigns as a way to reflect back upon its mantra.



#CELEBRATEMOMENTS



LIFE IS ABOUT MOMENTS

BAUME & MERCIER

*Campaign images for #CelebrateMoments*

Shot in southern California, the campaign will debut in publications in May 2014. In the meantime, Baume & Mercier has been sharing the campaign images on social media.

Throughout April, Baume & Mercier has posted select images from its campaign shot by Mr. Lindbergh to its social media account. Each photo that has been uploaded from the campaign features the hashtag #CelebrateMoments to further emphasize the brand's identity.



*Print campaign for Baume & Mercier*

To enhance interaction between brand enthusiasts and the watchmaker, Baume & Mercier has introduced a social contest that requires consumers to post what they treasure in life. Each post that includes the #CelebrateMoments hashtag and a second agreeing to the terms and conditions, #IAcceptTC, on Facebook, Twitter or Instagram are entered to win a Clifton watch.



Baume et Mercier

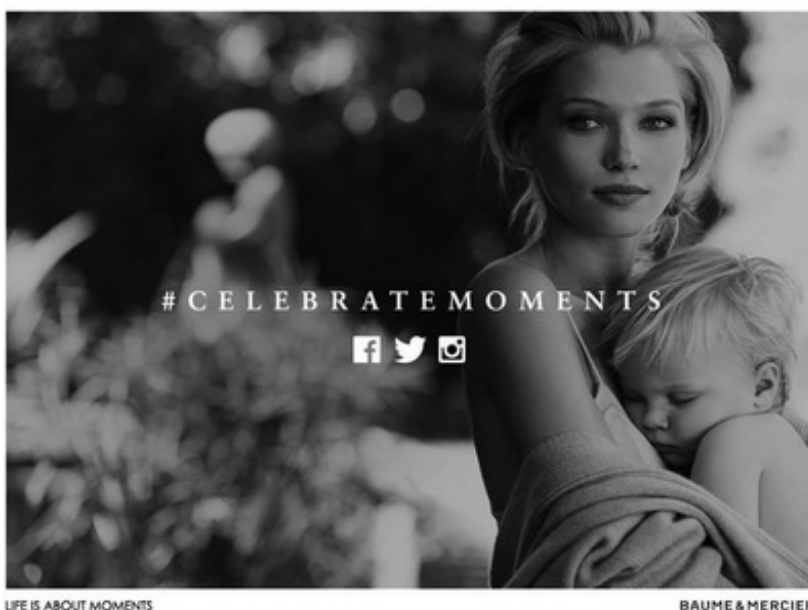
April 11

The most special moments are the ones in which you realize what matters.

Use [#celebratemoments](#) and share what you treasure on our page. Your chance to win a Baume & Mercier Clifton watch.

Contest terms: <http://bit.ly/Rules-Contest>

**\*\*Don't forget to validate your submission by accepting the Participation Rules using [#IacceptTC!](#) They can be accessed in full here: <http://bit.ly/Contest-terms>\*\***



### *Baume & Mercier #CelebrateMoments contest*

Baume & Mercier has also tapped Mr. Lindbergh to create a social video that brings to life the watchmaker's new print ad effort. The video shows celebratory occasions such as a marriage, a birthday, a holiday celebration and a mother holding her child.

Set to Patrick Watson's "Big Big in a Small Cage," the viewer watches the interactions of the celebrating characters and the presentation of a Baume & Mercier watch. Text reads "Celebration is one of the greatest joys of life" with following frames continuing to say "it creates long lasting memories" and "feelings are beyond words."

Embedded Video: [//www.youtube.com/embed/aeB4po9Ut6Q](http://www.youtube.com/embed/aeB4po9Ut6Q)

### *Baume & Mercier | Life is About Moments by Peter Lindbergh*

In the still images and minute-long video, the watch given or worn by the character is not seen, allowing the embodied emotions to stand alone from a product pitch.

Brand enthusiasts also have the opportunity to watch a behind-the-scenes version of the film. The video shows production and set preparation as well as Mr. Lindbergh at work.



*Peter Lindbergh at work for Baume & Mercier, behind-the-scenes video still*

Brought to life

The added depth of social videos has allowed brands to extend their traditional ad campaigns in interesting ways.

For example, French leather goods maker Hermès brought its current print campaign to life through a social video that explores the brand's range of products.

Hermès' Metamorphosis print effort featured models in its ready-to-wear and accessory pieces set within a thick jungle of palm fronds and large leaves, while the digital campaign focused on an expansion of items such as jewelry and home wares. When transferring a print campaign to the digital space it is important to maintain cohesion but also to refresh the imagery to keep consumer attention ([see story](#)).

Additionally, British fashion house Alexander McQueen created a surreal narrative film to accompany its spring 2014 print advertising campaign.

The film featured British model Kate Moss, a longtime collaborator of the house, in a futuristic world. By creating a narrative-driven video, the brand was able to communicate more about the collection and attract more shares of the video ([see story](#)).

By maintaining a clear theme across its current and past ad campaigns, Baume & Mercier is able to appeal to the sensibilities of multiple generations of consumers, especially younger affluents.

"The younger audience is certainly a great opportunity, especially in the realm of self-gifting," Mr. Zimmerman said. "Young men and women alike enjoy celebrating their own accomplishments with something special that they can always enjoy and reflect upon their successes.

"But more generally speaking, special moments can be experienced at any age," he said. "Through this campaign, we plan to engage a wide demographic, from mid-20's to late 60's; both men and women.

"A sophisticated client with an affinity for high value at an affordable cost, someone who appreciates relaxed luxury; those who seek to mark a special occasion with a meaningful gift that may be passed down from generation to generation."

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/O6tJFhjmwyw](https://www.youtube.com/embed/O6tJFhjmwyw)

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