

INTERNET

Chopard fortifies connection to racing industry with dedicated Tumblr

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Chopard's limited-edition Mille Miglia 2014 watch

By JEN KING

Swiss jeweler Chopard is strengthening its association to automobile racing with a newly established Tumblr account.

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Luxury Daily

The dedicated Chopard "Classic Racing" Tumblr explores an array of the jeweler's racing watch collections offset with imagery of classic and modern racing automobiles. As the racing season picks up, Chopard will likely receive additional interest from consumers with a penchant for the sport.

"Tumblr is uniquely positioned to help brands drive considerable awareness," said Kristy LaPlante, associate director of digital strategy at [Merkle, Inc.](#), New York. "Its content tends to be highly visual and shareable, which ultimately drives engagement across social networks like Facebook and Twitter as well and in terms of users, it's still experiencing monumental growth. This platform can drive a high-impact for brands if carefully managed.

"Separation [of content categories] makes a lot of sense in platforms like Pinterest, which utilize multiple message boards at a large scale," she said. "By contrast, Tumblr content is

presented one page at time, adding psychological distance between concepts.

"Sustainability is a part of a brand's identity; for that reason, brands may consider simplifying the user experience by housing all of their content on one page."

Ms. LaPlante is not affiliated with Chopard, but agreed to comment as an industry expert.

Chopard was unable to respond directly.

Start your engines

According to a brand statement, Chopard is aiming to involve consumers through content sharing to discover the links between the jeweler and classic racing. The brand, and the Scheufele family, wanted to share its passion with its community and felt that Tumblr was the ideal platform to connect and engage with an "audience of gentlemen full of taste with a love for fine mechanics."

Followers of the jeweler's Facebook and Twitter accounts were introduced to the new Tumblr account through different postings.

On Twitter, Chopard kept it simple by asking consumers to "come on board for a thrilling ride" while a second post included an image of the limited-edition Mille Miglia GTXL Power Control watch available at the jeweler's Madrid boutique.



Chopard's Tweets for its new Tumblr

For Chopard's post to Facebook, the brand referred to its new Tumblr page as a "destination for lovers of the automotive world." The copy is accompanied by a collage of various images from the Tumblr account to give consumers an idea of the content prior to the click-through.



Chopard
17 hours ago

Discover our new Tumblr blog:
<http://chopardclassicracing.tumblr.com/>

A new destination for lovers of the automobile world.

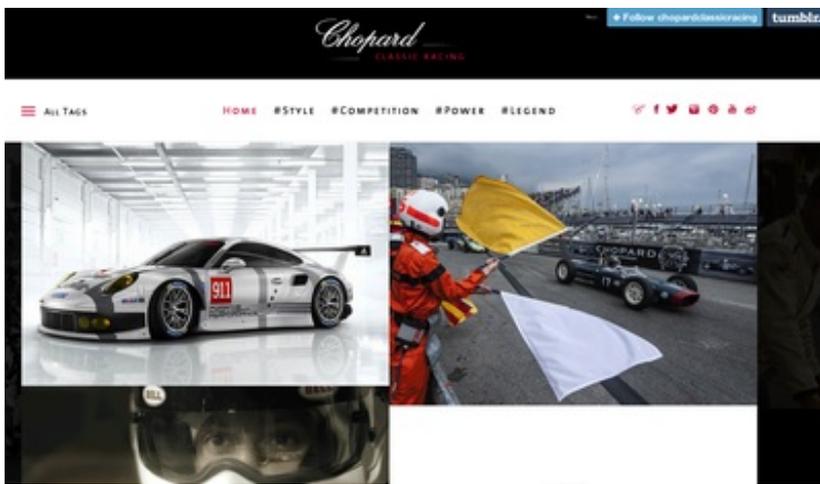


Chopard's Facebook post to introduce the Classic Racing Tumblr

A click-through on the link lands on Chopard's Tumblr where the consumer is first welcomed by a listing of hashtags such as #Style, #Competition, #Power and #Legend. On the right hand-side of the Tumblr is a listing of Chopard's other social accounts including Instagram, Pinterest, YouTube and Weibo.

The top images of Chopard's Classic Racing Tumblr shows current racing automobiles to let the consumer know that the jeweler is currently active in the sport. For instance, Chopard included an image of a Porsche 911 racing model. The jeweler is an official time keeper for the automaker's motor sport division.

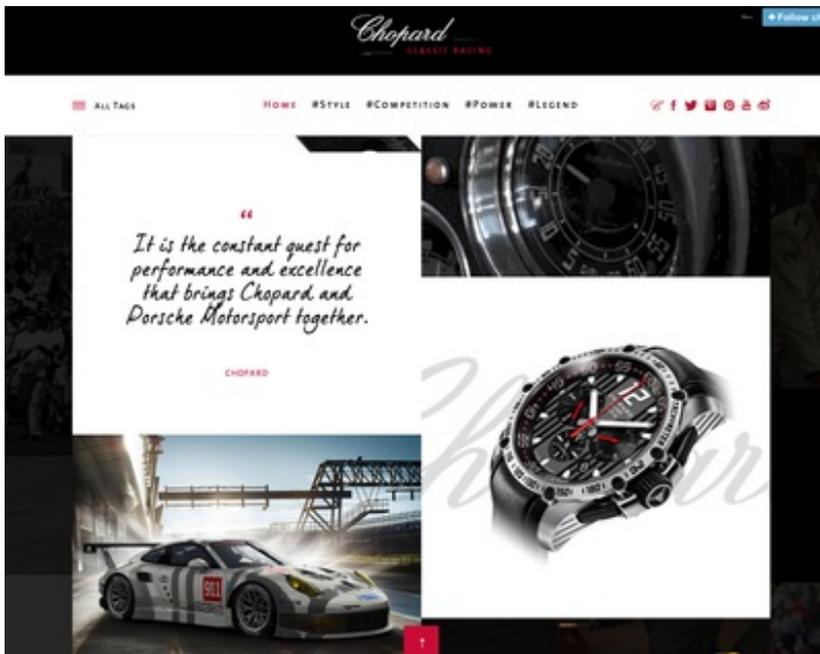
By expanding the post, the consumer can reblog, like or share on Facebook, Twitter and Pinterest as well as view other Tumblr accounts who have reblogged the image. Below is a section of related posts that also include the hashtag #Power.



Top images from Chopard's Classic Racing Tumblr

Among the images of racing, race car drivers and classic automobiles, Chopard included photographs of its watch collections that have connections to the sport. Included on its Tumblr is the jeweler's Grand Prix Monaco Historique, the Superfast Chrono, the Mille Miglia collection and the race car driver Jacky Ickx models.

Chopard's Mille Miglia collection, for instance, also includes the Zagato edition that solidifies Chopard's relationship with the racing world. Chopard's Mille Miglia Zagato watch design embodies the shared values of the jeweler, the automaker and the iconic Mille Miglia race in Italy that brought them together ([see story](#)).



A Porsche 911 and a Chopard Superfast Chrono on the Classic Racing Tumblr

Additional images of racing automobiles include the 1981 Porsche 936 Spyder driven by Mr. Ickx, who is a six-time winner of the Le Mans 24 Hours race, the Porsche 919 Hybrid and other vintage sports cars.

By using the side arrows, the consumer can filter posts by hashtags.

Social takeover

A well-rounded social media presences allows brands to interact with consumers who

feel comfortable using a specific platform. This is especially important when creating regional awareness.

For instance, Italian jeweler Bulgari is using its London hotel and residence property to introduce its newly created account on popular Russian language social networking site VK.

As the second largest social networking site after Facebook, VK will likely drive interest in Bulgari Hotels. Although VK has three official languages, English, Russian and Ukrainian, the site also has over 70 unofficial languages that will only help to increase Bulgari Hotels' exposure and possibly bookings ([see story](#)).

Also, London department store Harrods increased its exposure in China by being the first British retailer to launch a WeChat social media account that conveys its latest content and special offers to Chinese consumers. Harrods built off the success of its Weibo blog to reach more consumers as China continues to be a power player in the luxury market ([see story](#)).

Each social platform has a unique way of communicating a brand's codes to the consumer.

"Chopard's Tumblr page makes racing sexy again," Ms. LaPlante said. "The hashtags in the menu make it really easy for users to share their content, and also serve to help people understand what Chopard stands for.

"Then the page uses powerful visuals to deliver on those concepts," she said. "It's certainly compelling; I think adding a bit more content would help the brand take advantage of Tumblr's unique viral potential."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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

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