

Ulysse Nardin demonstrates
exquisite timing on LinkedIn

Targeting new luxury buyers with
striking design and a sense of
belonging helped the luxury
watchmaker drive benchmark-
beating rates of engagement around
a key event in the watchmaking
calendar.



LOOK INSIDE THE

The Salon International de Haute Horologie (SIHH) is the major showpiece event in the luxury watchmaking calendar and an opportunity for brands to launch new products and designs to an engaged audience. Ulysse Nardin spotted an opportunity to broaden its audience by targeting a qualified audience of mass affluents and active traders on LinkedIn. Reaching out through striking imagery in the LinkedIn feed and a personalised InMail from CEO Patrick Pruniaux delivered exceptional engagement rates – and helped introduce the Freak X watch to the new luxury buyers it was designed for.

The Challenge:

- Reach a mass affluent and traders audience at scale
- Build aspiration around the distinctive Freak X aesthetic
- Introduce new audiences to the Ulysse Nardin brand and create a sense of affinity

The Solution:

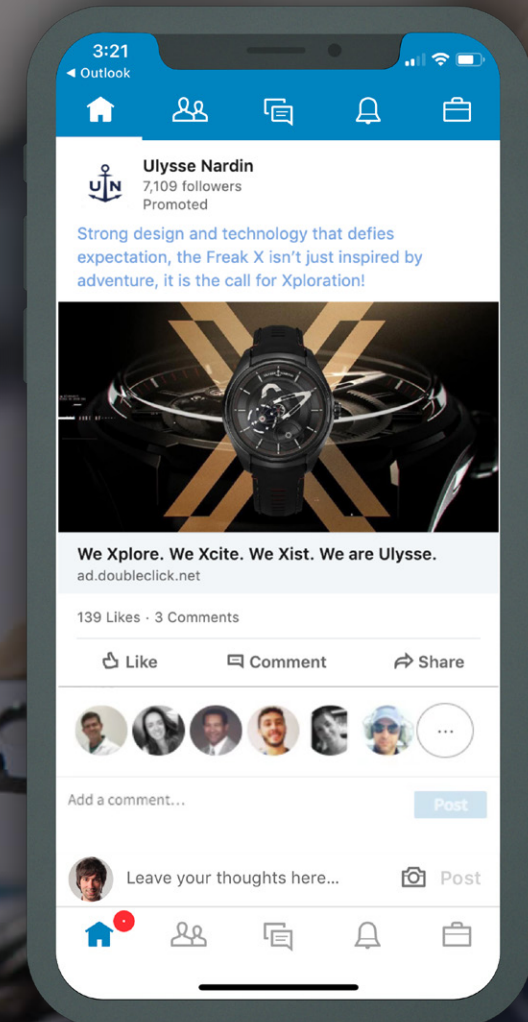
- Sponsored Content showcasing the Freak X design through striking imagery
- Personalised InMail from Ulysse Nardin CEO Patrick Pruniaux explaining the evolution of the watch's unique design aesthetic
- Targeting focused around the Mass Affluent professionals & Traders

Why LinkedIn?

- Capability for precision targeting of luxury audiences across the key target markets of France, Switzerland and the United States
- Combination of touchpoints available: Sponsored Content to showcase striking imagery with stand out in the LinkedIn feed, and Sponsored InMail to deliver personalised messages

Results:

- The campaign beat all expectations and luxury sector benchmarks
- The click-through rate of 0.65% and engagement rate of 0.75% both exceeded benchmarks by more than 50%
- The Sponsored InMail open rate of 52% was 147% above benchmark
- The campaign reached over 172,000 relevant LinkedIn members and delivered a cost per click (CPC) of only €3.83



A timely campaign delivers stand-out in the LinkedIn feed

LinkedIn proved the ideal platform for using the occasion of the Salon International de Haute Horologie (SIHH) to introduce new audiences to luxury watches. With Sponsored Content showcasing the convention-breaking design of the Freak X, Ulysse Nardin was able to achieve strong stand-out and challenge mass affluent audiences' expectations of what a luxury watch looks like. This drove engagement far above LinkedIn benchmarks and contributed to a highly efficient cost per click (CPC).

Humanising a luxury brand to build a sense of belonging

Targeting the same mass affluent audience through a Sponsored InMail from CEO Patrick Pruniaux enabled Ulysse Nardin to build on the attention, and create a sense of affinity with the brand. The personalised message, explaining the history of the Freak X design and the artistic inspiration behind it, sent a clear signal that the brand valued the opinion of those it was reaching out to. This contributed to the extremely strong open rate that the InMail campaign achieved.

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We had clear objectives for this campaign: driving consideration and engagement among a wider audience of potential luxury buyers who were not yet familiar with the Ulysse Nardin brand. LinkedIn gave us the ability to target these people at scale, and reach out through personalised InMail to build a sense of belonging. The results speak for themselves – and far exceeded our expectations.”



Stephane Carlier

Global Head of Digital
Ulysse Nardin

