



How Baume & Mercier found more Moments of Success on LinkedIn

The Swiss luxury watchmaker has been associated with innovative, affordable excellence for more than 180 years. Connecting its flagship Classima Collection with a new generation rewarded similarly fresh thinking about how to target ambitious young professionals.

The elegant yet affordable Classima Collection represents more than 50% of turnover for Swiss luxury watchmaker Baume & Mercier - and so extending engagement with the brand to new audiences represents a vital growth opportunity for the business. For the launch of its new Classima Collection, Baume & Mercier used LinkedIn's international reach and precision targeting to connect the collection with transformational moments in ambitious young lives. Benchmark-beating levels of engagement are already building new Classima communities in the brand's key target markets.

The Challenge:

- Reach an audience of ambitious, young professionals across Europe
- Extend awareness and engagement beyond Baume & Mercier's existing customer base
- Bring Classima's Moments of Success campaign to life through locally relevant experiences
- Associate the brand with professional success for the young and ambitious

The Solution:

- Sponsored InMail campaign tailored for audiences in Italy, France, Spain and the UK
- Invite young professionals to celebrate Moments of Success through locally relevant experiences
- Precision LinkedIn targeting focused on the audiences with the greatest potential for Classima: watch lovers, young affluents and young professionals progressing their careers

Why LinkedIn?

- The platform of choice for ambitious young professionals
- Precision targeting able to focus the campaign on the most relevant audiences for Classima
- International reach, with the ability to target audiences at scale across key markets

Results:

- For the Italian private events, held in Rome and Milan the LinkedIn campaign delivered a response rate of over 50%
- 216 of those responding went on to attend the Italian events, with 157 providing contact details
- Click through rates of up to four times the benchmark, with up to 15% of those receiving InMails going on to attend
- Grew CRM database by 1,200 new members, who opted in for ongoing engagement with Baume & Mercier
- InMails reached audience of 300,000 across 10 countries


A new type of social media strategy

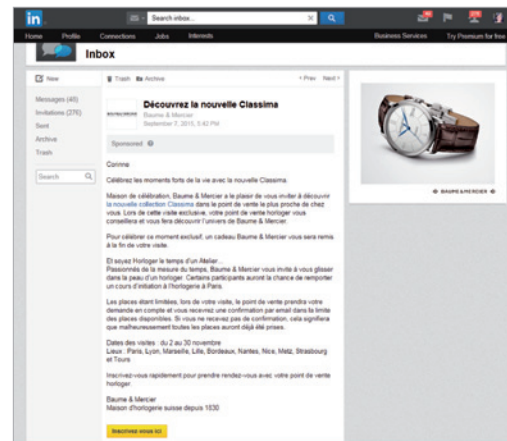
Baume & Mercier advertising on social platforms such as Facebook, Twitter and Instagram had previously focused on a core community of existing brand lovers. As Head of Communications and Media Corinne Delli-Gatti explains, LinkedIn transformed the potential of social for the brand, by introducing Classima to wholly new yet wholly relevant audiences. "This was our opportunity to reach new customers interested in luxury brands who were not yet aware of our watches," she says. "It helps us to be proactive about becoming part of those first extraordinary moments in young people's lives."

Tailoring Moments of Success to local audiences


As Corinne explains, the objective of the LinkedIn campaign went beyond simple awareness-building. "Our marketing activity is not just about driving awareness," she says. "This is about creating customer engagement on social that then translates into actual attendance at events - and the opportunity to buy Classima watches in person." The Sponsored InMail campaign invited young professionals to take part in intimate style workshops and personal shopping experiences offering an exclusive insight into the design philosophy behind Baume & Mercier. In Italy, hundreds of guest joined actors, designers and watchmakers for evenings at the Palazzo Parigi in Milan and Rome's Palazzo Montemartini. This exclusive, luxury experience resonated extremely strongly. The Sponsored InMail campaign drove response rates of over 50%, with 216 of those invited through LinkedIn attending the events - and 157 supplying contact details.

"Our Classima Collection campaign revolves around celebrating life's important moments - and LinkedIn brought this to life amongst new audiences with a scale and reach that hasn't been possible on social media before."

 **Corinne Delli-Gatti**
Head of Communication and Media
Baume & Mercier



"In a digital media environment where we constantly need to adapt our approach and way of thinking, the possibility to think outside of the box with the LinkedIn team was a key component in delivering success on this partnership"

 **Alain Zimmermann**
CEO
Baume&Mercier

