

MARKETING

Top luxury campaigns of 2023: Audemars Piguet 'Seek Beyond'

December 21, 2023



The brand's campaign film offers a more contemporary narrative than those before. Image credit: Publicis Luxe

By AMIRAH KEATON

At the root of an ongoing slowdown, the luxury industry faced a unique combination of macroeconomic threats this year.

Heritage brands continue to contend with tight-pocketed aspirational consumers in America and slower-than-anticipated lockdown recoveries in China, tapping ambassadors across Asia-Pacific in an attempt to spur sales. Meanwhile, affluent populations in regions such as India and the Middle East flexed their buying power, as executives at powerhouse conglomerates looked toward these new audiences to diversify channels of income.

Beauty mergers and acquisitions took off, and top-end operators in sectors such as automotive, real estate and travel accelerated global launches. Clearly, uncertain conditions did not halt activity, much less innovation. Many luxury players rose to the occasion despite challenges, venturing outside of the box by advancing unforeseen exclusives, thoughtful collaborations and engaging activations that carried growth.

In the lead-up to the new year, Luxury Daily is highlighting the marketing moments responsible for capturing the attention of consumers worldwide since January. Coverage will reveal the campaigns, events and strategic initiatives that have defined the last 12 months, sharing predictions as to how these themes could impact efforts in 2024.

Audemars Piguet appeals to next-gen buyers

At the top of the year, Swiss watch manufacturer Audemars Piguet released a new campaign entitled, "Seek Beyond."

The brand's launch came with a sentimental film selection, and acted as a rallying cry, calling in younger clients. The ads featured millennial and Gen Z characters, contemporary music and adventurous narratives that parallel the company's classic timepieces.

The nearly 2-minute clip tells a boundary-pushing tale in the sky above Audemars' Le Brassus, Switzerland base.

Audemars Piguet presents "Seek Beyond"

Extensions of the spot have enjoyed sightings worldwide. The house's marketers hosted a free Seek Beyond exhibition at the sixth edition of Dubai Watch Week, from Nov. 16 - 20, 2023 ([see story](#)).

The campaign also arrived just months before Audemars Piguet would announce the appointment of new CEO Ilaria Resta.

Following a brief transition period beginning in August of this year, Ms. Resta will officially ascend into the top post on Jan. 1, 2024.

The incoming talent will take over from Francois-Henry Benaïm after more than 10 years helming Audemars Piguet and nearly 30 years spent at the firm in full.



The campaign video additionally juxtaposes a free-spirited nature against the beauty of the ages-old Alpine location the company calls home. Image credit: Audemars Piguet

High on the list of initiatives that will enhance the executive's legacy, Seek Beyond stands out.

"The sentiment of seeking beyond is very prevalent in today's younger generations," said Rony Zeidan, founder and creative director of RO New York.

"The desire to constantly shift careers, move cities, explore further, and build their own rules is very prevalent," Mr. Zeidan said. "This spirit is something Audemars Piguet is attempting to appeal to, a smart strategy [as it relates to] the next generation of luxury watch shoppers and collectors.

"The time has come for Audemars Piguet to pass on the baton."

Luxury Daily predicts *the shift in focus from millennials to Gen Z will accelerate in 2024, as watchmakers and other heritage players build early affinity. The next generation of connoisseurs increasingly influence luxury trends and hold significant purchasing power. Forward-looking strategies that tap into a tech-savvy, ethically conscious ethos by placing an emphasis on sustainability, innovation and digital experiences can solidify relevance and longevity in an evolving luxury landscape. Read more on Audemars Piguet "Seek Beyond" [here](#).*

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