



Campaign secrets

Watches merge with the elements, melting into the landscapes, suggesting both daring and alliances... At nearly 150 years old, Zenith draws on its sources to reveal its brand values. Its new campaign offering an escape from routine is an ode to accomplishment.

It is both a poetic and visual depiction of complex concepts. A powerful trigger of senses and emotions. Cliffs and mist, coastlines punctuated by ice, sunny patches in cloudy skies, mountains at the end of the world that seem to be an intimate part of the new Zenith watches were not simply chosen for their beauty. They are not just decoration. The black and white landscapes of the brand with the guiding star tell the tale of both its history and its present. They

reaffirm its connection to its founding principles. Inspired by the daring that has always been the signature of the Manufacture's very soul since its beginnings, they are a reminder that there are still conquests to be made, horizons to be explored, dreams to be fulfilled. Providing a contrast with their warm colours, both the iconic models and their new complications, once again pushing the boundaries of watchmaking expertise, appear like the fruit of an untainted visionary spirit.

While every collection finds its particular universe (the sky for Pilot, the sea for Captain, wide open spaces for Academy, distant horizons for El Primero...), the message is unique: "Follow your own star": says Zenith repeatedly, convinced that there is nothing more essential than self-accomplishment. More than ever, the brand's timepieces appear to be the faithful alter egos of those who have decided to follow their own star.

Dial, mountain, hands, clouds: where does the landscape end or the timepiece begin? Zenith's new border-blurring campaign treats itself to far horizons. Following the guiding star allows you to touch the heart of time.

IMAGE MATTERS

Providing a visual illustration of complex concepts. Choosing from among thousands the images that best convey a message. Seeing your photos chosen to suggest the said message. The challenges in developing a new campaign are subtle indeed. Juliette North, Marketing and Communication Director at Zenith, and Patrick Dieudonné, photographer (www.patrickdieudonne.com), author of three of the supporting photographs for the new Zenith brand image, share their own perspective and help decrypt the issues involved.

Zenith Spirit: THE NEW ZENITH CAMPAIGN STANDS OUT BY ASSOCIATING THE SUPREMELY RAW PURITY OF THE SURROUNDINGS WITH THE PRECIOUS COMPLEXITY OF ITS TIMEPIECES. WHAT UNDERPINS THE MEETING OF THESE TWO WORLDS?

Juliette North: Creating the synergy between a technical element in a watch and the natural environment certainly represents a daring idea. This original standpoint, the symbol of the campaign, is not simply an aesthetic choice. Like the black and white landscape photographs, our timepieces have a timeless quality. The fruit of ancestral know-how, they are the embodiment of an authenticity rooted in craftsmanship, represented by these images of watchmaking details. The technical elements highlighted in this way all testify to this exceptional watchmaking mastery. One can therefore imagine that it is quite natural to see them merging with the elements. Time, finally, emerges from each universe like a precious raw material.

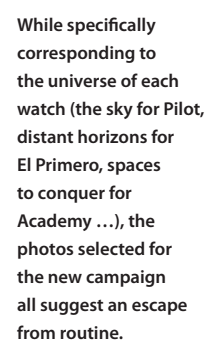
Patrick Dieudonné: From a classical point of view, a complex object like a watch is carefully highlighted against a neutral background, in order to simplify – indeed excessively – the underlying message. On the other hand, in this original campaign, there is a kind of synergy or seamless merging that takes place between the images of landscapes, all very different from each other, and the different watches represented. I am delighted that Zenith found the basic element of its project in my images, including authenticity, aesthetics and originality. I also see the converging of two independent aesthetic research processes, one in the natural world and the other in the world of technology and crafts. By graphically blending with natural landscapes, the watches take us into a new time-space which is closer to the actual sensation than the concept. In these composite images, I find freedom, escape, and beauty – the very things that I seek in my photographic quest.

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"The experience of walking", he says, "makes it possible to illustrate a certain number of philosophical paradoxes such as eternity in a moment, the union of body and soul in patience, effort and courage, a solitude inhabited by presences, the creative vacuum." Thus, one may walk to philosophise

Marcher, une philosophie,
by Frédéric Gros, Flammarion 2011.



There is also a more indefinable feeling, because it is closely linked with the notion of the passing of time – the simple pleasure of feeling alive, and living unique moments with maximum intensity.

Zenith Spirit: WHAT IS THE RELATIONSHIP BETWEEN PHOTOGRAPHY (AND ESPECIALLY LANDSCAPE PHOTOGRAPHY) AND TIME?

Patrick Dieudonné: There is a connection on several levels. In photography, you can have the illusion of making time stand still. Some landscapes disappear, and one attempts to record a sustainable image, while others appear to radiate a mineral, timeless, indestructible beauty. They provide us with an image of permanence, seemingly unaffected by the passing of time. There is also a more pragmatic plan, a timeframe that is unique to photography – those precious fractions of a second when the image is formed on the sensitive surface. At this moment I use my chronograph to measure my exposures which can take several minutes. I like this process, I like feeling the passing of these few seconds which are the deciding factor in whether a photo is a success or not.

Juliette North: When you are photographing natural landscapes (and especially in black and white), there is a feeling of immutability that one also finds in Zenith. A time outside of time. You find this not only in the aesthetics but also

in the functionality of watches. It's about “telling the time”, an inherently immaterial concept. The spirit of the Manufacture urges everyone to reach their potential during the time available to them. The “brand with the guiding star”, as it is often nicknamed, embraces a more human value than that of ostentation. It is a true manufacturer of time.

Zenith Spirit: ALL THE LANDSCAPES IN THE CAMPAIGN SUGGEST ESCAPE FROM ROUTINE, THE QUEST FOR SELF-FULFILMENT AND THE BLOSSOMING OF A PERSONAL UNIVERSE. WHAT DOES THIS ASPIRATION BRING TO MIND?

Patrick Dieudonné: I am lucky to do something I love – I experience intense moments of freedom, discovery and true creative exaltation at certain privileged moments. During some of these moments, I just feel like looking, and enjoying a unique instant in time. But it's not only about feeling things, you have to share them and give them to those who might never have the chance of experiencing or seeing them, through photography which is capable of conveying a certain sense of place or of the moment, an emotion. For this emotion to be present in photography, the technical elements must be mastered well enough to become invisible. It takes a lot of work to reach that point, and that is unquestionably another aspect that photography shares with precision watchmaking.

Photography brings us back to the world, in a joyful or sorrowful way, depending on its genre, via an essential detour that enables us to better understand it, and better understand ourselves. To in some way achieve self-fulfilment. We aspire to this sense of accomplishment, to bring to fruition and give rise to a personal universe. Despite myself, I have this conviction and hope that the best photo is still to come, the one that will be taken tomorrow, and that is what guides and inspires me – and hopefully will continue to do so for a long time to come.

Juliette North: By matching the universe of each watch exactly (a sky for Pilot, a calm sea for Captain, a distant horizon for El Primero...) the photos that we have chosen for this new campaign all suggest an escape from routine. At the same time as explaining that each collection is separate in an intuitive manner, they are part of a whole and each one makes its own contribution. The essential values upheld by Zenith subtly appear between the lines of this campaign: daring, pleasure and authenticity. In a certain sense, the campaign may also incite us to engage in a quest for a perfect reconciliation between apparently diametrically opposed ideas such as dreams and reality, evidence and complexity, mechanics and humanity – thereby hinting that such an approach is a prerequisite for any possible form of self-accomplishment and self-fulfilment. ■

PIONEERING MARKETING

We take ideas like branding and corporate identity for granted as recent innovations, but by the end of the 19th century, Zenith's founder, Georges Favre-Jacot, had fully grasped the importance of a marketing which was not yet known as such. Witness a variety of advertisements testifying to the brand's early international development.

