



Audemars Piguet

A Social Media Audit
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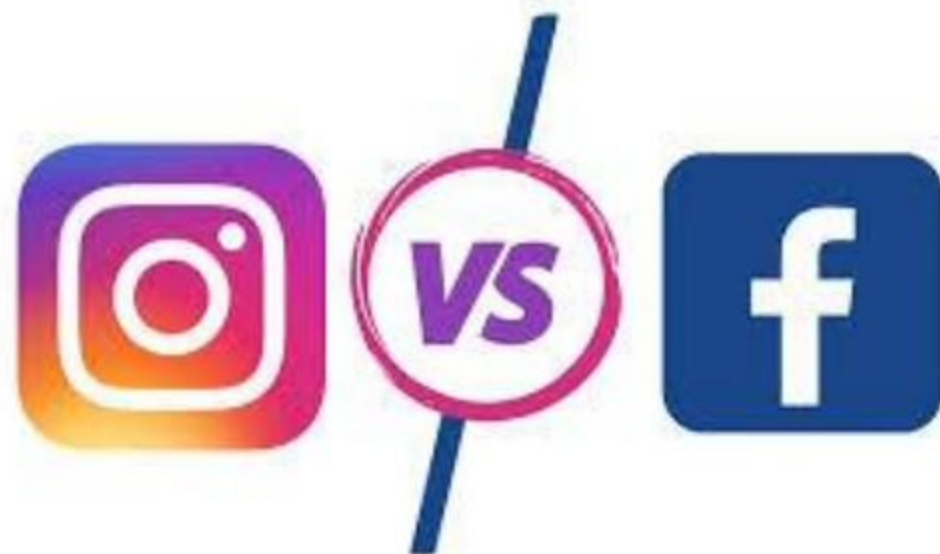
Audemars Piguet's Social Media Presence

Instagram:

3.2 Million Followers

72 Following

1,481 Posts



Facebook:

1.5 Million Followers

19 Following

1,450 Posts

Instagram Analysis

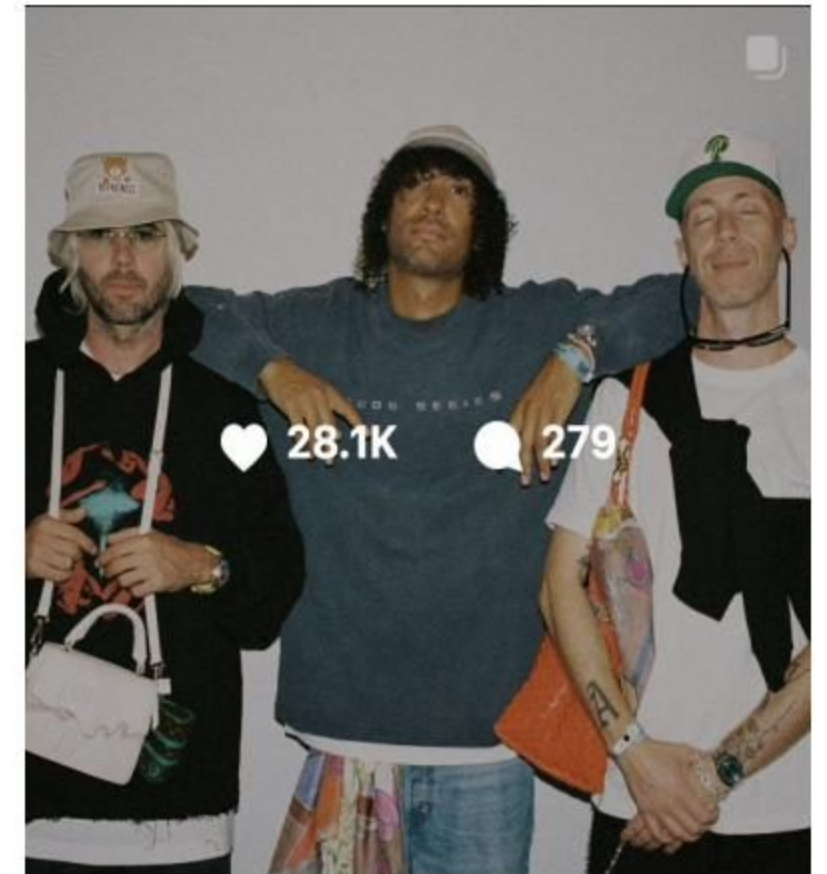
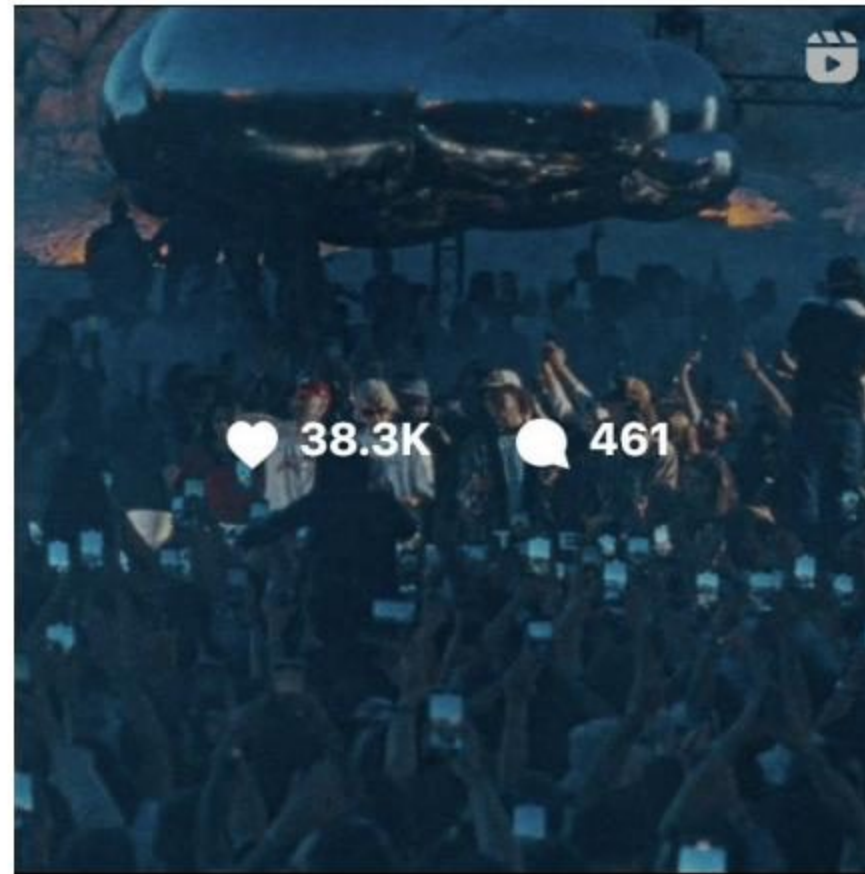
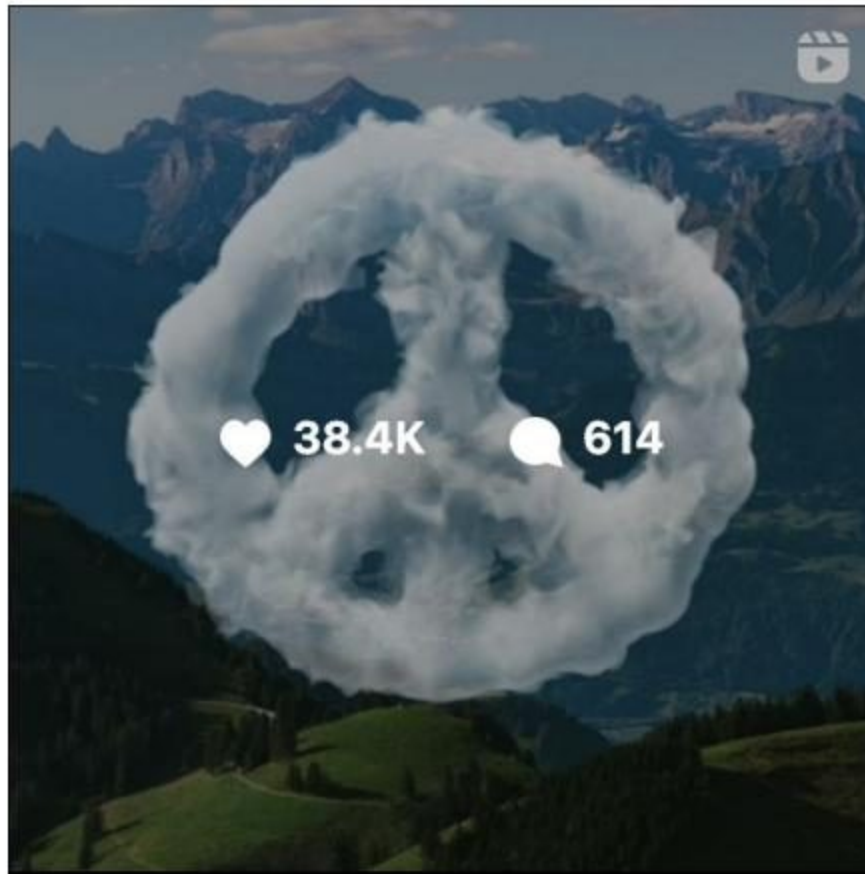
Average amount of Likes: 15,855

Average amount of Comments: 130

Average amount of Shares: 234



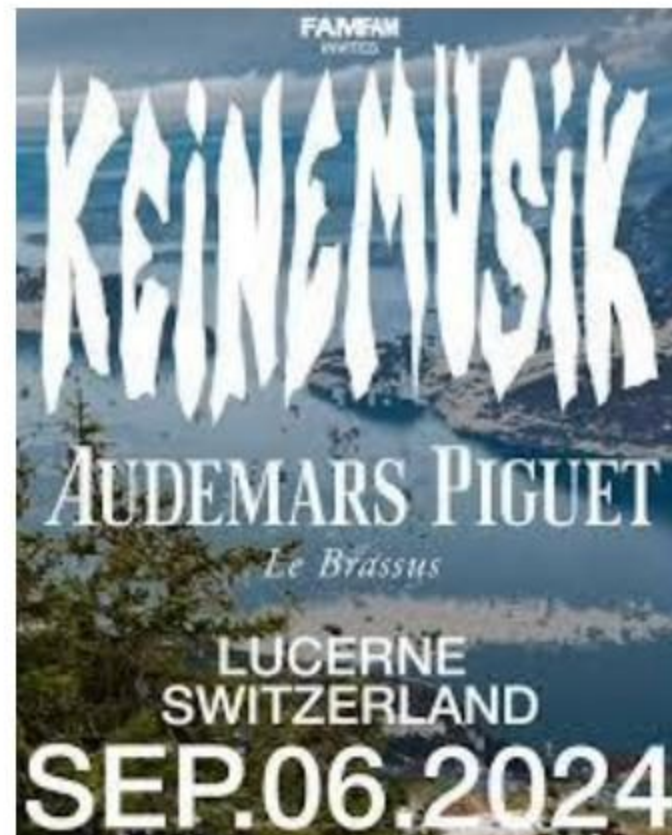
Top Instagram Posts (August-October)



All three top posts related to the AP x Keinemusik collaboration

AP x Keinemusik Collaboration

Audemars Piguet has teamed up with Berlin-based DJ group Keinemusik to create a unique blend of music and luxury watchmaking. As part of the APxMusic program, this collaboration debuted with an immersive concert on the Bürgenstock mountains in Switzerland, featuring Keinemusik's signature electronic sound. Together, they also designed a co-branded watch inspired by the precision and rhythm central to both their crafts



Facebook Analysis

Average amount of Likes: 456

Average amount of Comments: 7

Average amount of Shares: 19



Top Facebook Posts (August-October)



Audemars Piguet

Oct 14 · 🌐

An illuminating wrist.

The gem set dial on the Code 11.59 by Audemars Piguet Selfwinding ensures a glimmer with... See more



👍❤️ 2.1K

50 comments 62 shares

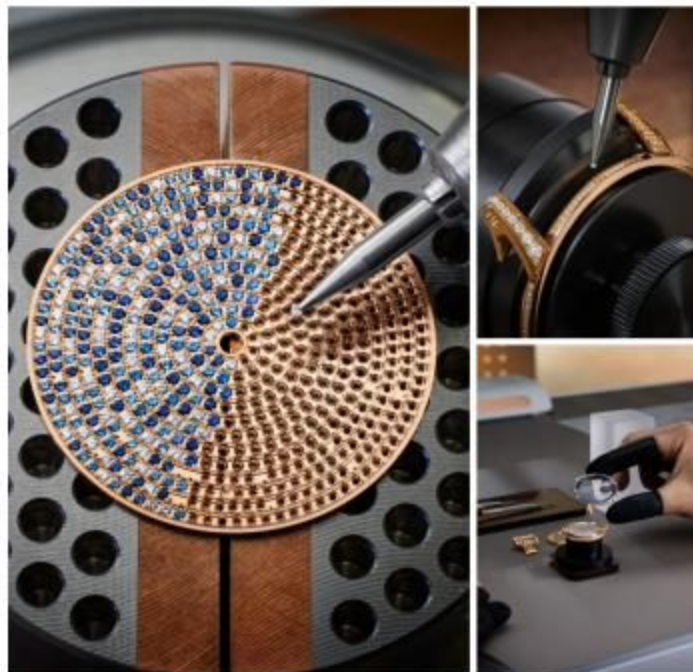


Audemars Piguet

Oct 11 · 🌐

Shades of radiance.

Each of the 533 gems adorning the dial of the new Code 11.59 by Audemars Piguet is arrange... See more



👍❤️ 1.2K

19 comments 31 shares



Audemars Piguet

Sep 20 · 🌐

Forged for the future.

Unveiling the latest iteration of the Royal Oak Concept Split-Seconds Chronograph GMT Large Da... See more



👍❤️ 721

6 comments 40 shares

Audemars Piguet's Strengths

High-quality visual content: AP maintains a luxury aesthetic by using high-quality visuals that showcase the intricate details of their watches, aligning with their brand identity

Exclusive collaborations: They leverage collaborations (e.x. Keinemusik) to create engaging, experiential content, which differentiates them from other watch brands and attracts diverse audiences

Consistency: With over 1,400 posts, they maintain consistent engagement with their audience, which helps keep followers informed and engaged with the brand

Positive Interactions



sachiyth I couldn't agree more—my Royal Oak Offshore Diver is my favorite watch! It's the perfect companion for both adventure and style. 🌊🕒

7w 3 likes Reply ...



kahlilnyc2la Only watch I ever really want to own and cherish everyday. That is superb!

26w 3 likes Reply



initialsmm Impressive release 🙌

17w 3 likes Reply ...



tyjames 🏆🥰

26w 2 likes Reply ...



nina.ali 🏆 Can't wait for mine! 💖

17w 1 like Reply ...

SWOT Analysis

Strengths: Audemars Piguet has a long-standing heritage and expertise in luxury watchmaking, renowned for its iconic collections like the Royal Oak

Weaknesses: The high price point and limited accessibility of their products restrict their market to a niche audience

Opportunities: Expanding digital presence and targeting emerging markets offers growth potential for reaching new customers

Threats: Economic downturns and intense competition from other luxury brands pose risks to maintaining market share and profitability

Competitor Analysis

Brand	Followers	Following	Total Posts
Audemars Piguet	3.2 Million	72	1,481
Rolex	16.7 Million	211	1,571
Richard Mille	2.4 Million	102	1,356

Follower base: Rolex leads significantly in followers (16.7 million), showcasing its dominant presence, while Audemars Piguet has a moderate following compared to both Rolex and Richard Mille

Activity: Audemars Piguet maintains a lower following count (72) compared to its competitors, suggesting a more exclusive or selective engagement strategy

Post frequency: All brands have similar post counts, indicating a consistent content strategy, but Rolex's higher engagement and follower numbers highlight its successful reach

Recommendations for Audemars Piguet

Tips For Instagram

Influencer collaborations: Continue to partner with celebrities/influencers to amplify brand reach and create authentic connections with target audiences

Interact with users: A great way to engage actively with users is by responding to comments and questions, to foster a sense of community and show a personalized brand presence

Diversify content themes: Balance product showcases with lifestyle and watchmaking craftsmanship posts/stories to keep the feed dynamic and engaging



Tips For Facebook

Leverage Facebook ads: Target high-net-worth individuals and luxury enthusiasts with carefully crafted ads showcasing the exclusivity and craftsmanship of AP timepieces

Interactive polls and surveys: Use polls to engage the audience on product preferences, design choices, or watch-related trends, to drive engagement

Consistent posting: Maintain a consistent posting schedule to keep the audience engaged, enhance brand visibility, and strengthen the platform's algorithmic favorability



Overall Tips

Educational content: Post pictures or videos that educate followers about watchmaking techniques, the history of iconic collections, or how to care for luxury watches

Highlight sustainability initiatives: Promote Audemars Piguet's environmental and sustainability efforts to align with eco-conscious consumers and reinforce the brand's commitment to responsible luxury

Integrate AR (augmented reality) experiences: Develop a virtual try-on feature for users to interact with AP watches, creating a memorable and immersive digital experience



AUDEMARS PIGUET

Le Brassus

Thank You

Questions?
