



# 'INTO THE WILD'

- DUBAI -

FROM XI JIANG



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# Campaign Overview

## Cartier “Into the Wild” (2021)



### - Campaign -

“Into the Wild” is an immersive campaign by Cartier, dedicated to celebrating the legacy of the **Panthère de Cartier collection**. This exclusive experience showcases the **history, craftsmanship, and evolution of the panther motif** in Cartier’s high jewelry and watches.

### - Country/Culture -

In **2021**, Cartier brought the *Into the Wild* campaign to **Dubai Design District (d3)**, reinforcing the **strong connection between the brand and the Middle Eastern luxury market**. The UAE, known for its **appreciation of opulence and heritage**, was the perfect setting for this prestigious campaign.

*Cartier*

# Into the Wild



**# Cartier's  
Panthère  
collection#**

**# Panther#**



**# Arabian  
Leopard  
Symbolism  
#**



**# Emirati women#**



**# bold jewelry#**

**# Middle  
Eastern  
market#**

**#**

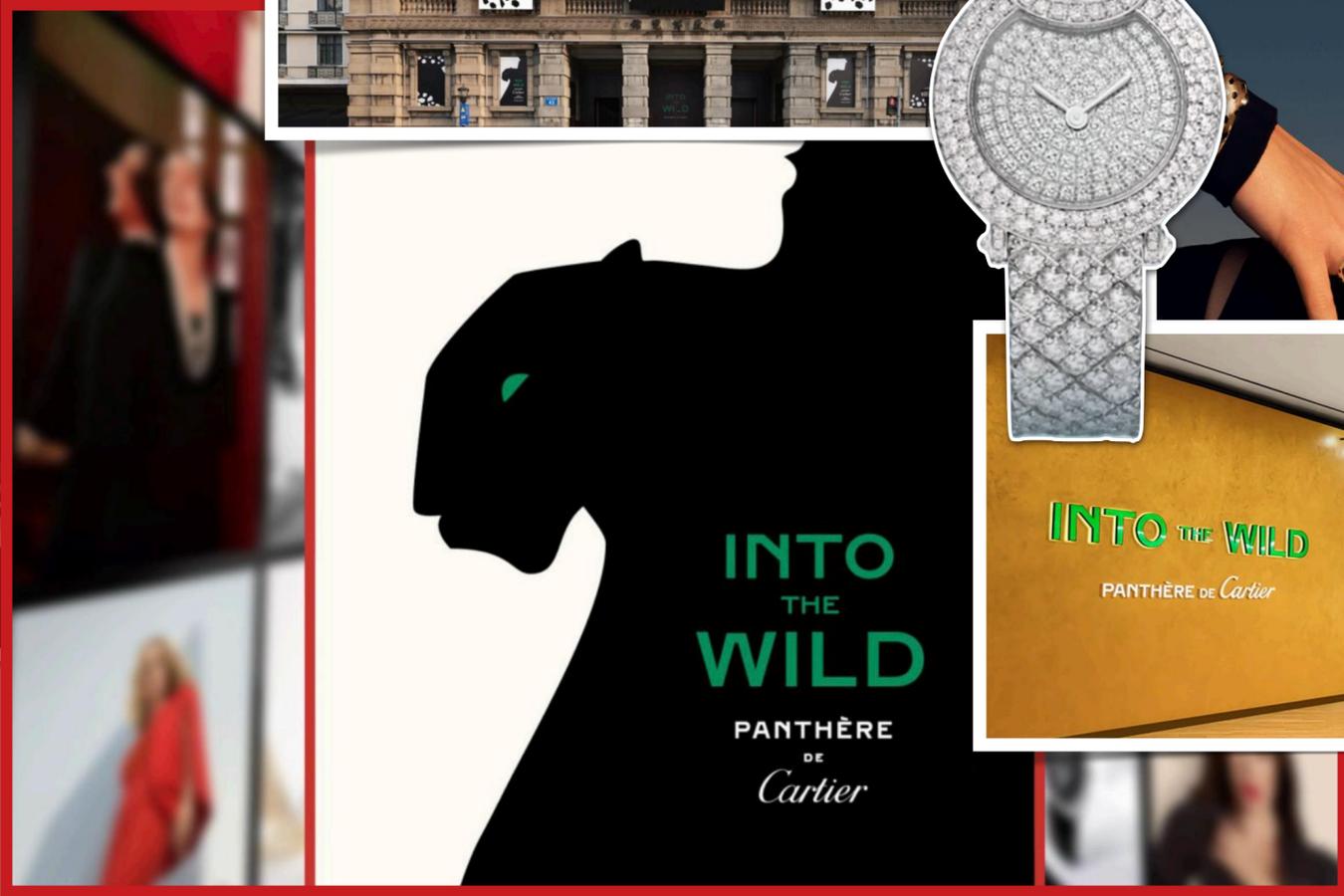
**wildlife  
conser  
vation#**

**#expressing  
confidence &  
independence#**



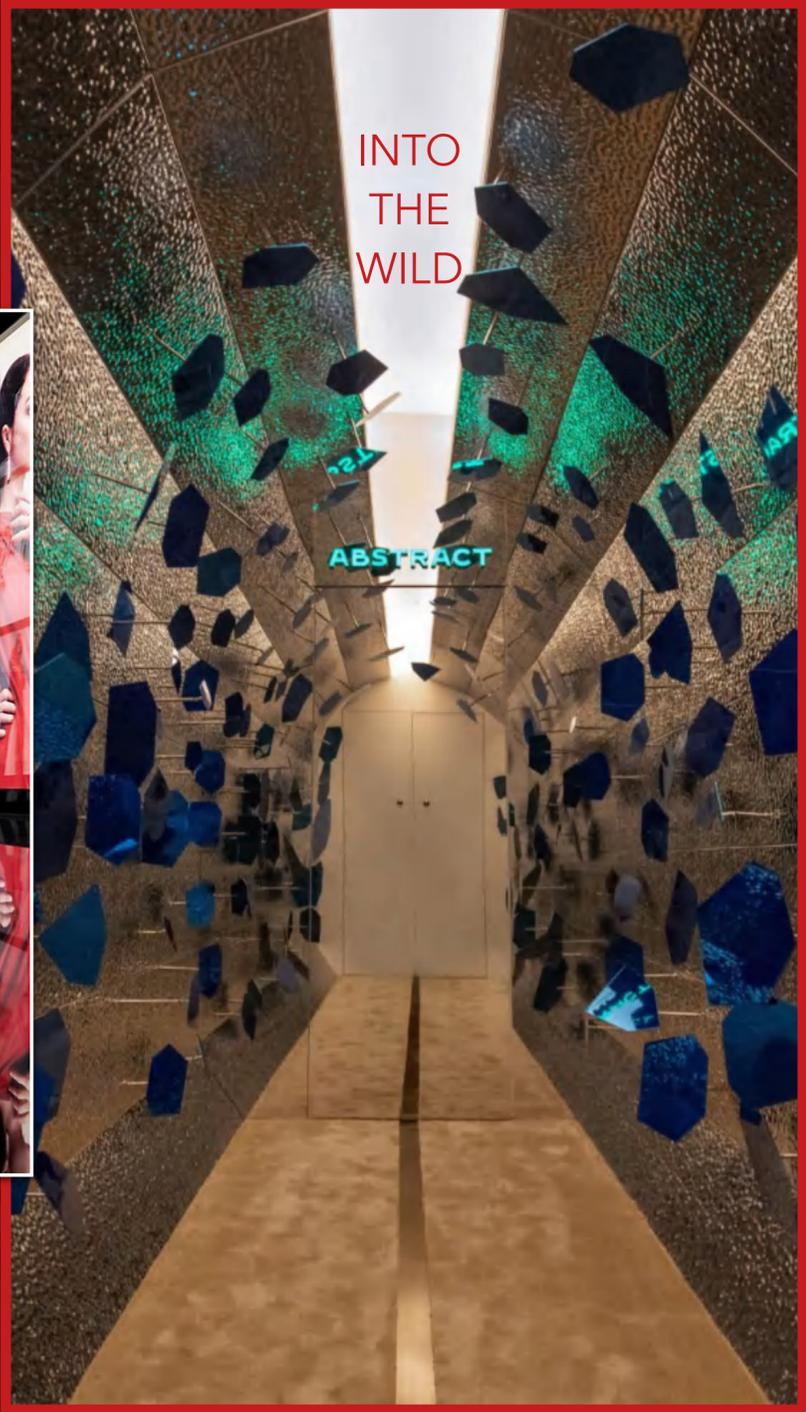
*Cartier*

# Ad. Review



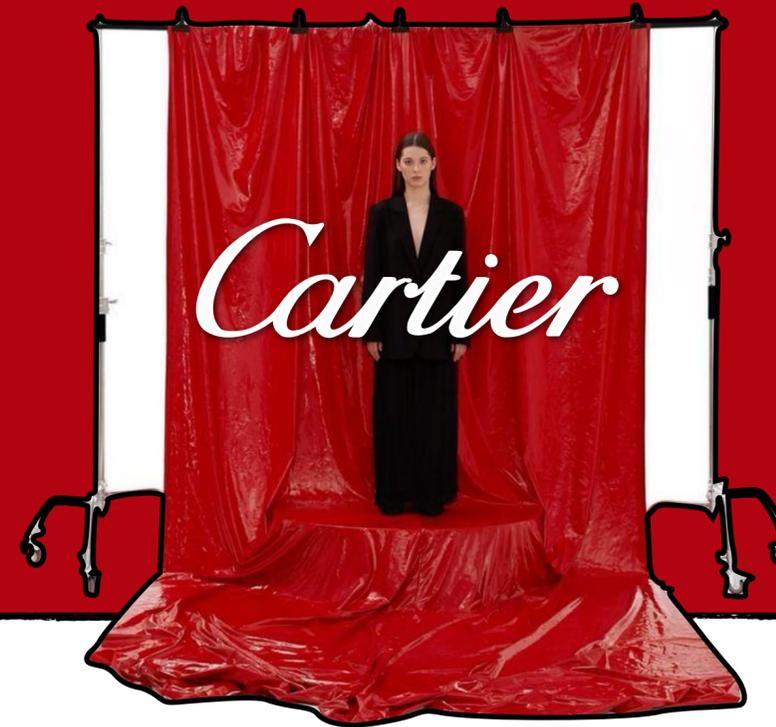
# Exhibition

INTO THE WILD



INTO THE WILD

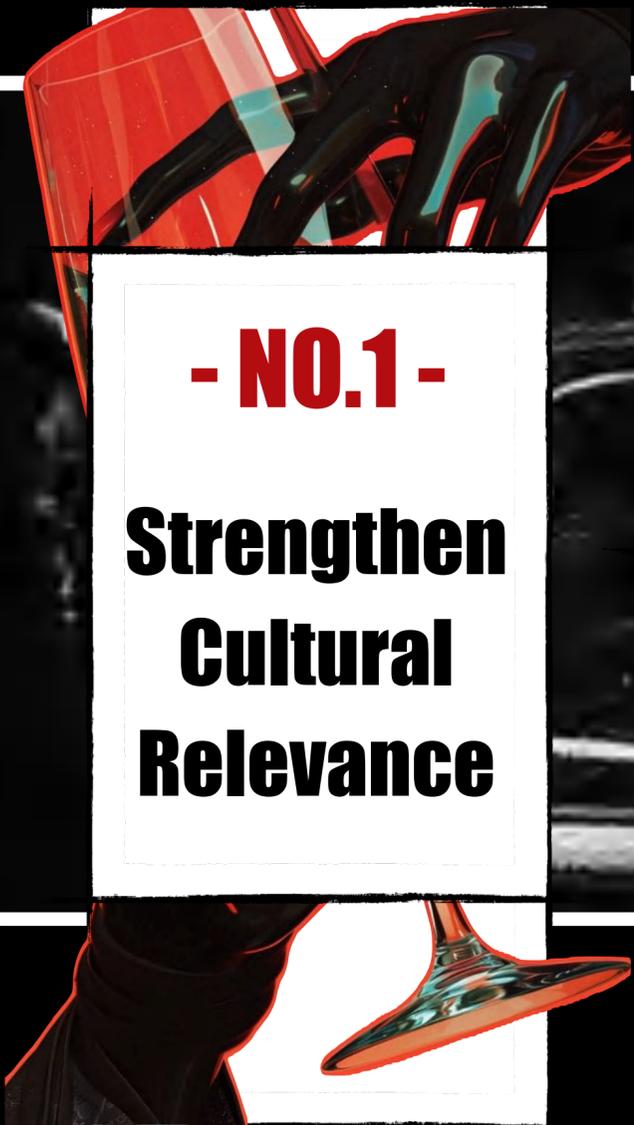
# Campaign Details



## - Cultural Background -

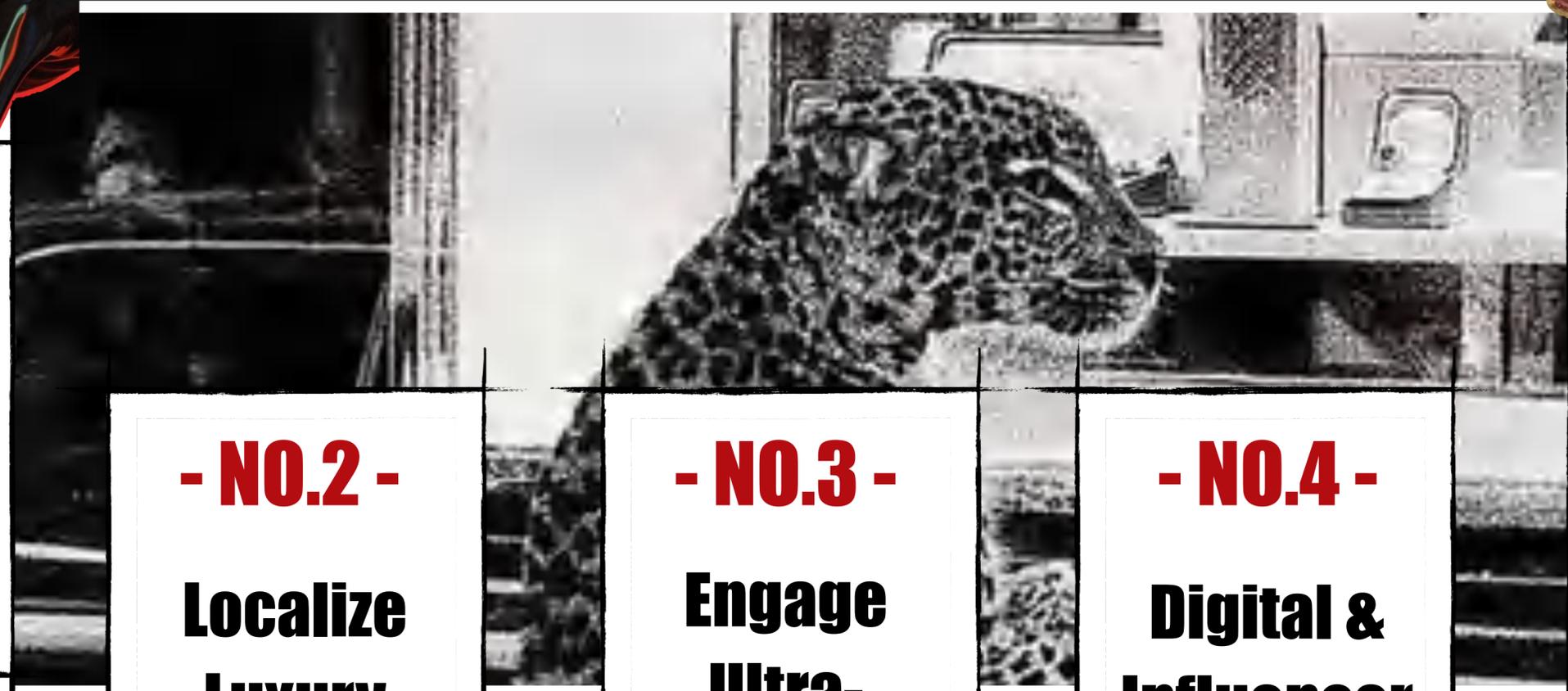
- 1) The Campaign emphasized themes of **luxury, empowerment,** and **heritage preservation**, which align with the UAE's cultural values.
- 2) The panther's bold and refined aesthetic appeals to the **Middle Eastern elite**, reinforcing its status as a symbol of power and prestige.

# Campaign Goals



**- NO.1 -**

**Strengthen  
Cultural  
Relevance**



**- NO.2 -**

**Localize  
Luxury  
Storytelling**

**- NO.3 -**

**Engage  
Ultra-  
Luxury  
Consumers**

**- NO.4 -**

**Digital &  
Influencer  
Engagement**



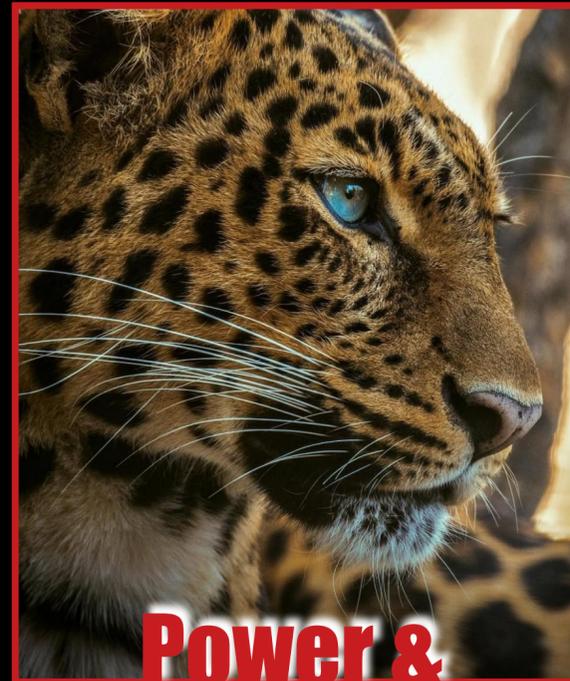
**- NO.5 -**

**Elevate  
Brand  
Prestige  
Through  
Exclusivity**

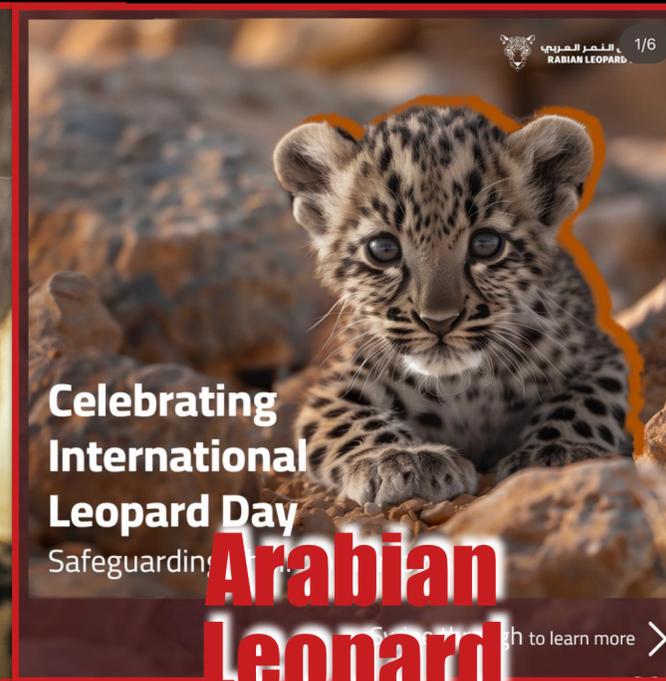
# Cultural Relevance



**Symbolism &  
Cultural  
Resonance**



**Power &  
Prestige**



**Arabian  
Leopard  
Connection**



**Luxury Status  
Symbol**

**In Emirati culture**, big cats, such as panthers and leopards, symbolize strength, nobility, and exclusivity. These values align with the UAE's emphasis on **heritage, resilience, and luxury**.

The **endangered Arabian leopard**, native to the region, represents **conservation and rarity**. Cartier's panther reflects similar themes, reinforcing Emirati values of heritage preservation and exclusivity.

**Cartier's Black Panther collection** is viewed as a mark of power and refinement, fitting seamlessly into the **UAE's luxury-driven society**.

# Cultural Relevance

## Craftsmanship & Middle Eastern Aesthetics

- 1) Cartier's designs align with the **Emirati love for fine craftsmanship**.
- 2) The **panther's sleek** form mirrors Arabic calligraphy and geometric patterns.

## Cartier's Luxury Marketing in the UAE

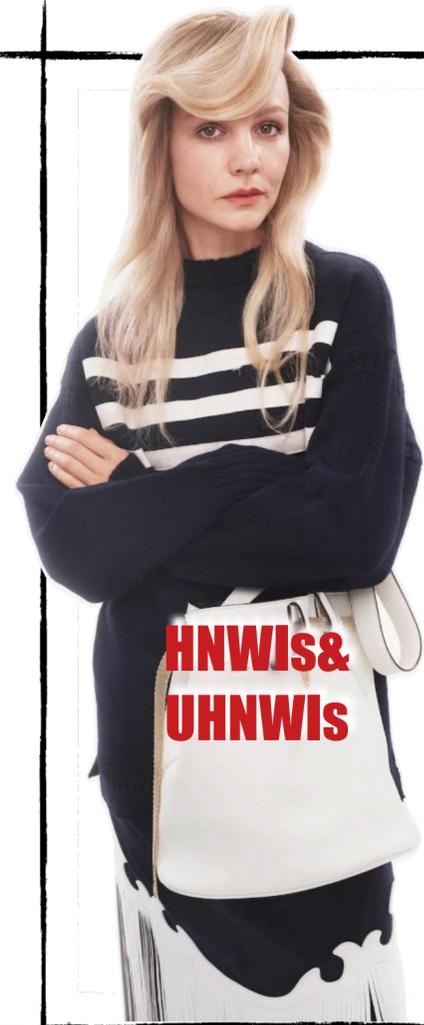
- 1) Cartier adapts its branding to suit **Emirati luxury preferences**.
- 2) The *Into the Wild* exhibition in Dubai **highlighted** the panther's prestige.
- 3) Cartier offers exclusive Panthère jewelry designed for **the Middle Eastern market**.
- 4) The brand collaborates with **Emirati royals** and influencers to enhance its luxury appeal.

## The Panthère in Emirati Fashion & Lifestyle

- 1) Emirati women favor **bold jewelry** that complements their elegant attire.
- 2) Cartier's panther fits perfectly into the **UAE's ultra-luxury lifestyle**.



# Target Audience



**HNWIs & UHNWIs**

- 1) Wealthy clients who see **Cartier as a status symbol.**
- 2) Individuals looking for **investment pieces**



**Middle Eastern Royals & Elite Social Circles**

- Cartier has a strong relationship with **Middle Eastern royalty**, reinforcing exclusivity.



**Luxury Jewelry Collectors & Fashion Enthusiasts**

- Collectors who **value** Cartier's heritage, craftsmanship, and limited-edition pieces.



**Female Leaders & Empowered Women**

- Women who resonate with the Panthère's **symbolism** of power, confidence, and independence.



**Influencers & Luxury Tastemakers**

- High-profile influencers, celebrities,** and socialites in the Middle East who can amplify Cartier's presence.



**Young Affluent Consumers & Digital Natives**

- 1) Millennials and Gen Z buyers interested in **heritage brands with a modern edge.**
- 2) Social media-savvy individuals who follow Cartier's campaigns online and engage in **exclusive luxury experiences.**

# Key Elements of Success

## Cultural Relevance & Storytelling



**1) Arabian Leopard Symbolism:** The panther represents strength and exclusivity, just like the Arabian leopard.

**2) Heritage & Legacy:** Cartier's Panthère symbolizes power, elegance, and independence, aligning with Emirati values.

**3) Luxury Storytelling:** The campaign highlights empowerment and sophistication for high-status women.



## Exclusive & Immersive Experience



**1) Prestigious Event:** The Into the Wild exhibition in Dubai (2021) was held in a luxurious venue.

**2) VIP Access:** The event was invite-only for royals, celebrities, and high-net-worth individuals.

**3) Multi-Sensory Experience:** It featured interactive displays, digital storytelling, and history showcases.

# Key Elements of Success

Cartier

## Alignment with Regional Luxury Preferences

### 1) Grandeur & Craftsmanship

Cartier used intricate goldwork, diamonds, and bold statement designs.

### 2) Modest Fashion Synergy

The collection pairs well with traditional Emirati attire.

## Luxury Marketing & High-Profile Engagements

### Influencer & Celebrity Collaborations

Cartier worked with Middle Eastern royals and influencers.

### Social Media Strategy

Cinematic videos and behind-the-scenes content boosted visibility on Instagram, TikTok, and YouTube.

### Exclusive Product Drops

Limited-edition Panthère pieces catered to Middle Eastern luxury preferences.

## Emotional Connection & Brand Loyalty

### 1) Empowerment Messaging

The Panthère represents confidence and success for women.

### 2) Timeless Appeal

The collection is an aspirational luxury legacy piece.



*Cartier*

# Adapt to the market

## Cultural Translation for a New Market

### 1) Adjust storytelling for cultural differences

(e.g., individuality vs. tradition).

### 2) Replace regional symbols with culturally relevant equivalents.



## Audience Insights

- 1) Identify new target audiences (e.g., Chinese luxury consumers, European elite).
- 2) Highlight preferences in fashion, purchasing behavior, and values.

## Media Considerations

### - CHINA -

WeChat | Weibo | Live-stream commerce

### - EUROPE -

High-fashion publications | Exclusive in-person events

### - U.S. -

Celebrity partnerships | digital-first luxury campaigns

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