GREY SKY FILMS
VIDEO PRODUCTION AGENCY

CASE STUDY

Recruitment Video: Inspiring the Next Generation of Watchmakers

TAG HEUER

Watchmaking is a craft that takes years of rigorous training to master. Yet today, the industry faces a shortage of skilled artisans — with an aging workforce, limited awareness of the career, and increasingly complex product development.

Industry: Luxury Goods, Manufacturing, Recruitment
Content Type: Recruitment / Employer Branding Video (Motion Graphics + Voiceover)
Result: Recruitment Success, Global Brand Engagement
Highlight: LinkedIn campaign surpassed 20K views and hundreds of shares; applicant flow met expectations and feedback from Global HQ was highly positive.

THE CHALLENGE

As part of the LVMH portfolio, **Tag Heuer** recognized the need to act boldly. Their U.S. HR team discovered Grey Sky Films through a Google search and approached us with a challenge: create a recruitment campaign that would not only attract applicants but inspire them to see watchmaking as a meaningful, rewarding career.

THE APPROACH

We designed a concept that combined **motion graphics, stop-motion-inspired visuals, historical and product imagery, and a sharp, energetic script.** The video was paired with a carefully chosen professional voiceover artist — selected to resonate with the target demographic and reinforce the prestige of the opportunity.

The story emphasized both the stakes and the reward: for applicants, the chance at a life-changing, fully paid apprenticeship; for LVMH, an investment in preserving the legacy of one of the world's most respected crafts.

THE RESULTS

The campaign launched on LinkedIn, where it quickly **surpassed 20,000 views and generated hundreds of shares**. Applicant flow met expectations, and feedback from Tag Heuer's Global Headquarters in Switzerland was overwhelmingly positive.

Grey Sky Films helped Tag Heuer connect with the next generation of artisans — and secure the future of watchmaking excellence.

https://vimeo.com/876054022/cae2a32541?share=copy