# Roger Dubuis aims for deeper engagement via HTML5 site

Posted By **Rachel Lamb** On August 9, 2012 @ 4:15 am In Featured,Industry sectors,Internet,Jewelry,News | No Comments


[1]

Roger Dubuis site

Swiss watchmaker Roger Dubuis is aiming for deeper consumer contact through a relaunched Web site created with HTML5 and a storytelling and gaming element for maximum engagement.

While most marketers are developing Flash-based sites, Roger Dubuis' use of HTML makes it easier for consumers on mobile devices and desktops to view content. Consumers are able to view the four collections – player, warrior, venturer and diva – that each provide interactive introductions to the pieces.

**"If we're judged by our actions more than our words, Roger Dubuis' site positions itself as a forward-thinking technology leader," said Chris Ramey, president of Affluent Insights, Miami. "The fluidity of the site has few equals."**

Mr. Ramey is not affiliated with Roger Dubuis, but agreed to comment as an industry expert.

Ultranoir [2] developed the Roger Dubuis site.

**Site seen**
Each collection has its own world inside of the Roger Dubuis [3] digital castle.

Clicking on each visual launches an animation that explores that particular environment.


[4]

*Velvet collection experience*

For the Incredible Warrior, consumers can see a grotto where the light of ancient torches reveals the Excalibur collection.

Meanwhile, the door to the Incredible Diva shows a subterranean world that protects the Velvet collection.

The Incredible Player décor shows a room that looks similar to a library that houses the Monegasque collection and the world of the Incredible Venturer is a high-security area where the Pulsion models are kept safe, according to Roger Dubuis.

For each player, consumers can watch an animation or look at the collection.

Choosing an individual product brings up a page where the timepieces are explained in further detailed and users can look at specific features.


[5]
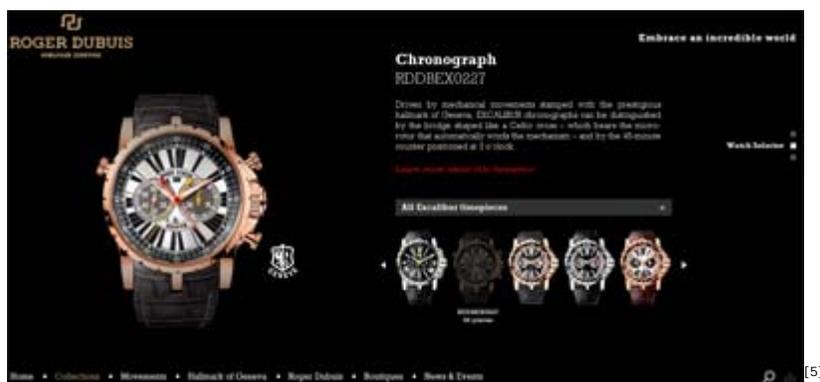
*Timepieces*

The site is full of images, videos and other animation to ensure that consumers stay on the site for a longer period of time. This could help build brand advocacy.

Users can also explore Roger Dubuis movements, manufacturing details and the history of the brand.

Consumers can also look for a Roger Dubuis boutique or retailer.

*Roger Dubuis site reveal*

**Not flash in the pan**
Using HTML5 was likely a good move for Roger Dubuis, since it mostly allows consumers to see content on all devices including desktop, tablets and smartphones.

Most luxury brands use Flash, an interface that makes it difficult for consumers to see on some desktop and is impossible to see on Apple devices such as the iPad and iPhone.

The Roger Dubuis site cannot be seen on a mobile device yet, but there is a message from the brand signaling that the new site will be up soon.

Furthermore, the site is looking to collect email addresses to alert consumers when the mobile version is ready. This also allows Roger Dubuis to collect data on customers.

Other marketers are relaunching their sites to allow an easier user experience.

For example, British jeweler Graff has revamped its Web and mobile sites to include an interactive timeline, brand stories and high-resolution images that reveal the breadth of its collections.

Found at http://www.graffdiamonds.com [6], the site boasts an improved user interface and a variety of interactive components. The site pays attention to each product and diamond in the Graff family and includes copious information and details with large, high-resolution images (see story [7]).

**"The Roger Dubuis site isn't about sidestepping Flash for Apple users," Mr. Ramey said. "It's a leap-frog over any other Web site technology.**

**"The site sets the new standard for Web sites," he said.**

**Final Take**
*Rachel Lamb, associate reporter on Luxury Daily, New York*

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