

SOCIAL CONTENT
RETAILERS
VALIDATION DOCUMENT



WEEK 1 – CAMPAIGN REVEAL

POST 1
CAROUSEL



Life is about moments. Baume & Mercier has been celebrating and sharing them for nearly 200 years.

Celebrating meaningful moments since 1830

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#BaumeetMercier
#Celebratingmeaningfulmoments

POST 2
VIDEO – 40 secs



What if time was not just something we spend, but something we celebrate? A Baume & Mercier timepiece is a reminder of it.

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Celebrating meaningful moments since 1830

#BaumeetMercier
#Celebratingmeaningfulmoments

POST 3
CAROUSEL



Baume & Mercier celebrates moments that bring us together – both expected or unexpected.

Celebrating meaningful moments since 1830

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#BaumeetMercier
#Celebratingmeaningfulmoments
#Amomenttogether
#Classima

WEEK 1 – CAMPAIGN REVEAL

POST 4
CAROUSEL



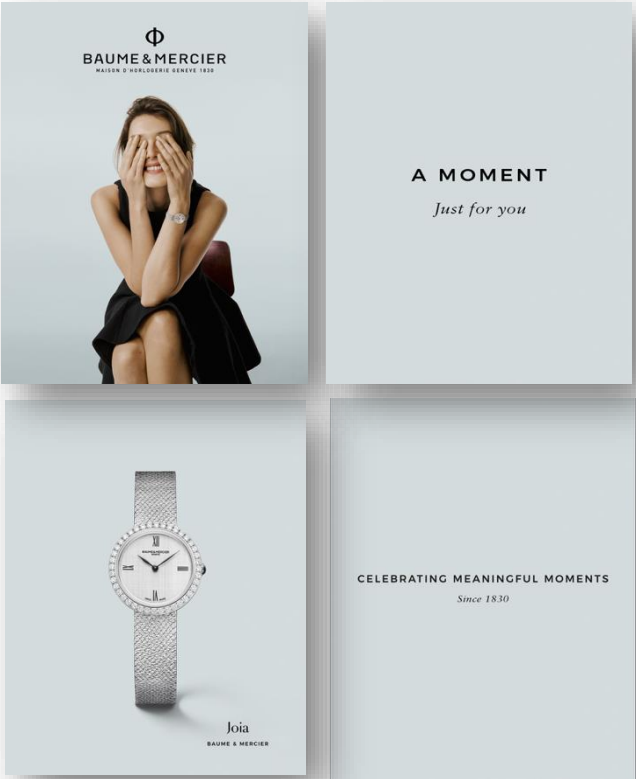
Baume & Mercier celebrates moments that we share, visible and invisible, big and small.

Celebrating meaningful moments since 1830

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- #BaumeetMercier
- #Celebratingmeaningfulmoments
- #Amomentforall ofus
- #Riviera

POST 5
CAROUSEL



Baume & Mercier celebrates all meaningful moments, with some that belong only to us.

Celebrating meaningful moments since 1830

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- #BaumeetMercier
- #Celebratingmeaningfulmoments
- #amomentjustforyou
- #Joia

POST 6
VIDEO – 6 SECS



Any moment that is meaningful should be remembered. Make your memories special with your Baume & Mercier watch.

Celebrating meaningful moments since 1830

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- #BaumeetMercier
- #Celebratingmeaningfulmoments
- #Amomenttogether
- #Classima
- #Joia

WEEK 1 – CAMPAIGN REVEAL

POST 7
VIDEO – 6 SECS



Join us to celebrate all the moments that are meaningful to you, from those that are emotional to those that are more shared together.

Celebrating meaningful moments since 1830

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#BaumeetMercier
#Celebratingmeaningfulmoments
#Amomenttogether
#Joia
#Classima

POST 8
VIDEO – 6 SECS



'With Baume & Mercier, you're not just choosing a watch, it's much more than that. You're choosing to cherish a moment.

Celebrating meaningful moments since 1830

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#BaumeetMercier
#Celebratingmeaningfulmoments
#Amomentjustforyou
#Joia

