

TAG time at the airport

PUDONG, CHINA: China has a reputation as market with an insatiable appetite for luxury brands. This means that local consumers are faced with an extremely wide variety of options in the premium goods market.



TAG had always been a major competitor in China in the luxury goods industry for many years, and well established as a chief player in the watch category. The key marketing challenge therefore lay in the ability of TAG to differentiate itself from other luxury watch brands.

Within the growing luxury goods market in China, it was important for TAG to establish its target market and communicate its branding message in a successful way. In keeping with its reputation of technical excellence, TAG also wanted demonstrate that it could keep up with a continually changing media environment, and produce something completely new and iconic. It was decided that key locations at Chinese airports would offer the best opportunity to access consumers of luxury goods.

Pudong Airport was chosen as the best location, due to its prominence as China's busiest international airport. This would put TAG Heuer in front of the world's international travellers.

Watch this clock

In an attempt to help create a permanent identifying landmark for this global transportation hub, TAG Heuer and JCDecaux build a large (10m x 7.8m) 3D sculpture that evoked the inner workings of a clock mechanism. The structure is visible to all departure passengers of terminals 1 and 2.

The metallic structure took three months to build and incorporates a real clock display. The feature is illuminated at night to ensure round-the-clock visibility.

The TAG Heuer clock will be in place until at least 2014.

Results

The TAG Heuer 3D clock structure was shortlisted at the 2011 Festival of Media Asia Awards in the 'Best Contribution By A Media Owner' category.

The CEO of LVMH Watch China, Jean-Marc stated: "As a pioneer for the Swiss watch brand, we have always been avant-garde and we highly respect innovative ideas. This was time for a new idea by TAG Heuer. It is an honour for us to co-create with JCDecaux for this extraordinary and significant project. TAG Heuer has always been known for accuracy, and with this new project we hope to deliver to all airport passengers."

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