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Alpina generates attention for ice conservation with long-term adventure sponsorship

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Image from the IceLegacy

By STAFF REPORTS

Swiss watchmaker Alpina is raising awareness for glacier conservation by sponsoring the three-week journey of two adventurers in Norway, the first part of a decade-long expedition.

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For the IceLegacy, Børge Ousland and Vincent Colliard plan to cross the world's 20 largest glaciers over the next 10 years. Alpina is bringing consumers along on the journey through social media and its Web site, where it will share the explorers' daily travel diary.

Arctic tour

Mr. Ousland and Mr. Colliard began the IceLegacy journey Aug. 5, with an expedition to cross-ski the main Spitsbergen glacier. The total distance is about 112 miles.

Both men will wear the brand's Alpiner 4 watches in conditions with electromagnetic fields to help Alpina design its next models.

News from Svalbard! The Alpina IceLegacy Project will start within a few hours : @borgeousland and @VincentColliard are sailing North from Longyearbyen to Hinlogen Strait, where they will hit the 1st glacier (of the 20 in total) - the Svalb... See More (4 photos)



Facebook post from Alpina about the IceLegacy

This type of adventure content is common among automakers.

Jaguar Land Rover is inviting fans to follow global brand ambassador Ben Saunders as he embarks Oct. 4 on an 1,800-mile, four-month expedition from the coast of Antarctica to the South Pole on foot.

“The Scott Expedition,” if successful, will be the world’s longest unsupported polar journey in history and aligns with Land Rover’s projected image of rugged trailblazing. Investments in ambassadors can yield high returns when they engage in enterprises that reinforce core brand values ([see story](#)).

For Alpina, which is centered on creating professional sporting watches that work at high altitudes, this expedition is a strong fit.