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Tag Heuer catches some waves with new partnership

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Tag Heuer's surf partnership

By STAFF REPORTS

Swiss watchmaker Tag Heuer is joining another sport through its partnership with World Surf League as the official timekeeper of the Big Wave Tour.

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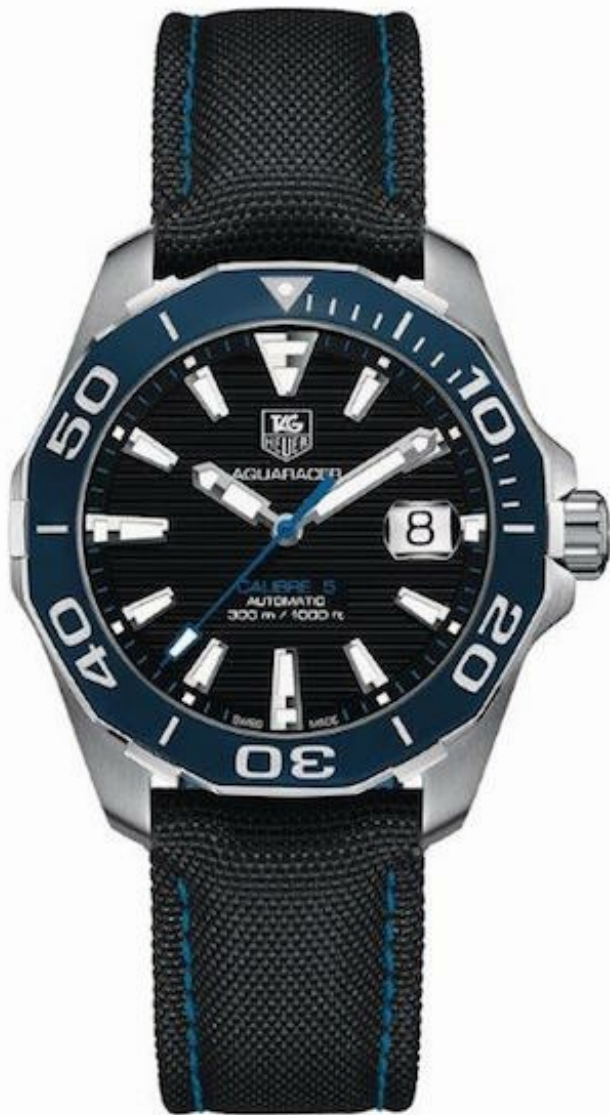
The multi-year partnership will include Tag Heuer with the Biggest Wave and the Biggest Wipeout component of the annual WSL Big Wave Awards. The sponsorship will help Tag Heuer expand its Don't Crack Under Pressure Campaign to another group of influential athletes.

Surf's up

In September 2014, Swiss watchmaker Tag Heuer revisited a prior campaign to align the brand with its ambassadors and their achievements in athletics, art and science.

The "Don't Crack Under Pressure" campaign highlights athletic, science and art achievements of Tag Heuer ambassadors and the incredible feats these individuals have reached without succumbing to pressure. The campaign will likely draw attention to the ambassadors' accomplishments that will relay over to Tag Heuer's own history and may also attract sport fans to the brand ([see story](#)).

Since then, Tag Heuer's "Don't Crash Under Pressure" video went viral.



Watch for partnership

The video features several celebrities and incorporates the past achievements of the brand. A successful video is not always dependent on the view count, but when the amount of times watched is significant it can bring tremendous attention to a brand ([see story](#)).

This surfing alignment will place the brand alongside daredevil surfers looking to ride the biggest wave possible. The mantra of the Don't Crack Under Pressure campaign will be stretched to another group of individuals facing pressure in their fields.

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