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## Hublot begins promotion for 2018 FIFA World Cup with countdown clock

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*Hublot official referee board for FIFA 2018*

By STAFF REPORTS

Swiss watchmaker Hublot is drawing attention to its position as official timekeeper and official watch of the FIFA World Cup with the debut of a large scale countdown clock.

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Unveiled exactly 1,000 days before the tournament, the display in Moscow's Manezhnaya Square features a Hublot clock which will tick down the minutes until the competition begins. Having a placement aside from the scoreboards at the stadium will reinforce the brand's attachment to the event.

### Getting noticed

The countdown clock measures about 16 feet by 13 feet, making it difficult to ignore for passersby, both locals and tourists.

Decorated primarily in red to reflect the architecture seen in the Kremlin, the clock includes both a digital display and a Hublot watch face.



*Countdown clock for FIFA World Cup in Russia*

Ricardo Guadalupe, CEO of Hublot, said in a brand statement, “We are happy once again to be FIFA’s Official Timekeeper for the 2018 FIFA World Cup which will take place in Russia. Russia is a key market for Hublot, with Russian clients among our most significant buyers today.

“We can’t wait for the 1,000-day countdown to come to an end and for the competition to begin!”

The FIFA World Cup will kick off on June 14, 2018.

Last year, Swiss watchmaker Hublot strengthened its connection to the world of soccer through its international “Hublot Loves Football” campaign in the weeks leading up to the start of the FIFA World Cup June 12.

The global tour took Hublot from country-to-country where the watchmaker awarded local head coaches with timepieces, hosted events and debuted its “Official Watch” of the international soccer matches. As the official timekeeper of the World Cup, hosted in Rio de Janeiro, Brazil, Hublot is aiming to maintain retention in cities with a high concentration of soccer fans outside of the host city ([see story](#)).

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