

ADVERTISING

Tag Heuer keeps time online with radio station partnership

October 6, 2015



Tag Heuer Aquaracer

By STAFF REPORTS

Swiss watchmaker Tag Heuer is lending its timekeeping capabilities to the media through a partnership with global affairs magazine, broadcast and retail brand Monocle.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

As the official timekeeper of Monocle's 24-hour digital radio station, the brand will have extensive placement on the broadcaster's Web site and soon its app for iPhone. Tag Heuer frequently partners with sports stars to show its ability to handle pressure, but teaming with a global public affairs station that has to be on at all hours of the day will deliver the same message.

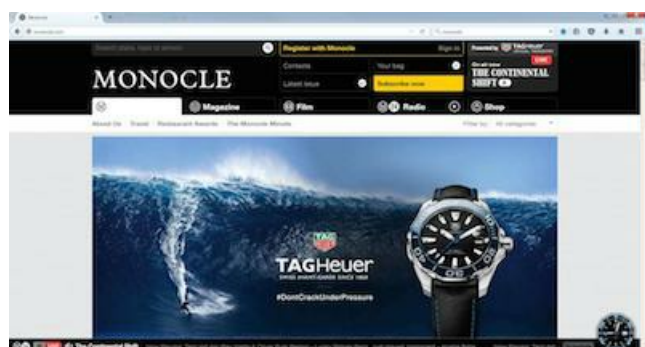
Maintaining a presence

Monocle was founded in 2007 by Tyler Brl. The media company's radio station covers international news ranging from business and markets to arts, travel and culture.

Through this placement, the first of its kind for both Tag Heuer and Monocle, the watchmaker will have access to at least 160,000 unique visitors each month.

On Monocle's homepage, a large Tag Heuer ad featuring a surfer greets listeners. At the top of the page in the radio bar, Tag Heuer is mentioned as the presenter and official timekeeper, while at the bottom right, a Tag Heuer watch face keeps the time.

This clock will rotate every three months, showing off different styles of timepieces available from the brand. At launch in October, the featured watch is the new Aquaracer.



Tag Heuer on Monocle

Clicking any one of the Tag Heuer placements on Monocle takes the consumer to the brand's homepage.

Acting as an actual clock is a natural fit for a watchmaker ad placement.

For instance, U.S. jeweler Tiffany & Co. is raising awareness among global jetsetters through a placement on a new digital clock tower in the Los Angeles International Airport.

Tiffany is the exclusive digital outdoor media partner on JCDecaux's Digital Clock Tower in LAX's new Tom Bradley International Terminal, featuring ads for its new CT60 timepiece collection. Running this campaign in the United States' most trafficked terminal will give Tiffany's effort more attention and impressions ([see story](#)).

The functional approach to these ads may also get more eyes on the brands, as consumers turn to them for the time.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.