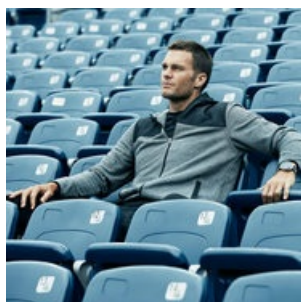


ADVERTISING

## Tag Heuer looks beyond Deflategate, names Tom Brady ambassador

October 14, 2015



*Tom Brady for Tag Heuer*

By STAFF REPORTS

Swiss watchmaker Tag Heuer has named professional NFL footballer Tom Brady its newest brand ambassador.

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The New England Patriots quarterback and four-time Superbowl champion was introduced to brand fans via a social film, which shows the athlete's determination through montages of him running, throwing and sweatily contemplating what he has to do. For the majority of this year, Mr. Brady has been at the center of a scandal revolving around underinflated footballs that may have led to his team's latest Superbowl win, giving Tag Heuer a newsy face for a partner.

Under pressure

Following the Patriots' championship game with the Indianapolis Colts, allegations arose that the Patriots had underinflated their footballs, with Mr. Brady suspected of being the ringleader. Underinflating makes the football easier to grip, throw and catch, particularly in inclement weather.

Mr. Brady was originally punished with a suspension without pay for the current football season, but this was thrown out in September, allowing him to compete with his team for the season.

Tag Heuer announced Mr. Brady as its new brand ambassador at an event in New York on Oct. 13, less than a week before the Patriots and the InColts are meeting on the football field for the first time since the playoffs. As a result, Mr. Brady was top-of-mind among football fans at the time of the event, with both positive and negative opinions present.

Mr. Brady's ambassadorship sees the release of a new Carrera Heuer 01, a the first in a new collection that sees a new case, construction, design and caliber.

*Tag Heuer / Tom Brady - Don't Crack Under Pressure*

During the night, Mr. Brady threw signed footballs to benefit Best Buddies, a charity that raises money to provide those with intellectual or developmental disabilities with the tools and skills they need to become more a part of the community.

In a statement, Jean-Claude Biver, president of the LVMH Group watch division and CEO of Tag Heuer, said, "We are thrilled to have Tom Brady as a representative of Tag Heuer and are looking forward to taking part in the beloved

tradition of American football. Tom embodies the principals of perseverance, strength, and illustrates an unwavering commitment to excellence in the face of pressure. He personifies the #Don'tCrackUnderPressure mindset."

When brand ambassadors spend much of their time in the news, an announcement can make a big splash.

Beauty marketer Este Lauder has signed reality television star-turned high fashion model Kendall Jenner as its latest face.

In addition to appearing in ads across print, television and digital, Ms. Jenner will create branded social media content for her own channels and Este Lauder's. As a "breakout star" in fashion, Ms. Jenner's ads will likely draw attention from younger consumers ([see story](#)).

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