

MULTICHANNEL

Raymond Weil marks 40 years with music streaming service

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Raymond Weil freelancer

By STAFF REPORTS

Swiss watchmaker Raymond Weil is teaming with Universal Music Group to launch a bespoke digital music service, playing off its heritage of supporting the art form.

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The service's reveal on Raymond Weil's Web site will coincide with Baselworld next month, with a corresponding global multichannel campaign rolling out through March and April to promote the features and other cross-promotional efforts to follow. Raymond Weil's brand centers on musical inspiration, making Universal Music a strategic partner to help consumers "dive into its musical universe."

Listen up

In honor of its 40th anniversary, Raymond Weil will host a custom radio station on its Web site developed by Universal Music. All listeners of RW Radio will be able to pick from 40 tracks.

If a consumer registers, they will get additional access to ad-free playlists containing hundreds of songs. Raymond Weil watch owners will have VIP access to exclusive playlists, news and content, including extended concert footage from milestone shows.

Through the site, registrants can also enter to win musical experiences, meet and greets with artists, concert tickets and vinyl deluxe editions of recordings.



Promotional image for RW Radio

"We are thrilled to partner with Universal Music, the world's leading music company, and to associate our brand's name to such an iconic actor of the industry," said Raymond Weil CEO Elie Bernheim in a brand statement. "Raymond Weil has always been strongly committed to promote music of all kinds. With this exclusive entertainment service, we offer our clients access to the best music artists and an indisputable added value."

Music is at the core of the Raymond Weil brand, a connection the watchmaker has explored in other campaigns.

In 2013, Raymond Weil showcased its expertise with a classical music-themed campaign that comprised a microsite, film and social efforts.

The campaign titled "Precision is my Inspiration" showed the brand's connection to music and the similarities between music and watchmaking. In addition to launching the microsite, the brand pushed the campaign on social media with the branded hashtag #RWinspiration ([see story](#)).

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