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IWC uses gamification to debut charitable timepiece

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IWC Portofino Automatic Moon Phase 37 Edition "Laureus Sport for Good Foundation"

By STAFF REPORTS

Swiss watchmaker IWC Schaffhausen is revealing the 10th annual timepiece created for the Laureus Sport for Good Foundation in a puzzling way.

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Before the brand shared information about the watch with its social media audience, it enabled them to get a sneak peek by solving a digital jigsaw puzzle. Giving some of its most avid fans the chance to preview the timepiece will help them feel more a part of IWC's inner circle.

Game's on

The Portofino Automatic Moon Phase 37 Edition "Laureus Sport for Good Foundation" watch is limited to 1,500. Each timepiece caseback is engraved with the winning entry of IWC's children's drawing competition last year, an illustration of girls and boys playing ball by Eleni Partakki of Cyprus.

A portion of the proceeds from each watch will go to the organization, which promotes sport as a unifier and driver of social mobility, especially for children. The release celebrates the Laureus World Sports Awards ceremony in Berlin, which honors those sporting achievements and players in the sports world.

Laureus World Sport for Good was founded by Daimler and Richemont, IWC's parent company.

Before its world premiere, IWC gave its followers the chance to see the watch by making it through a puzzle. From a link on the brand's Facebook page, consumers were taken to the game, where they had to shift scrambled tiles showing the watch to realign the image.

Once they finish, consumers can see how their scores stack up against other fans, and they can enter their results in a leaderboard.

IWC has previously used gamification to drive activity to its Web site.

The watchmaker directed traffic to its mobile site with a hidden game that encourages consumers to compete against friends and family through social media.

On the brand's Facebook page consumers were told the secret behind IWC's hidden game with instructions as to how to access the game through the brand's mobile Web site. With a few swipes, consumers were brought to the matching game and encouraged to compete for the best scores, offering IWC a fun, interactive and unique way to

bring enthusiasts to its mobile site ([see story](#)).

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