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Omega starts the clock for 2016 Summer Olympic Games

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Omega on the Today Show, 100 days away from the 2016 Summer Olympics

By STAFF REPORTS

Swiss watchmaker Omega is counting down the 100 days left before the opening of the 2016 Summer Olympic Games in Rio de Janeiro, Brazil with a guest spot on NBC's the Today Show.

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As of April 27, there are 100 days until the Olympic Games begin on Aug. 5, and brands with a role in the international sporting event are jockeying for attention from consumers and athletes the world over. For Omega, the Olympic Games is an important aspect of its brand heritage, as it has served as the official timekeeper for all events since the Los Angeles games of 1932.

It's almost time

The Olympic Games attracts athletes from more than 200 nations to compete in 28 summer sports. This year's host city of Rio de Janeiro marks the first time Latin America has been selected to serve as the "innkeeper" of the games.

Omega describes its Olympic role as "a challenge" and a "privilege," as it is responsible for the timekeeping of all 28 international summer sports and seven sports in the winter, respectively. Omega also serves as the official timekeeper of the Paralympic Games and the Youth Olympic Games.

On the Today Show April 27, Omega joined host Matt Lauer and the rest of his team to kick off 100 Days Out. Part of the kick off celebration included an Omega Countdown clock display, counting down the days, hours, minutes and seconds until the games begin.



Omega on the Today Show with Matt Lauer

Omega also directed its social media community to an Olympic Games hub on its [Web site](#) to learn more about its involvement and heritage as the official timekeeper.

When the games were farther out, Omega geared up to reprise its role as the official timekeeper of the 2016 Olympic Games in Rio de Janeiro through a social action countdown.

At the time, the summer Olympics about a year away, the watch brand's "Omega Viva Rio" campaign aimed to start a conversation surrounding the games early on to keep the its role top of mind, but also highlight Omega's civic duties to city's young. Social responsibility is taken up by many brands, but by presenting its philanthropic efforts on a global scale, to an international audience, Omega's social projects may have more impact ([see story](#)).

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