

APPAREL AND ACCESSORIES

Tag Heuer's adventure seeking leads to a Red Bull TV sponsorship

October 13, 2016



Tag Heuer sponsors Red Bull Racing, but now expands to TV

By BRIELLE JAEKEL

Swiss watchmaker Tag Heuer is adding another athletic brand to the list of sports for which it claims the role of "official timekeeper" by providing the countdown clock on Red Bull TV.

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While the watch brand had previously been the sponsor of Red Bull's Formula One racing team, this is the first time it will be foraying into programming and the first time a media brand will have a sponsored countdown clock. While Red Bull TV primarily lives on digital properties, Tag Heuer will be teaming up with the media company to create special branded pieces.

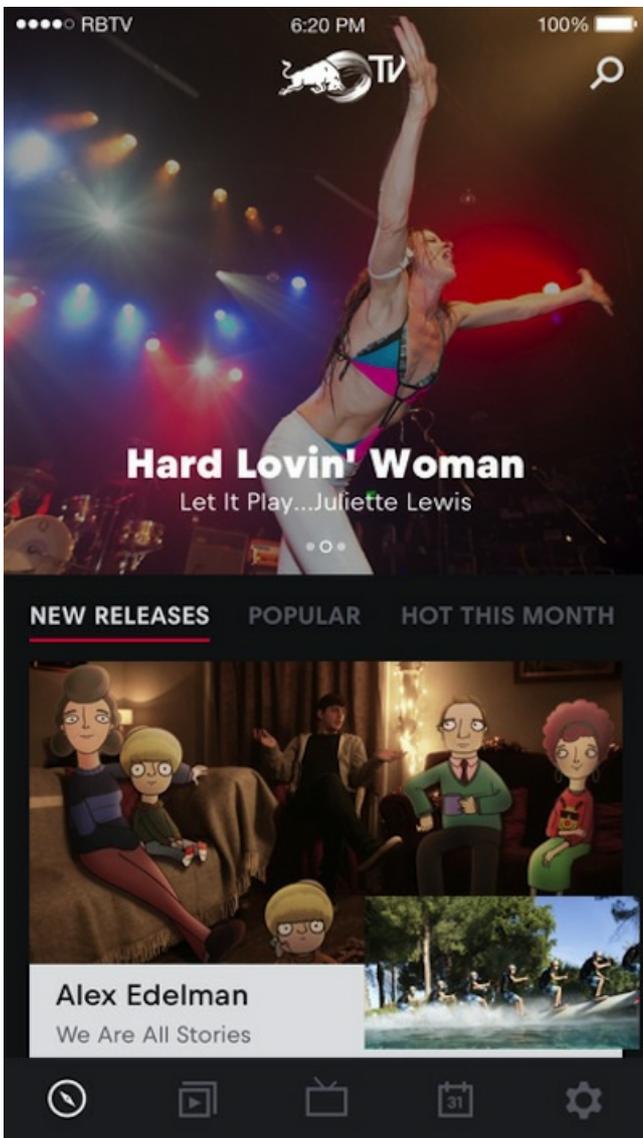
"Red Bull F1 Racing Team and Red Bull TV are young, dynamic and driven teams, which perfectly fits with our marketing disruptive strategy," said Jean-Claude Biver, CEO of TAG Heuer and president of the LVMH Watch Division. "To our knowledge this is the first time that a TV has an official timekeeper.

"It is an original way to link a TV media with time,' in a way that has never been done before," he said.

Timeless campaign

Tag Heuer has furthered its partnership with Red Bull by sponsoring its Red Bull TV, an over-the-top digital platform that streams a series of programming that consists mainly of sports and non-fiction. The partnership will support the watchmaker's continual campaign, "Don't Crack Under Pressure," and will prompt social media users to get involved online.

Red Bull TV is strictly available online, on its mobile application and through Smart TV apps.



Red Bull TV's mobile app

Fans are being urged to post with the #DontCrackUnderPressure hashtag to discuss instances of breaking boundaries, challenging themselves and breaking rules. The theme of the campaign coincides with Red Bull's brand image, as it focuses on adrenaline pumping sports that are often out of the ordinary.

The watchmaker will be sponsoring an episode of one of Red Bull TV's series, "Ride to the Roots." Tag Heuer's episode will follow a pro surfer as he discusses how he learned to surf in Rome, where there are little to no waves.

Leonardo Fioravanti will expose details of how he had to wait for hours in the water until ships rolled by to create a wake or some kind of wave.



Photograph of Leonardo Fioravanti courtesy of Red Bull Media

Tag Heuer will provide the on-screen countdown until the Red Bull Rampage, the media brand's freeride mountain bike event, which will be broadcast live on Red Bull TV.

Partnerships

The watchmaker is continually building its relationship with sports brands. Tag Heuer recently expanded its relationship with the sport of soccer through a partnership with the Asian Football Confederation.

Through this new affiliation, Tag Heuer became the official timekeeper and official watch of the confederation's national competitions. Football has become part of Tag Heuer's brand identity, allowing the watchmaker to speak to consumers around the globe through a shared language of sport ([see more](#)).

While the brand has a long history with sports, for NYFW it took a different approach. Tag Heuer showed off its sartorial side to New York Fashion Week attendees with help from a new brand influencer.

During NYFW Sept. 8-15, the Swiss watchmaker participated in a runway presentation and pop-up shop to show that its timepieces can be incorporated into any ensemble. To achieve this feat, Tag Heuer introduced its latest friend of the brand, 95-year-old style icon Iris Apfel, a departure from its usual sports and celebrity personalities ([see more](#)).

"Our motto #DontCrackUnderPressure will be the guiding principle behind all our actions with Red Bull TV and their highly contagious enthusiasm," Mr. Biver said. "It will give TAG Heuer exceptional visibility and original and regular content, which is key in today's world of communication."

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