

JEWELRY

## Tag Heuer underscores brand mantra in rugby tournament alliance

December 6, 2016



*Tag Heuer is the official timekeeper and watch of Rugby Sevens*

By STAFF REPORTS

LVMH-owned Swiss watchmaker Tag Heuer has been named the official timekeeper and watch of HSBC World Rugby Seven Series 2016-2017.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Tag Heuer's appointment marks the first time a luxury watchmaker or brand has entered the world of Rugby Sevens, a tournament held on five continents. All 16 involved teams will now be on "Tag Heuer time," whether the Rugby Sevens match is held in South Africa, New Zealand, Singapore or the United Kingdom.

**On time at the pitch**

On Dec. 5, the eve before the Rugby Sevens' opener in Dubai, United Arab Emirates, Tag Heuer announced its partnership with the rugby tournament. As a symbolic gesture of the partnership, Tag Heuer hosted a Charity Challenge and raised \$10,000 in support for the Dubai Foundation for Women and Children.

Following Dubai, tournament stops include matches in South Africa, Australia, New Zealand, the United States, Canada, Hong Kong, Singapore, France and the U.K. Tag Heuer will benefit from strategic visibility in locations throughout the Rugby Sevens.

Strategic locations include television screens where Tag Heuer will countdown with viewers to each match kick off, half time, second half and full time.



*Tag Heuer print advertisement for HSBC World Rugby Seven Series*

At stadiums Tag Heuer will appear on the big screens for kick off counts downs, on field perimeter hoardings and on LED screens placed around the pitch. Also, Tag Heuer's logos will appear on the podiums and backdrops during team interviews.

The demanding sport of rugby aligns with Tag Heuer's "Don't Crack Under Pressure" motto.

Tag Heuer is not alone in uniting rugby fans. For example, fellow LVMH-owned apparel label Thomas Pink has established a branded community around rugby, engaging with consumers over a shared love of the sport.

To draw attention to its position as the official outfitter of the British & Irish Lions, Thomas Pink has launched The Pink Lion Rugby Club, with membership including chances to attend events, news and information about promotions. For Thomas Pink, this club may attract a wider audience of enthusiasts who may turn to its hub for exclusive content and access ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.