

JEWELRY

Omega commemorates PGA Championship with golf star Sergio Garcia

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Omega recruited Sergio Garcia for a short film in support of the PGA Championship. Image credit: Omega

By DANNY PARISI

To kickoff the PGA Championship this week, Swiss watchmaker Omega has released a number of videos promoting its timepieces and status as an official timekeeper and sponsor for the prestigious golf tournament.

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The PGA Championship began on Aug. 10 and is set to run through Aug. 13. Omega is seeking to solidify its image as an integral part of one of golf's biggest events through videos that partner with superstars of the golf world.

PGA Tour

The PGA Championship is one of the biggest golf tournaments in the world.

With golf's popularity among the wealthy elite, it is no surprise that luxury brands flock to the golf course with sponsorships and promotions featuring big names in the golfing world.

Omega is capitalizing on its relationship with golf with a short film related to the PGA Championship.

For the tournament, Omega is acting as the official timekeeper and one of the branded sponsors.

The short film stars Sergio Garcia, a decorated Spanish golfer who has won the PGA Championship 10 times, and is titled "Your Time Will Come."



Each ball represents one of Mr. Garcia's tournaments. Image credit: Omega

In the video, Mr. Garcia is shown hitting several golf balls off tees, with each one numbered. Each ball represents a tournament he has played in.

As he drives the balls, Mr. Garcia speaks about his perseverance in continuing to play in tournaments even though it was a while before he actually won a championship.

Mr. Garcia pays special attention to the last ball in the lineup, number 74, his most recent tournament appearance in which he finally won the Master's Tournament.

The video represents the perseverance of professional athletes, especially as they continue at their chosen sport year after year, even if they do not end up winning for several years.

Mr. Garcia's popularity and close association with the PGA Championship, which he has won eight times, makes him a perfect mascot for this campaign as Omega seeks to deepen its connection to one of golf's biggest events.

Official timekeeper

Outside of the PGA Tour, Omega is also an official partner for another major sporting event: the Olympics.

Omega has announced that it is continuing its partnership with the International Olympic Committee to remain the official timekeeper of the Olympic games through 2032.

The 2032 Olympic games will mark the 100th anniversary of Omega partnering with the Olympics. In that time, Omega has introduced a number of high-tech timekeeping innovations to the Olympics, which it will continue to do for at least another 15 years ([see story](#)).

Your Time Will Come

In addition to its work in sports, Omega has also released campaigns celebrating its relationship with another venerable American institution, space flight.

Omega is celebrating the 60th anniversary of the Speedmaster and its role in the Apollo moon mission in 1969 with a short documentary featuring Buzz Aldrin and brand ambassador George Clooney.

The documentary, titled "Starmen," brings the two men together to view footage of the Apollo space flight mission and talk about its effects on them and the world. Throughout the film, the two men discuss the Omega Speedmaster and its role, as the watch was worn by astronauts during the mission ([see story](#)).

Omega's campaigns usually focus on the role it has played in support of other endeavors and its latest short film about the PGA Championship is a continuation of that trend.

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