

JEWELRY

## Tag Heuer looks for soccer talent on London streets

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*Tag Heuer recruited young men with soccer aspirations for its latest campaign. Image credit: Tag Heuer*

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By DANNY PARISI

Swiss watchmaker Tag Heuer is continuing its commitment to sports by following three young footballers from London as they attempt to break through into the high-stakes world of professional soccer.

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The three-part video series is filmed in a documentary style, following the three men as they make their way to the prestigious Leipzig Academy in hopes of a successful soccer career, capturing their struggle with their talent along the way. Tag Heuer has made sports one of its most prominent sponsorships, especially when it comes to soccer.

### Streets Don't Lie

Tag Heuer has long been committed to sponsoring and working with the sports world in order to further the marketing of its products.

Mostly, this has taken the form of an official sponsorship with the English Premier League.

In support of this branding effort, Tag Heuer has released a three-episode series called "The Streets Don't Lie."

The series follows former French national team and Liverpool player Djibril Ciss as he finds, and recruits, a trio of young soccer players from three different cities, each of whom have fallen on hard times for various reasons, and gives them a chance to play at the Leipzig Soccer Academy.



*Putting their skills to the test. Image credit: Tag Heuer*

Mr. Ciss eventually finds three young men, one from London, one from Berlin and one from Paris. Their reasons for being down on their luck are varied, from losing their jobs to being sucked into petty crime to financial problems.

These men are given the chance to show their skills in front of Mr. Ciss and eventually move on to play at a professional soccer academy.

The series is shot in a documentary style, with a quick pace and focusing on both the struggles of the young men featured and their skill on the pitch.

Throughout, Mr. Ciss is shown using his Tag Heuer smartwatch to organize his scouting and keep track of his mission.

### **Football talent**

While Tag Heuer has partnered with the English Premier League for several years, only recently has the brand begun branching out to other soccer leagues around the world.

For example, Tag Heuer is further fusing its brand with football through a new partnership with France's Ligue de Football Professionnel.

Following similar alliances with leagues in Germany, Britain, Spain and more, the brand has become the official timekeeper and official watch of the French league's competitions. As with many other European nations, football is a popular sport in France, making this sponsorship a means to raise Tag Heuer's profile with a substantial number of fans ([see story](#)).

Outside of soccer, Tag Heuer has also begun partnerships with other sporting groups, such as racing.

### *Tag Heuer's The Streets Don't Lie*

Tag Heuer reaffirmed its relationship with sporting events as a branding tool by sponsoring the first Formula E race sanctioned in New York.

The watchmaker acted as the sponsor and official timekeeper for New York's inaugural New York ePrix Race July 15-16. The event also served to boost Tag Heuer's reputation as a brand associated with both luxury and the thrill of high-end car racing ([see story](#)).

The Streets Don't Lie is only the latest sports campaign from the watchmaker, but it shows that Tag Heuer is further committing to sports and specifically soccer as a branding tool.