

JEWELRY

Omega celebrates 28 Olympic Games as official timekeeper in new campaign

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Omega's has been working with the Olympics since 1932. Image credit: Omega

By DANNY PARISI

Swiss watchmaker Omega is celebrating its role as official Olympic timekeeper ahead of the 2018 winter Olympics in South Korea.

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The brand has served as official timekeeper for the games since 1932 and is continuing that tradition again this year in Pyeongchang with a new collection of Olympics-inspired watches. Omega is banking on its legacy and the popularity of the international competition to bring in new and returning customers.

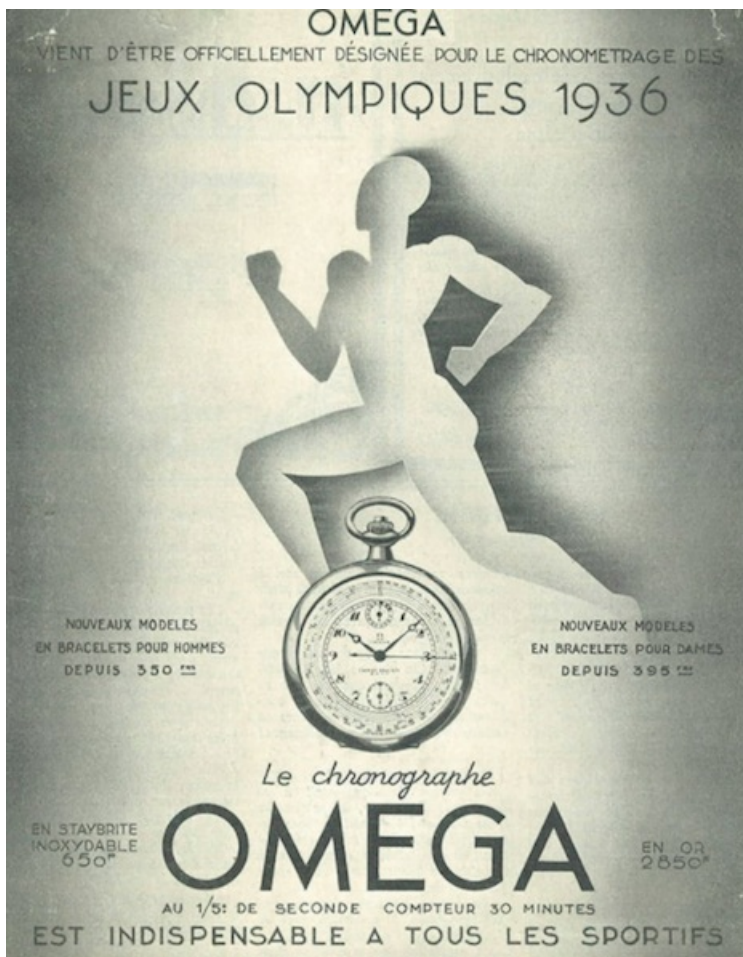
Olympic Games

Omega has a long history with the Olympic Games, dating all the way back to 1932.

Since then, the Swiss watch brand has served as official timekeeper 27 times. This year in South Korea, Omega will celebrate its 28th year working with the Olympics.

To celebrate this milestone, the company has put out a new campaign that includes some of the historical marketing materials it has released throughout the years, including posters and advertisements dating all the way back to 1936.

These materials are juxtaposed with modern marketing the brand has taken for this year's games. The campaign includes a series of short films showcasing some of the different winter events that Omega will timekeep for, including bobsled racing.



An old Omega advertisement. Image credit: Omega

The campaign also juxtaposes the old-school way that Omega kept time for the Olympics, with nothing but a simple stopwatch, and the high-tech tools they use today that can measure time down to fractions of a second.

This enhanced precision will be valuable in the heated competition of this year's Olympics.

Finally, the campaign includes a number of new watch models designed exclusively for the 2018 Pyeongchang Olympics.

Past and future

Recently, Omega has spent much of its marketing efforts on alternately looking towards the past and the future.

For example, Omega has teamed with horology publication Monochrome for a five-episode series celebrating the 60-year anniversary of the Omega Speedmaster watch.

In a sponsored series of five short films, Monochrome and Omega dive into the history of the Omega Speedmaster, from its role in the NASA mission to the moon to its collector's value. In collaborating, Omega is dipping into its own past and brand legacy to create engaging video content that will connect with consumers on a deeper level ([see story](#)).

Alternately, the brand went forward-looking when it tapped brand ambassador Kaia Gerber as the face of its innovative new Trsor collection of women's watches.

In September, Omega announced that Ms. Gerber and her brother Presley would serve as its ambassadors as the brand looks to position itself in front of millennials. The model siblings are the children of supermodel Cindy Crawford, who, in 1995 was named Omega's first ambassador and has since maintained her relationship with the Swiss manufacturer ([see story](#)).

Omega has been looking forward to this year's games for a long time. On Feb. 8, last year, Omega visited South Korea's capital of Seoul to unveil a clock to countdown the next 365 days to the Winter Games' Opening Ceremony ([see story](#)).

Now that those games are finally almost upon us, Omega is rolling out the rest of its Olympics campaign to drive up excitement and anticipation both for the competition and for its watches.

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