

JEWELRY

Omega reaches for the top in ambassador-led campaign

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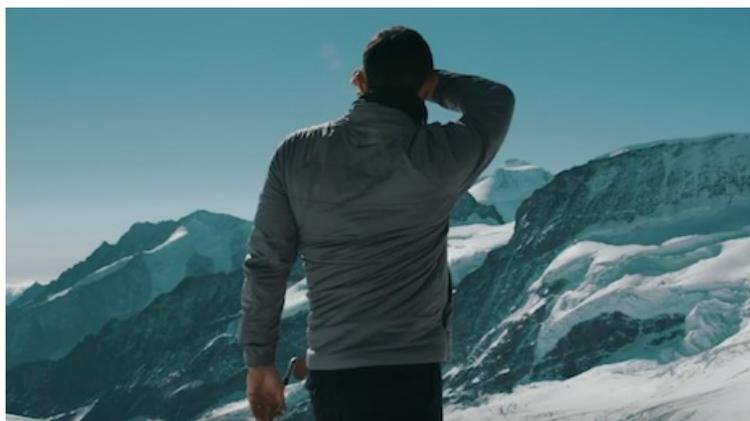


Image credit: Omega

By SARAH RAMIREZ

Swiss watchmaker Omega is turning to one of its famous golfing ambassadors to portray its sporting spirit.

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Irish professional golfer Rory McIlroy, one of the most recognizable athletes in golf and a long-time partner of Omega, stars in a new film for the brand in which he takes on a high-altitude challenge. High-end watchmakers consider affluent fans of golf an important consumer segment, leading them to team with the sport's stars.

Golf duel

In "Beat the Pro," Mr. McIlroy faces off against a group of Swiss golf novices. To add to the drama, the chip-shot competition takes place on Jungfrauoch, one of the highest public areas in Europe.

The accompanying film is stylized as if it is a live sporting event, complete with a play-by-play announcer.

Omega's new film pits golfer Rory McIlroy against rookie golfers

The young golfers are dressed in red Omega gear, while Mr. McIlroy wears golf pants and a slim-fitting Nike fleece jacket. While the Omega timepiece he wears is not the central focus of the campaign, it is seen a close-up shot as the golfer dons his playing gloves.

In front of a bundled-up crowd, the four competitors hit golf balls into a large Omega-branded target. The team of rookies ends up winning, and Mr. McIlroy is gracious in defeat.

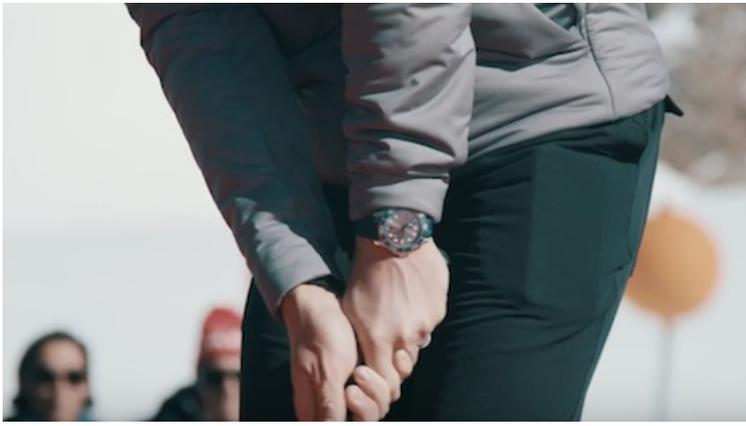


Image credit: Omega

In the video, Mr. McIlroy appears to be wearing an Omega Seamaster Diver watch with a rubber strap.

Omega's other golf ambassadors include Michelle Wie, Tommy Fleetwood and Sergio Garcia.

Creative marketing

Omega often uses pop culture as an inspiration for marketing initiatives.

The watchmaker has seen immediate success selling its collection of watches created as a tribute to a fan-favorite Japanese series only on Instagram.

To celebrate Netflix's announcement to renew the anime series Ultraman, which aired during the 1960s, Omega has designed a collection available online. The Speedy Tuesday was available exclusively through its Instagram, but has already sold out ([see story](#)).

Omega will also be featured in the upcoming film "First Man," debuting Oct. 12, which depicts the story of the first man to walk on the moon. Within the film the Omega Speedmaster is shown on the arm of Neil Armstrong, in congruent with U.S. history in which the watch was selected as the "First Qualified for all Manned Space Missions."

The watchmaker worked with Universal Pictures to provide period-correct timepieces for the film, including the Speedmaster worn by actor Ryan Gosling as Mr. Armstrong ([see story](#)).

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