

JEWELRY

## Tag Heuer puts athletes under pressure in new video series

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*Tag Heuer features former soccer players in its newest campaign. Image credit: Tag Heuer*

By SARAH RAMIREZ

Swiss watchmaker Tag Heuer is enlisting soccer greats to share their most pressure-filled sporting moments in a new campaign with its longtime partner, the Premier League.

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Luxury watchmakers often partner with athletes and sports leagues to reach wide audiences of affluents. Because of its global popularity, soccer holds special appeal to Tag Heuer, and hearing from players in their own words about the game adds a sense of authenticity.

Don't crack

Tag Heuer's new Web series, "Pressure Moments," features retired soccer players turned commentators breaking down classic dramatic moments from Premier League games.

The first episode features Ian Wright and Jamie Redknapp analyzing a come from behind win by Manchester United over Newcastle United.

"I don't think I've seen a time in their history where they've been under as much pressure." In TAG Heuer's Pressure Moments series, [@IanWright0](#) and Jamie Redknapp look back at this season's [@ManUtd](#) v [@NUFC](#) classic! Go to <https://t.co/6IvKmZQWyT> for more!  
[#DontCrackUnderPressure](#) [pic.twitter.com/VH7d0NKIMv](https://pic.twitter.com/VH7d0NKIMv)

— TAG Heuer (@TAGHeuer) [January 1, 2019](#)

*Twitter video from Tag Heuer's new series*

The two men, dressed stylish in dark denim and blue sweaters and wearing Tag Heuer watches, sit on a couch in an elegant and masculine lounge space. The setting alone reflects the sleekness associated with the watchmaker.

As they listen to the play-by-play broadcast from the match, the pair pause to reflect on the emotions of the game and similar situations they found themselves in during their playing days.

Instead of including footage of the game, the episode focuses on their camaraderie and analysis. When audio from the game is used, sound waves in Tag Heuer's brand colors ripple onscreen.

There are numerous references to moments in time when each team was under pressure. Although Tag Heuer is never explicitly mentioned by Mr. Wright and Mr. Redknapp, there are numerous closeups of their watches.



*Retired footballer Jamie Redknapp wears a Tag Heuer timepiece. Image credit: Tag Heuer*

In a companion series, "The Referee Pressure Test," two other former players, Marcel Desailly and Robert Pirès, complete challenges posed by Premier League referees. They wear Tag Heuer watches to time themselves during the drills.

To further engage consumers, Tag Heuer is encouraging soccer fans to answer Premier League trivia questions on its microsite and compete with their friends using the #DontCrackUnderPressure hashtag. The top scorer each month is rewarded with two tickets to see his or her favorite Premier League team.

#### Sports tag team

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

In support of its position as the official timekeeper of the English Premier League, Tag Heuer released a three-episode series called "The Streets Don't Lie."

The three-part video series was filmed in a documentary style, following the three men as they made 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 ([see story](#)).

Outside of soccer, Tag Heuer has also fostered partnerships with other sporting groups, such as racing. The watchmaker reaffirmed its relationship with sporting events as a branding tool by sponsoring the first Formula E race sanctioned in New York.

Tag Heuer acted as the sponsor and official timekeeper for New York's inaugural New York ePrix Race in July 2017. 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](#)).