

WATCHES AND JEWELRY

## Tag Heuer unveils global TV campaign with Hypemaker

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*The campaign is Hypemaker's first TVC spot. Image courtesy of Hypemaker*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Tag Heuer has partnered with Hypemaker, the global creative studio under digital media company Hypebeast, to produce its first global television commercial (TVC) campaign.

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"Connected by Golf" features the new Tag Heuer Connected Watch Calibre E4 Golf Edition, starring professional golfers Tommy Fleetwood, In-Gee Chun and Alexandra O'Laughlin. This is the third collaboration between Tag Heuer and Hypemaker.

"The campaign is all about bridging performance-minded golfers and the new style-conscious generation," said Brendon DuVall, executive creative director at [Hypebeast](#), in a statement. "Even though they may approach golf for different reasons, they are all connected by the inclusive experience of the game.

"For Tag Heuer, this is reflected on a product level with their Connected Watch, designed to reflect the modern golfer's identity on and off the course," he said. "For Hypemaker, we delivered this message for our client in a credible way, and took this a step further by re-imagining the future of golf that connects to the modern-day golfers."

Connected by golf

Photographed by Elliott Wilcox and directed by Paul Hermann, the campaign intends to connect golf and watch enthusiasts around the world through a contemporary cultural lens.

*Tag Heuer showcases its 3D map technology in the new spot*

The "Connected by Golf" TVC stars a diverse cast from the golf world and intends to bring more representation to the sport.

Featuring the new Tag Heuer Connected Watch Calibre E4, the campaign brings together people with a shared passion for sport, whether it is the lifestyle-minded audiences who approach the game as an opportunity to socialize, or performance-minded audiences obsessed with data.

Included in the campaign are up-and-coming golfers Mia Baker, Cole Young and Chris Collick.

Not only is this not the first collaboration between Tag Heuer and Hypebeast, but it is hardly the first partnership between a contemporary lifestyle company and a watchmaker.

Swiss watchmaker IWC Schaffhausen teamed with streetwear and lifestyle company Highsnobiety to debut two new watches inspired by the U.S. Navy Fighter Weapons School, commonly known as Topgun.

The Big Pilot's Watch Perpetual Calendar Topgun Edition "Mojave Desert" and the Big Pilot's Watch Chronograph Topgun went on display at Highsnobiety's newest concept store, GateZero. Located on the ground level of the Zurich airport, GateZero carries luxury brands including Balenciaga, Bottega Veneta, Gucci, Loewe and Saint Laurent ([see story](#)).

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