

SPORTS

# Omega stays under par with golf legend Rory McIlroy

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*Accuracy and precision are at the core of the campaign. Image credit: Omega*

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By ZACH JAMES

Swiss watchmaker Omega is looking to a longtime brand ambassador with its latest advertising initiative.

Irish professional golfer Rory McIlroy stars in a new spot that denotes the importance of accuracy to both watchmaking and the athletic world. The drop comes as luxury continues its embrace of golf in the new year, as the high-end yet mainstream sport drives forward towards globally renowned tournaments and the culmination of the PGA Tour season.

"I've always liked Omega watches, mainly for the creativity, evolving designs and the craftsmanship," said Mr. McIlroy, in a statement.

## **Timing and accuracy**

Mr. McIlroy has sat atop the global golf rankings for over 100 consecutive weeks and won four major tournaments in his career.

He has been involved with Omega for more than a decade as one of the faces of its sports division. Now, he appears as the frontman for the latest advertising endeavor.

### *Omega presents its latest athletic campaign*

The campaign, titled "Precision with Rory McIlroy," sees the 34-year-old professional driving golf balls down the range as he aims for his target.

His target?: The 12 o'clock tick on a giant Omega watch face under a protective layer of water surrounding the golfer.

After a few strokes of the club, Mr. McIlroy nails his mark, the film stylistically combining all of his swings into a singular motion.

Precision, like in watchmaking, is tied to the sport. Landing the ball on the green, as well as within a puttable range of the hole, is paramount to success.

In the film, as well as in other imagery, Mr. McIlroy is seen sporting the Seamaster Aqua Terra timepiece. The refined chronometer is designed to fit an active lifestyle, like that of an athlete.



*The new campaign was shot in black and white, a popular choice among luxury maisons. Image credit: Omega*

The product is available now on the brand's [website](#), retailing for \$6,300 other variants of the watch are also listed.

### **Golf gallup**

The maison has remained active in the golf world.

Currently, it is preparing to host the annual Omega European Masters. The programming is being held in Crans-Montana later this year in Switzerland, the home country of the brand.

While Omega is gearing up for its own event, others in the luxury space are readying for one the biggest PGA Tour stops of the year.



*Mr. McIlroy is one of the most accomplished golfers still active today. Image credit: Omega*

With The Masters Tournament set to tee off in Augusta, Georgia on April 11, many maisons are getting ahead of the competition.

Brands are making sponsorship deals with the American golf organization ([see story](#)), signing athletes on as ambassadors ([see story](#)) and releasing apparel collections themed around the sport ([see story](#)).

Sports are becoming a lucrative luxury market. The industry is looking for new and established clientele to return following a period of economic uncertainty, and placements like the above could help do the trick.

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