

MULTICHANNEL

Tourneau creates two-piece collection to support AIDS fund

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By TRICIA CARR

High-end watchmaker and retailer Tourneau created two timepieces to support the Red Campaign's fight against AIDS and chose digital to spread its charitable message to consumers.

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The Red Campaign watches that are available in U.S. stores as of yesterday are variations of the brand's TNY timepieces with black-and-red faces. Fifteen percent of proceeds from watch sales are donated to The Global Fund to fight AIDS, tuberculosis and malaria in Ghana, Lesotho, Rwanda, Swaziland, South Africa and Zambia in Africa.

"Over the past two years, Tourneau has re-imagined and implemented a new or updated store design, company assets, presence in the technological world and signature TNY series of watches," said Donald McNichol, senior vice president of marketing and online at **Tourneau**, New York. "Now that those components are successfully in place, we are grateful to be able to focus our support on causes which are worthwhile and that speak to us as a company.

"Tourneau is extremely proud of our signature TNY series of watches as the collection offers something for everyone, and the value of the Swiss-made timepieces make the collection quite special," he said. "By debuting these two unique timepieces to benefit the

Red campaign, we can take a lot of pride in offering watch collectors and first-time purchasers alike a fantastic product that will have a positive global impact.

Watch it

The Red Campaign watches are available in a 40mm model and a smaller 35mm model. Each has the campaign symbol on the back of the case.

The 40mm timepiece has an automatic movement, stainless steel case, a black dial with red numbers and a black crocodile strap with red accent stitching. It is \$1,950.

The 35mm model has a quartz movement, stainless steel case and a red strap. It is \$1,250.



Tourneau Red Campaign watch

"As Tourneau thinks about the future and continues to evolve, we are deeply conscious of the changing ways in which customers shop," Mr. McNichol said.

"Our customers come to Tourneau for our superior selection of timepieces because choice is important to them, and when given the choice to make a purchase of high value and style, as our limited-edition Red watches represent, we are confident they will choose to join the fight by supporting the Red Campaign themselves," he said.

The two special-edition watches will be showcased in U.S. stores with detailed signage and pamphlets about the cause, per Mr. McNichol.

In addition, Tourneau devoted its [Web site](#) and [Facebook page](#) to its Red Campaign timepieces to show consumers exactly how the proceeds will help the fight against AIDS.

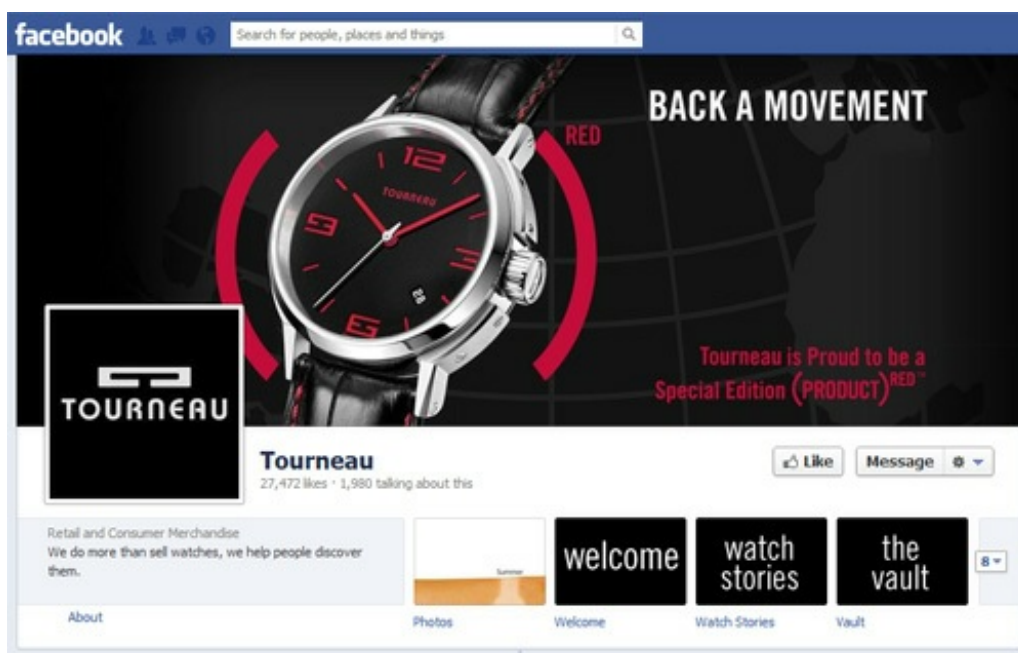
For example, consumers can click from the brand's homepage to a site that gives four steps to how a purchase of the watch will help the Red Campaign. The third step tells

consumers that Red's global fund is used towards Antiretroviral medication, medical staff training and HIV testing and treatment.



Tourneau Web site

Tourneau is offering much of this contest on Facebook. The cover image of its Timeline shows one of the watches and reads, "Tourneau is proud to be special edition product Red."



Tourneau Facebook page

The special-edition watches are extending Tourneau's affiliation with the Red Campaign. In fact, the brand sponsored the Red Rush to Zero Campaign June 1-10 that included a European vintage road race.

"Tourneau's strategy is to associate its philanthropic approach with current issues that today's society is dealing with," said Dalia Strum, president of Dalia Inc., New York. "The Red Campaign has truly proved its devotion for this worthy cause and Tourneau's alignment with this cause is an opportunity to make a significant impact.

"This initiative adds value to Tourneau as it displays the sensitive side of the brand," she

said. "It emphasizes that it is not just a company, but rather is deeply concerned about current issues and how it could help contribute.

"It personalizes the brand by offering its support to aid in this cause."

Donation nation

Tourneau is not the only watchmaker participating in charity this summer.

For instance, Swiss watchmaker Hublot teamed up with Miami Heat basketball players Dwayne Wade and Udonis Haslem for an exclusive product that benefits a charity to support at-risk families and education efforts in South Florida.

The brand is relying on the extensive social media followings from Mr. Wade, Miami Heat and the watchmaker to push the product ([see story](#)).

In addition, Montblanc is upping its corporate social responsibility through a Facebook application where fans can buy bracelets with profits going towards the Texas Children's Hospital.

The "Wish Lantern" app acts as a microsite on the brand's Facebook page where consumers can buy bracelets, send messages with the Wish Lantern feature and showcase their support. This is part of an ongoing effort involving Montblanc and the Texas Children's Hospital ([see story](#)).

Though each watchmaker is taking a slightly different approach, each brand is telling its consumers that they can support a charity by purchasing a product.

Charity affiliation may not distinguish a watchmaker since many brands are jumping on the bandwagon, but this idea could help luxury consumers make a purchase decision depending on which charity they wish to support.

"This opportunity allows Tourneau to build an emotional, common bond with its clientele through these digital outlets," Dalia Inc.'s Ms. Strum said. "They are great outlets to better display visuals as well as create a stronger conversation through its target market."

Also, this partnership puts Tourneau in the ranks of mainstream marketers and will broaden its consumer base.

"It is interesting that Tourneau would join more mass brands such as Belvedere, Apple and Coke in a partnership with the Red Campaign," said Leane Brenes, creative director at [Brenes Co.](#), New York. "By doing so it not only broadens its reach, but takes its luxury brand into a very positive brand perception through a global cause that reaches across social and economic boundaries."

"I think this multi-level partnership for a retailer like Tourneau is an excellent one," she said. "The watches themselves are stylish, on-trend and feel true to the aesthetics that Apple, Beats and Bugaboo have brought to their Red product design."

"The added value for Tourneau is to join forces with Apple, Coca-Cola and Starbucks in a partnership with the Red Campaign and be part of a growing group of brands that put their

best foot forward, showing their design smarts and associate themselves with an incredible cause that continues to touch people's lives around the world.

Final Take

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