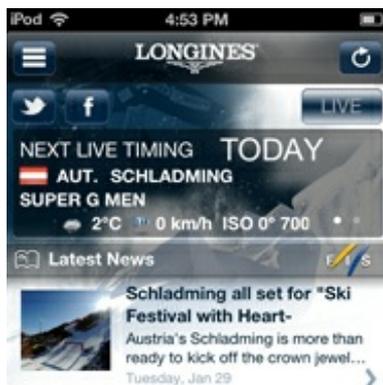


MOBILE

## Longines taps sporting roots for new mobile app

February 11, 2013



By ERIN SHEA

Swiss watchmaker Longines is tapping its involvement in the world of alpine skiing for a new mobile application that gives enthusiasts news and updates on the sport.

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The app titled Live Alpine Skiing allows users to find out the latest about events and competitors in the area of alpine skiing. Longines released a YouTube video and made various posts on its social media channels to promote the app and its support for the sport of skiing.

"In the frame of our long-lasting commitment as official timekeeper of the FIS Alpine World Cup and World Championships, we wanted to create an application especially dedicated to the fans of Alpine skiing," said Juan Carlos Capelli, vice president and head of international marketing for [Longines](#), Basel, Switzerland.

"This app enhances the important of the Longines timekeeping in Alpine skiing where time is a key aspect," he said. "With this app, Longines reinforces its commitment to provide its timekeeping know-how and services to the Apline skiing competitions."

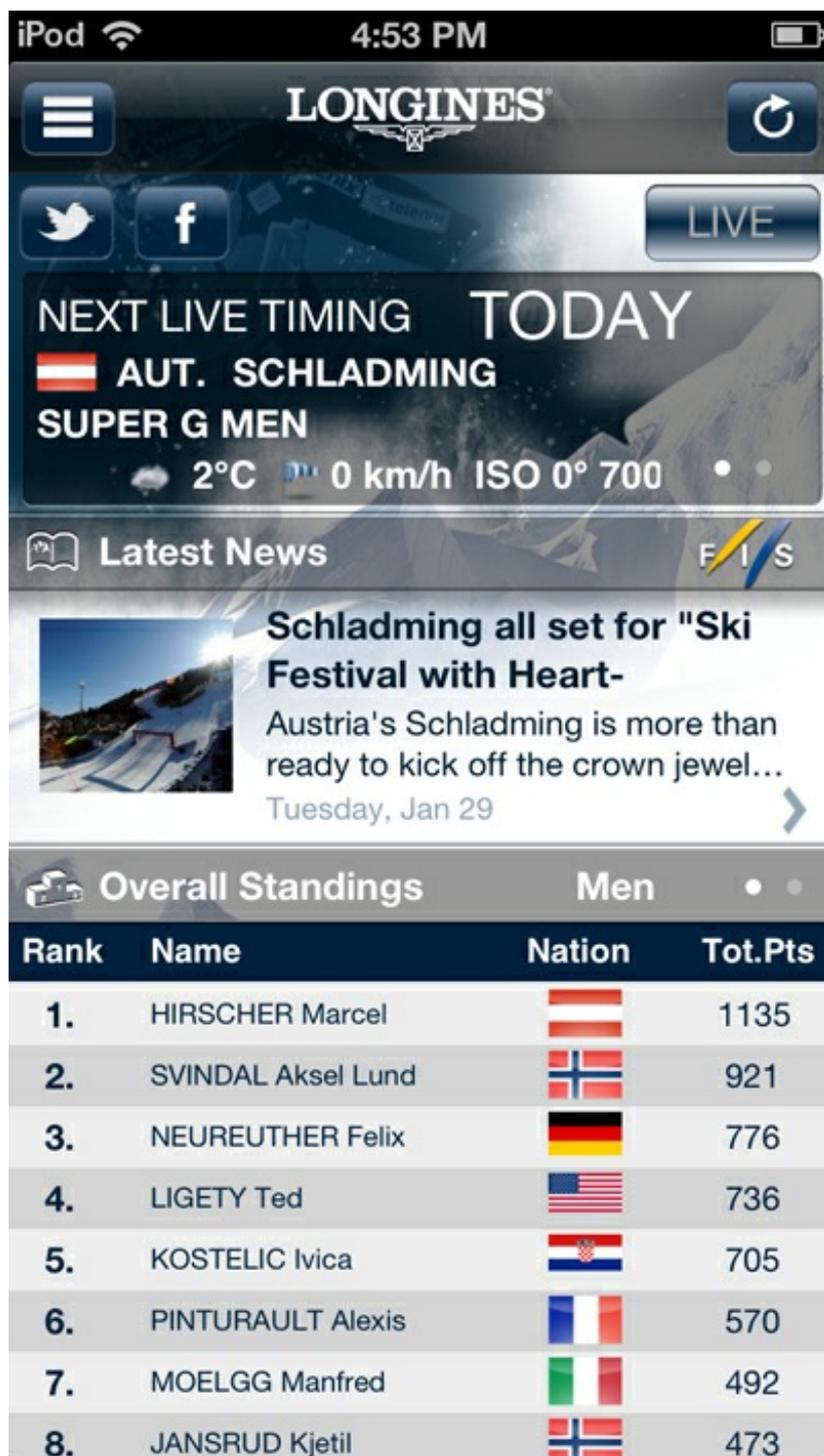
Hit the slopes

The Live Alpine Skiing app gives ski enthusiasts another way to get involved and get

updates on the sport. It is available for free in the [App Store](#) and [Google Play](#).

Consumers can follow the FIS World Cup and World Championship competitions, obtain exclusive information and alerts on their favorite skiers, browse a glossary of ski terms, get the latest news from White Circus Ski Camp, view the official rankings list, view competition schedules and results and follow the rankings for the Longines Rising Ski Star Award.

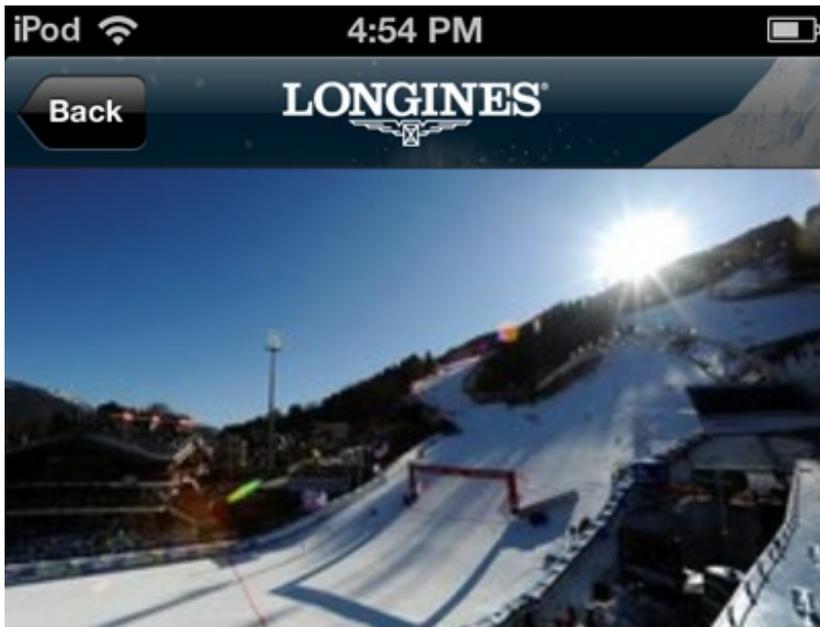
The start screen of the app displays the next live ski event and the weather conditions in that area, the latest news headlines and the current standings for male and female skiers.



*App home screen*

From the home screen, users can share the app with their social media followers through the Facebook and Twitter buttons on the top of the screen.

Clicking on the latest news updates leads users to a screen to view the article and allows them to share it through Twitter or Facebook as well.



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## Schladming all set for "Ski Festival with Heart-



Austria's Schladming is more than ready to kick off the crown jewel event of Alpine Skiing, the FIS Alpine World Ski Championships. On 4th February, FIS President Gian Franco Kasper will officially unveil the event at the Opening Ceremony which will begin at 18:30 CET in the Planai Finish Area.

*News section*

Longines promoted the new app and its involvement with alpine skiing through its social media pages.



### *Facebook promotions*

In addition, the brand released a short YouTube video to give highlights of the app. The 75-second video goes through each screen of the app to show consumers what it has to offer.

Embedded Video: [http://www.youtube-nocookie.com/embed/raAzX-9FuS0?list=UUtEHSLKBi3z4XO3C-\\_VnrGg](http://www.youtube-nocookie.com/embed/raAzX-9FuS0?list=UUtEHSLKBi3z4XO3C-_VnrGg)

### *Live Alpine Skiing by Longines*

Although Longines is strongly promoting the app and encouraging its users to do so as well, the branding on the app itself could have been stronger.

“Since Longines is the official timekeeper for the ski championships and World Cup, it makes perfect sense for it to be associated with this app,” said Simon Buckingham, CEO of *Appitalism*, New York.

“It makes sense for a watch brand like Longines to associate themselves with a sporting event as many potential and actual customers are likely to be interested in outdoor sports such as skiing,” he said.

“The app does not feature a lot of Longines branding, although there is one section about the brand alongside many information sharing categories such as news, standings, calendar and biographies.”

### *Teaming up*

Other luxury watch brands are flaunting their status as the official timekeeper of other sporting events and teams.

Recently, Swiss watchmaker Hublot boosted brand visibility by becoming the official timekeeper of the Los Angeles Lakers National Basketball Association team.

Hublot presented a wall clock to the Lakers to symbolize the partnership during halftime at the Lakers versus the New Orleans Hornets game Jan. 29 at the Staples Center in Los Angeles.

The watchmaker has existing sports partnerships such as those with Manchester United Football Club, Fédération Internationale de Football Association, Jamaican sprinter Usain Bolt, the Miami Heat basketball team and Heat player Dwayne Wade (*see story*).

However, developing an app to go along with a partnership could help boost a

watchmaker's visibility and further establish it as a partner.

“If other brands want to be associated with sporting events, then it would make sense for them to sponsor or build their own similar apps,” Mr. Buckingham said.

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

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