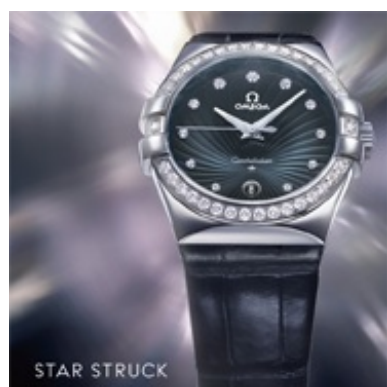


MOBILE

Omega firms mobile strategy to push loyalty, store traffic

October 19, 2010



By PETER FINOCCHIARO

Fine watchmaker Omega has launched a pair of mobile applications for the iPhone and iPad to engage brand enthusiasts and boost foot traffic to its retail locations.

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Omega is building brand equity and engaging fans with the iPad version of its Omega Lifetime magazine that features editorial and rich media content. Meanwhile, the Swiss is aiding consumers in the market for high-quality watches via an iPhone application that features its entire catalog of watches and a store locator.

“Generally speaking, people are looking to apps for utility or entertainment value,” said Neil Strother, Kirkland, WA-based mobile practice director of [ABI Research](#). “The key is somehow to make me come back.”

“That’s the challenge for any watch brand,” he said. “How do you become more interesting than the next guy?”

Brand enhancement for a Lifetime

The iPad application draws comparisons to similar efforts from high-end automotive brands Jaguar, Bentley and BMW ([see story](#)).

Branded magazine applications are effective tools for engaging both dedicated brand

advocates and new consumers exploring different brands while on the market for automobiles, according to Oren Michels, CEO of **Mashery**, San Francisco.

Much like the automotive magazine applications, Omega Lifetime includes a host of different editorial features such as in-depth articles, lush photography and video content.



Omega Lifetime application for the iPad

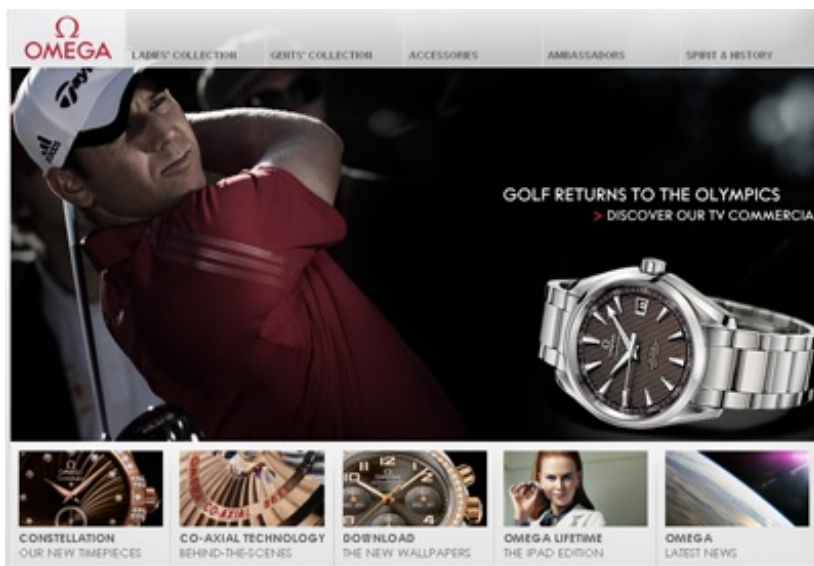
Readers navigate through the application by swiping horizontally to switch between articles and up or down to sift through each article.

Consumers can tap on the screen to pull up an index allowing easy access to every article.

Readers can click on images in specific articles to either generate full-screen views or bring up more information about the visual.

A consumer using the Omega Lifestyle application

Omega is promoting the application on the front page of its Web site.



Omega Web site promotion featuring actress Nicole Kidman (bottom right corner of screen)

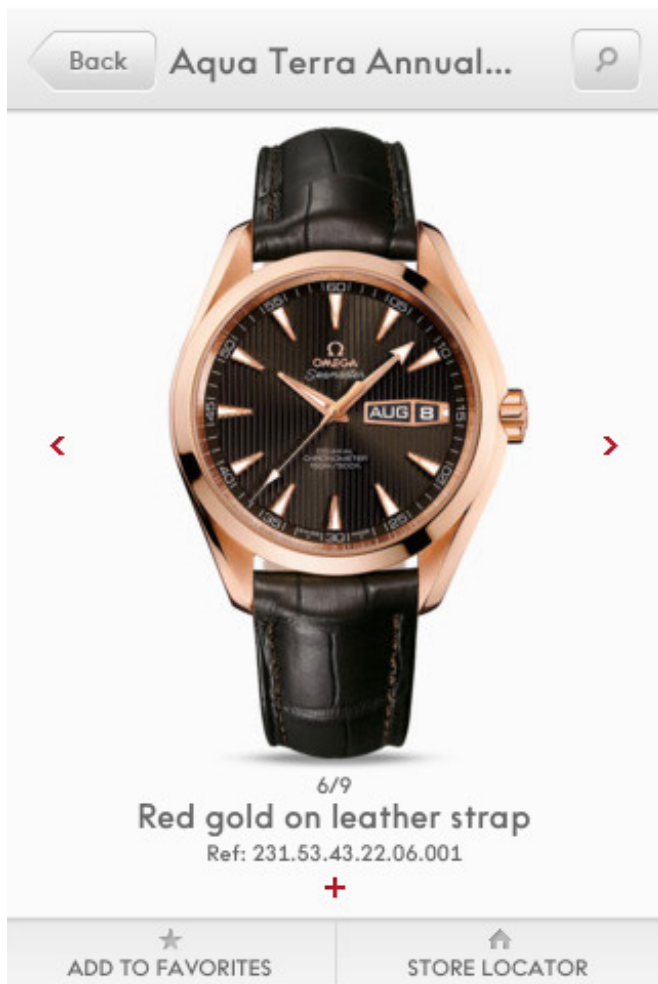
iPhone shopping companion

Omega's iPhone application launched in August with a different purpose than Omega Lifetime.

Whereas the iPad experience emphasized the legacy of the Omega brand, the iPhone application registers much more like a catalog.

Consumers can find information and images for all of Omega's watches across five collections: Constellation, Seamaster, Speedmaster, De Ville and specialty watches.

Watch pages feature multiple views of each watch that users can scroll through horizontally, as well as detailed product specifications.



Users can add watches to their favorites list for offline viewing.

Additionally, users can click the store locator tab to either look through a list of authorized Omega merchants or use the phones GPS technology to find the nearest one.

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Store Locator

Closest OMEGA Boutique

14.74 miles

Address

711 Fifth Avenue
New York, NY 10022
United States



Contact

T. +1 212 207 3333

F. +1 212 207 3736

Opening hours

Mon - Fri 10:00 - 19:00

Sat 10:00 - 18:00

Sun 12:00 - 17:00

Call

Show map

E-Mail

All OMEGA Boutiques & Retailers

5.26 miles

Tourneau, Paramus 07652

>

9.21 miles

Kiky Jewelers, Fort Lee 07024

>

10.53 miles

T & R Jewelers, New Rochelle 10801

>

Omega iPhone application's store locator feature

The application also includes a news section updated regularly with breaking information about the brand, as well as photographs of Omega brand ambassadors and a working, virtual replica of a watch.

Omega is promoting the iPhone application on its Web site, as well as on its Facebook fan page.

“How often do you buy a watch?” Mr. Strother said. “Once in many years unless you have lots and lots of money.

“If the goal is to sell more watches, that’s a challenge,” he said. “If the goal is to rebrand – isn’t this a great watch company? – then you have to make it useful on a daily, weekly, monthly basis, and somehow make me come back.”

Final Take

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