

EVENTS/CAUSES

Jaeger-LeCoultre targets equestrians with World Breeding Federation partnership

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By ERIN SHEA

Swiss watchmaker Jaeger-LeCoultre is targeting affluent equestrian and sport horse enthusiasts through a two-year partnership with the World Breeding Federation of Sport Horses.

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The watchmaker will support the work and activities of the federation, which is the only international federation of studbooks for sport horses in the world. Jaeger-LeCoultre is personalizing this year's Reverso collection watches to celebrate the partnership.

"Jaeger-LeCoultre joins the World Breeding Federation this year in order to pay tribute to the breeders," said Isabella Gervais, international public relations director at **Jaeger-LeCoultre**, Le Sentier, Switzerland.

"Without horses and breeders, there is no equestrian sport," she said. "Jaeger-LeCoultre has been involved in different equestrian sports for a long time.

"The Reverso watch came from an idea of a reversible case that was born after a polo game in 1931."

Celebrating champions

Jaeger-LeCoultre plans to support the activities and the rankings of the World Breeding Federation of Sport Horses that honor the work of the breeders in the world.

Every month, the World Breeding Federation of Sport Horses and the Fédération Equestre Internationale publishes a ranking of each equestrian discipline that provides official information on every horse in the world that is competing at an international level.

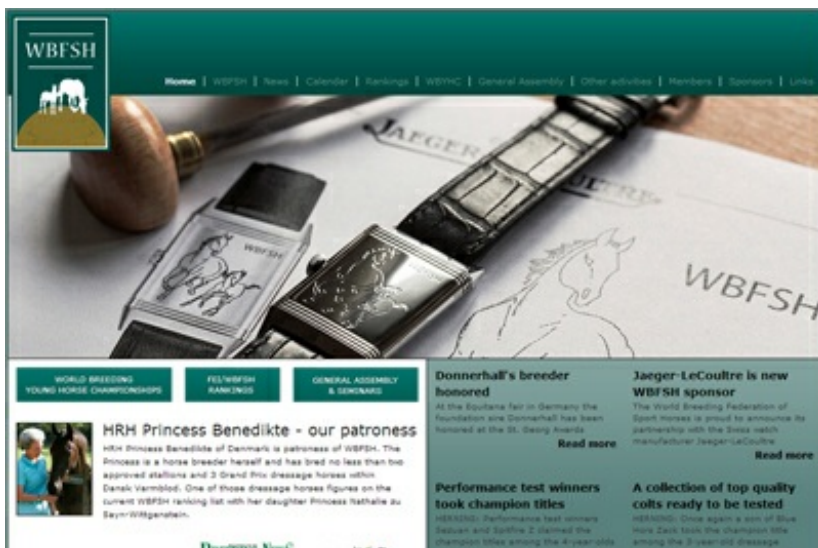
At the end of the year, the breeders of the winning horses will be presented the World Breeding Federation of Sport Horses Breeding Prize at various international competitions and events around the world.

Jaeger-LeCoultre will also celebrate the winners by giving them an exclusive engraved Reverso watch that features a sketch of horses on the opposite side of the face.



Reverso watch

The watchmaker promoted this new partnership on its social media pages and Web site, while the World Breeding Federation of Sport Horses has also plugged the timepiece and partnership on the homepage of its site.



World Breeding Federation of Sport Horses Web site

These promotions could help gain additional exposure for the brand.

“This partnership provides an opportunity for Jaeger-LeCoultre to demonstrate the functional benefits of their products as well as the shared beliefs and value of their target audience,” said Karen Kreamer, president of **K2 Brand Consulting**, Overland Park, KS.

“The brand’s historical commitment to equestrian sports allows the company to expand its support to the World Breeding Federation of Sport Horses, providing additional opportunities to reach their target audience,” she said.

“The exclusive engraved Reverso watch becomes a tangible symbol of the brand’s commitment to the world of equestrian sports.”

Horsing around

Other luxury brands have partnered with equestrian events to reach their affluent target audience.

For instance, Italian automaker Maserati is propelling the brand with its title sponsorship of the United States Polo Association’s U.S. Open Polo Championships at the International Polo Club in Palm Beach, FL.

The USPA Maserati 109th U.S. Open Polo Championships runs for four weeks, taking place on March 31 and April 7, 14 and 21. Maserati is likely to gain brand exposure during this event since these matches are the highest-rated polo tournament in North America ([see story](#)).

Also, Richemont-owned Piaget celebrated its sixth year of sponsoring the United States Polo Association Gold Cup and its status as the official timekeeper of the International Polo Club in Palm Beach, FL, with a timepiece.

The new Polo FortyFive Black was released as a celebration of the Gold Cup sponsorship and the 10th anniversary of the International Polo Club in Palm Beach ([see story](#)).

Dedicating a product to the partnership, like Jaeger-LeCoultre and Piaget have done, can

show the brand's commitment to the partnership.

“I view the timepiece personalization as that extra step brands should take to add relevance to a partnership or sponsorship opportunity,” Ms. Kreamer said,

“It is so common for brands to enter into partnerships without a real strategy to activate the opportunity and to provide ways for customers to connect with the brand,” she said.

“This customization element by Jaeger-LeCoultre represents a brand signature of product quality and commitment to a common passion.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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