

INTERNET

## Rolex amplifies Wimbledon presence with digital content

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By JOE MCCARTHY

Swiss watchmaker Rolex is amplifying its exclusive Wimbledon partnership by adding digital content that aims to simplify fans' viewing experience and excite consumers for the championships.

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**Luxury Daily**

The watchmaker this year introduced a Facebook application and short videos that promote a partnership that extends 30 years. By elevating its activity and visibility at this year's Wimbledon, Rolex demonstrates to consumers that it is keen on renovating its value architecture.

"Rolex's approach is a good example of brands extending their sponsorship investment from in-venue placement to digital," said Ian Foley, a Portola Valley, CA,-based digital marketing strategist.

"Using a Facebook app enables Rolex to tap into new potential customers," he said.

Ian Foley is not affiliated with Rolex, but agreed to speak as an industry expert.

**Rolex** did not respond by press deadline.

Never too late

Rolex decided this year to increase its presence at Wimbledon and in the digital realm. Instead of merely dominating the arena with advertisements, Rolex is beginning a dialogue with consumers to show that the partnership extends beyond financial matters. A major theme of the campaign is detailing how Wimbledon and Rolex embody similar principles.



### *Rolex ad*

By creating digital content that makes watching Wimbledon more accessible for fans, Rolex hopes that tennis enthusiasts will gravitate to its products.

The Facebook app includes options such as a live scoreboard, matches in progress, Wimbledon feeds and various videos including an interview with tennis-star Roger Federer and an exploration of what makes Wimbledon great.

A key component to the app is the use of hash tags to coordinate user comments.

Consumers can view other user comments directly on the app.

The Rolex and Wimbledon video discusses what traits the two organizations share such as quality and precision.

During the video, a voice over says, "When you think of Wimbledon, you do think of Rolex."

The video is likely aiming to fuse together the watchmaker and Wimbledon in consumer's minds.

## *Rolex and Wimbledon video*

Don't think of elephants

Since Rolex recently joined Facebook in April, the watchmaker's decision to provide interactive content shows that it is committed to digital platforms.

Facebook and other social media are vital for brands seeking to reach a large number of brand enthusiasts.

Other luxury brands have partnered with sporting events to enhance the fans' viewing experience.

For example, Toyota Corp.'s Lexus joined the United States Golf Association as the exclusive automotive partner of the 113th U.S. Open Championship June 10-16 at the Merion Golf Course in Ardmore, PA.

Establishing this year's event as a groundbreaking enterprise, Lexus expanded its presence beyond the golf course into the surrounding area. With this move, Lexus provided both U.S. Open attendees and golf fans unable to attend an engaging, golf-centered experience ([see story](#)).

In addition to making viewing experiences easier, these endeavors allow luxury companies to get a better grasp on consumer behavior.

"Fans sharing the tennis content and providing usage statistics enables measurable ROI on the sponsorship spend," Mr. Foley said.

Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*