



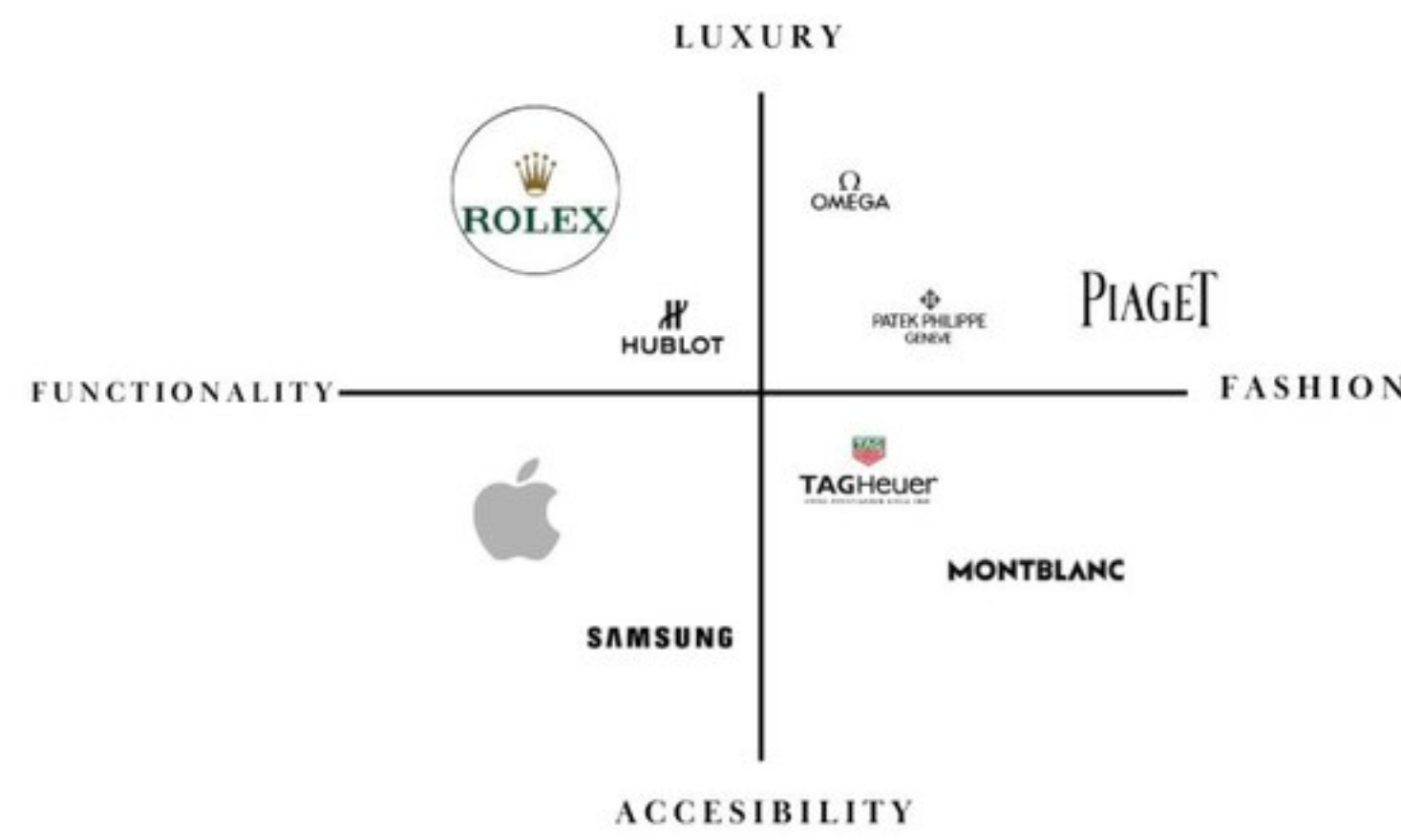
## EXECUTIVE SUMMARY

Rolex is set to revolutionize the luxury timepiece market with the launch of its first hybrid smartwatch, Rolex New Age, in the UK market. This innovative offering seamlessly integrates advanced smart technology within the brand's iconic design heritage, featuring a proprietary touchscreen display that maintains the classic Rolex aesthetic while delivering modern functionality.

Targeting affluent professionals aged 25-45 and tech-savvy luxury watch collectors, the product will be positioned in the \$5,000-\$8,000 price range, capitalizing on the £1.2 billion UK luxury watch market and the growing demand for premium wearable technology.

The launch strategy encompasses exclusive distribution through authorized Rolex dealers supported by a comprehensive marketing campaign emphasizing heritage and innovation. The launch will be supported by a \$30 million marketing investment focusing on targeted digital campaigns, influencer partnerships, and event sponsorships.

## NEW INITIATIVE



WE WANT TO BE THE FIRST IN THE FIELD AND ROLEX SHOULD BE SEEN AS THE ONE AND ONLY-THE BEST.



Rolex partners with Google to integrate Google OS into a new generation of luxury smartwatches. This collaboration brings together timeless Rolex design with Google's advanced technology for a seamless, sophisticated experience.

## COMMUNICATION OBJECTIVES

- Enhance Brand Perception**  
Effective messaging should highlight how the smartwatch maintains the iconic Rolex identity while introducing innovative features that enhance daily life.
- Consumer Perception of Value**  
Should leverage digital channels and personalized experiences to ensure the smartwatch appeals to both segments without alienating either group.
- Positioning for a Wider Audience**  
Engage both traditional luxury buyers and younger, tech-savvy, entrepreneurs consumers through tailored marketing strategies

## SEAMLESS INTERACTION

- Analog Design**  
The watch retains the iconic Rolex aesthetic, featuring a classic circular face with traditional hands.
- Digital Display**  
Retains Rolex's iconic analog display and mechanical movements, but with the added benefit of smart features.
- Intuitive Interface**  
The smartwatch seamlessly integrates with the user's smartphone, allowing for easy navigation and control of features.

## PRICING STRATEGY

The Rolex Hybrid Smartwatch will be priced from \$5,000 to \$8,000, balancing accessibility with exclusivity. Targeting a 1-2% share in fitness tracking and 20-30% in luxury watches, this range supports Rolex's prestige while embracing innovation.

## CUSTOMER PERSONA



### ALEX MORGAN

**Age:** 31  
**Occupation:** Tech Entrepreneur  
**Location:** London, UK  
**Income Level:** \$170,000+ per year  
**Education:** Master's Degree in Business Administration  
**Marital Status:** Single

## ACTIVITY MAP



## BIG IDEA



This campaign aims to connect with a younger audience, showcasing a more **dynamic and active visual approach** compared to the traditional Rolex product campaign videos.

Each scene captures the energy and aspirations of modern life, illustrating how the Rolex New Age **seamlessly integrates luxury with everyday demands**.

## PRIMARY COMMUNICATION MIX

- Social Media:** Instagram, YouTube, Facebook, TikTok
- Online Ads:**
- Banner/ Carousel Ad's
  - Google SEO
  - PPC
- TV:**
- Commercial Ads
  - ESPN
  - BBC One

## SECONDARY COMMUNICATION MIX

- Launch Event:**
- London Marathon 2025
- Printed Media:**
- Vogue UK
  - British GQ
  - Billboards
- Partnerships:**
- Celebrity endorsements
  - Influencer partnerships

## PRODUCT



## LAUNCH



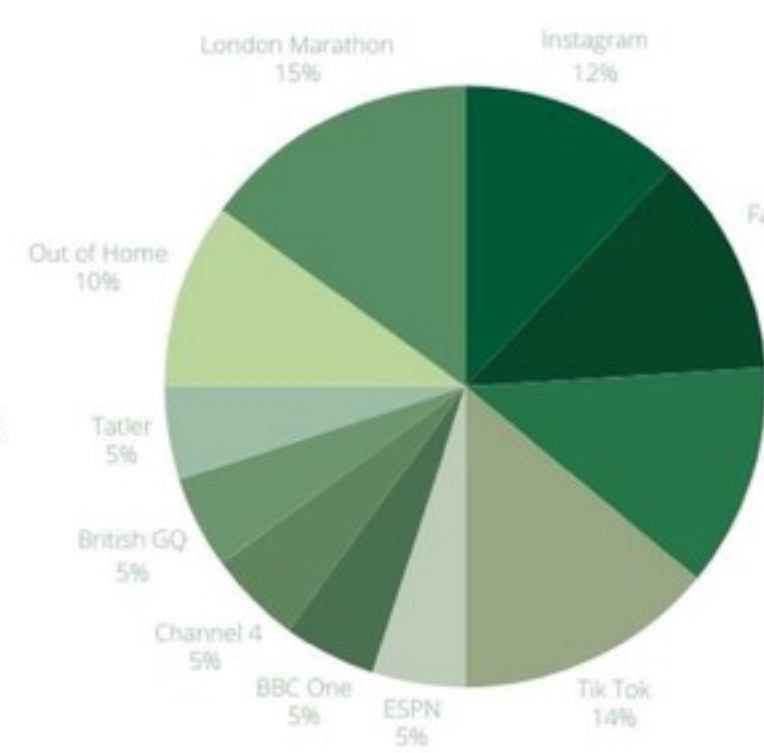
## INSTAGRAM



## BUDGET

### TOP-DOWN BUDGETING

- Rolex took the top spot last year for top spender in advertising
- Rolex spent 100 million to advertise in the US in 2023
- Spending upwards of 50% of the overall marketing budget on online advertising



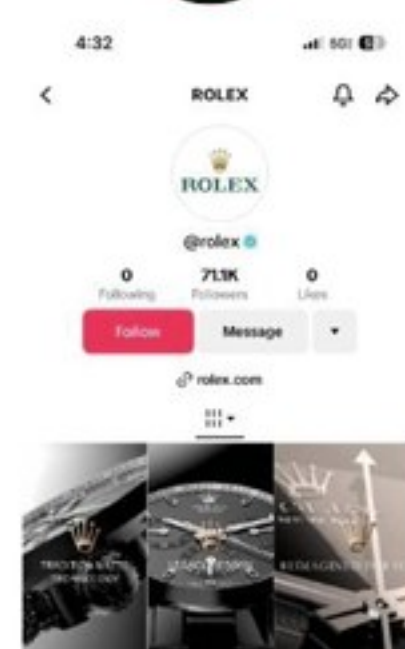
## WEBSITE



## YOUTUBE



## TIK TOCK



## PRINT MEDIA



## PROMOTIONAL STRATEGY

