



ROLEX BRAND EXTENSION

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LXMT 742 - PROF. KEYS

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OUR TEAM



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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.

ABOUT THE BRAND

Rolex's Legacy of Innovation

Founded in 1905, Rolex has built a legacy on innovation, setting new standards in precision and watchmaking.

From introducing the **first waterproof watch**, the Oyster, in 1926, to the invention of the Perpetual rotor for **self-winding movements**, Rolex continually pushes the boundaries of what a watch can achieve.



TIMELINE OF INNOVATION



1905 – Founding of Rolex

By 1910, Rolex received the first wristwatch chronometer certification, setting a high standard for accuracy in timekeeping.



1926 – Introduction of the Oyster Case

Rolex introduced the Oyster case, the world's first waterproof watch case, which revolutionized wristwatches by making them resilient to water and dust.



1953 – Launch of the Rolex Submariner

The Submariner became the first wristwatch designed specifically for diving, with water resistance up to 100 meters.



2023 – Launch of the Rolex Perpetual 1908 Collection

This collection exemplifies Rolex's ability to balance heritage with contemporary luxury, paving the way for future advancements such as the anticipated hybrid smartwatch. 3

“

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

Hans Wilsdorf, Founder of Rolex

NEW INITIATIVE

Introducing the **Rolex New-Age Hybrid Smartwatch**—a groundbreaking collaboration between Rolex and Google that redefines luxury for the modern world. This innovative timepiece combines **Rolex's iconic craftsmanship with Google's cutting-edge technology**, creating a hybrid smartwatch that embodies sophistication and functionality.

Powered by Wear OS, it offers seamless access to essential features without compromising on elegance. The Rolex New-Age Hybrid is designed for those who seek both **timeless style and advanced performance**, elevating the smartwatch experience to an unprecedented level of refinement.



ROLEX X GOOGLE

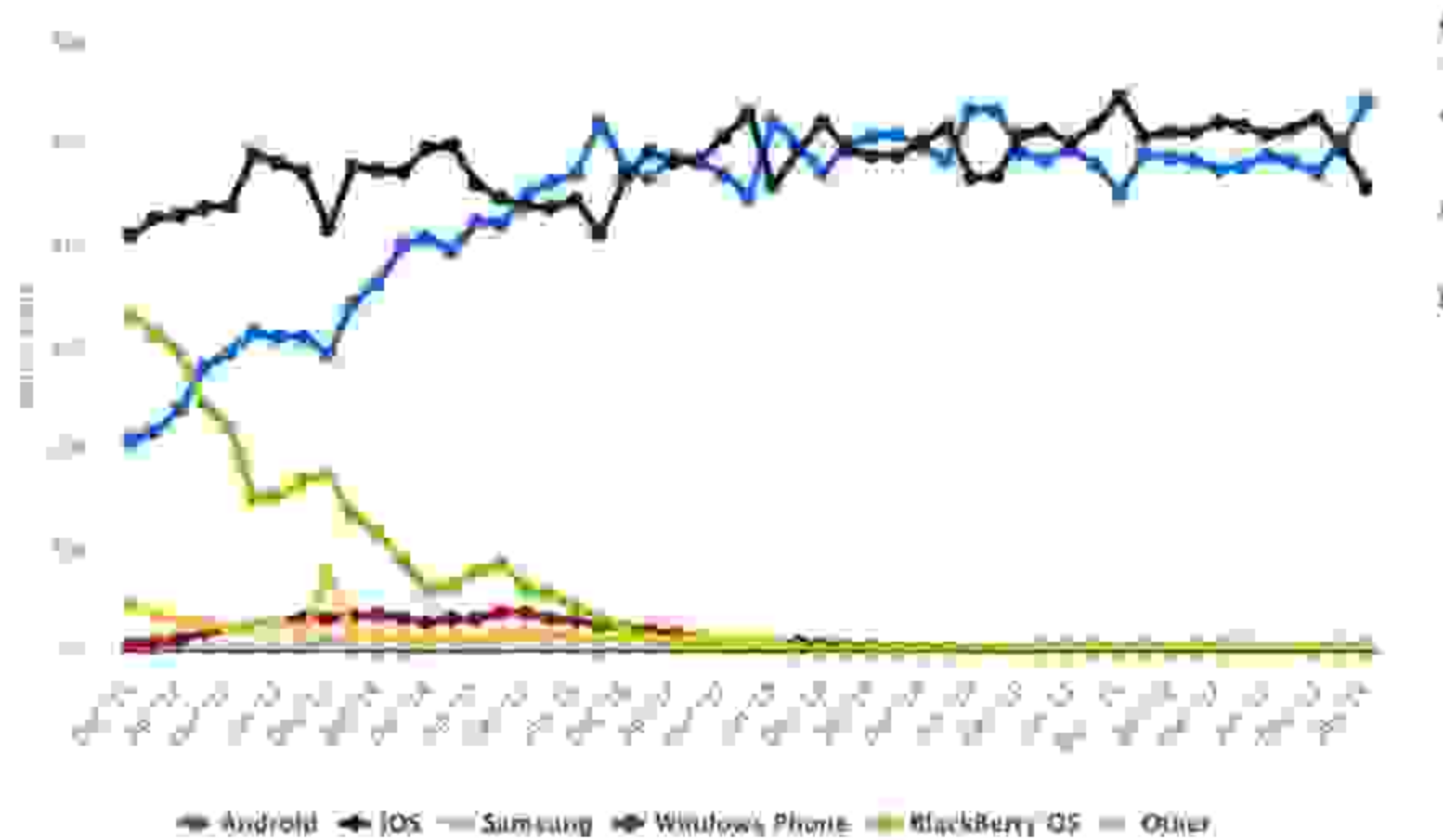
- **Seamless Innovation:** Merges Rolex's legacy of craftsmanship with Google's state-of-the-art OS technology, creating a luxurious and intuitive smartwatch experience.
- **Enhanced Functionality:** Google OS brings advanced health tracking, connectivity, and personalized features to meet the demands of modern, tech-savvy consumers.
- **Luxury Meets Usability:** A blend of timeless design and high-end technology, offering a smartwatch that reflects Rolex's prestige with Google's functionality.
- **Expanded Audience Reach:** Attracts both luxury watch enthusiasts and tech-focused consumers, appealing to a new generation of buyers.



This partnership positions Rolex at the forefront of luxury wearables, redefining elegance and functionality.

ROLEX X GOOGLE

Market share held by mobile operating systems in the United Kingdom (UK) from December 2011 to June 2024



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SOURCE DETAILS FAQ

Source: StatCounter

Survey by: StatCounter

Published by: StatCounter

Source link: www.statcounter.com

Release date: August 2018

Revision format: [View options](#)

Details: [Download](#) | [December 2011](#) | [June 2024](#) | [1,500,000](#)



CUSTOMER SEGMENTATION

CUSTOMER SEGMENTATION



Demographic

- Age Range: 25 to 45 years
- Gender: Male and Female
- Income Level: HNWI and UHNWI
- Education: College-educated professionals

CUSTOMER SEGMENTATION

Psychographics

- **Personality Traits:**
 - Ambitious, success-driven, and values self-improvement.
 - Detail-oriented and appreciates quality in every aspect of life.
 - Balances traditional values with an innovative outlook.
- **Lifestyle Aspirations:**
 - Seeks a refined, well-rounded lifestyle that blends work, and wellness
 - Enjoys achieving goals both personally and professionally, often setting high standards.
 - Values a sense of exclusivity, preferring unique, sophisticated experiences.
- **Product Preferences:**
 - Chooses brands that represent both innovation and timeless elegance.
 - Prefers products that showcase individuality and status without overt display, leaning toward understated luxury.



CUSTOMER SEGMENTATION

Sociographic

- **Lifestyle:**
 - Values exclusivity, sophistication, and quality.
 - Enjoys luxury experiences.
 - Social circles include other high-net-worth individuals.
- **Values and Attitudes:**
 - Appreciates timeless craftsmanship and brand heritage.
 - Brand-loyal, especially to iconic luxury brands.
 - Seeks products that mix tradition with innovation.
- **Social Media and Influence:**
 - Engages with luxury content on Instagram and LinkedIn.
 - Influenced by high-profile celebrities and industry leaders.
 - Prefers content that highlights quality, legacy, and performance.



CUSTOMER SEGMENTATION

Behavioral

- **Purchase Behavior:**

- High-involvement purchasing, researching before buying.
- Willing to pay premium for exclusivity and prestige.
- Attracted to limited editions and exclusive collaborations.

- **Usage Patterns:**

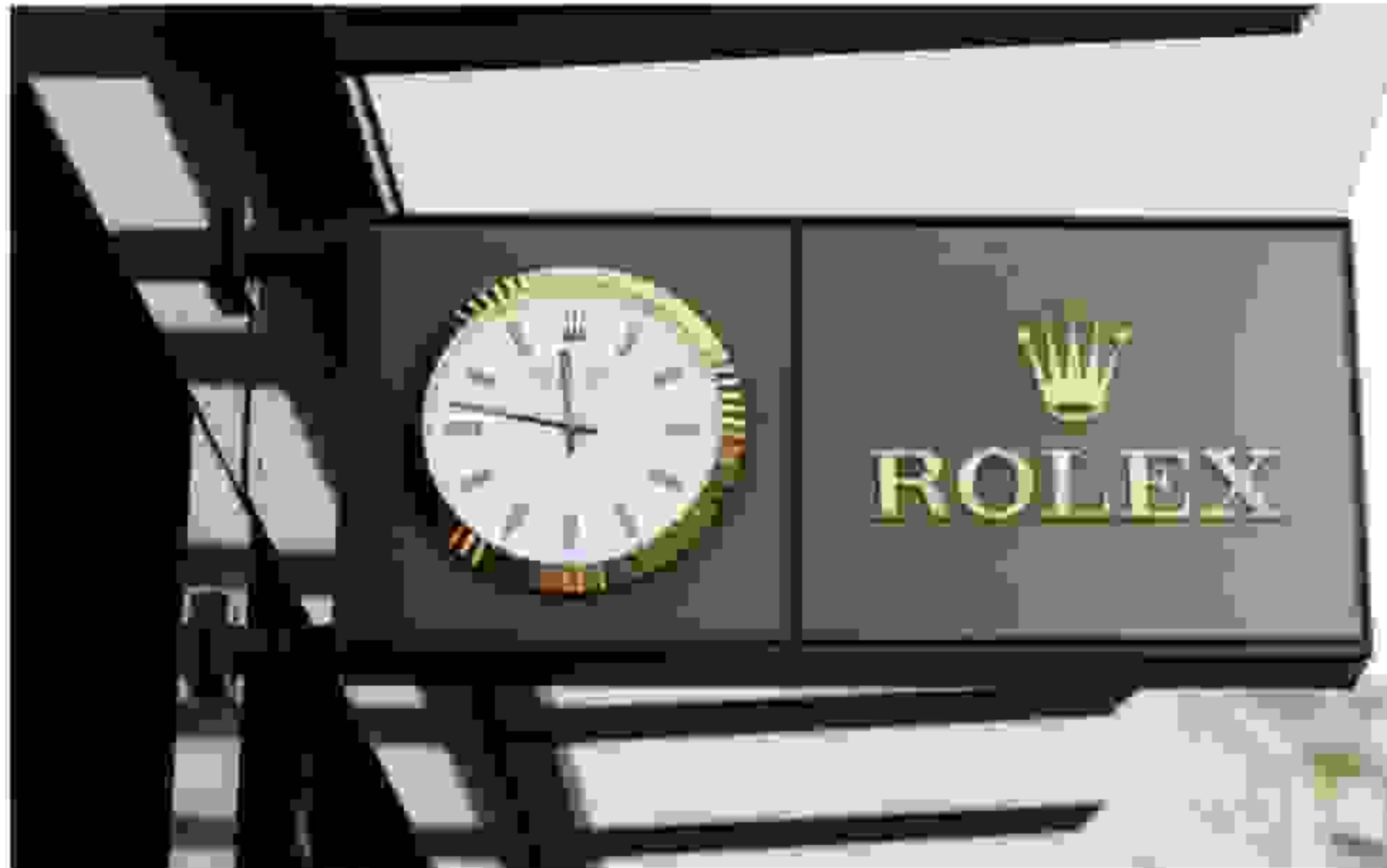
- Uses timepieces as both a functional tool and a status symbol.
- Values convenience and tech but insists on refined aesthetics.
- Seeks functionality for active lifestyles, like fitness tracking.

- **Motivations:**

- Driven by the need to stay connected with a luxury look.
- Values items that reflect success and innovation.
- Sees the hybrid smartwatch as a blend of utility and prestige.



WHY A HYBRID SMARTWATCH?



Bridging the Gap

- caters to consumers who desire both the luxury of a traditional Rolex and the convenience of a smart device.

Expanding Horizons

- reach a wider audience by tapping into the growing market for connected timepieces.

Preserving Heritage

- ensures a seamless blend of tradition and innovation.

EXPANDING INTO NEW GEOGRAPHICAL MARKETS



Emerging Markets:

Regions with rising disposable income and a growing appreciation for luxury brands offer significant potential.

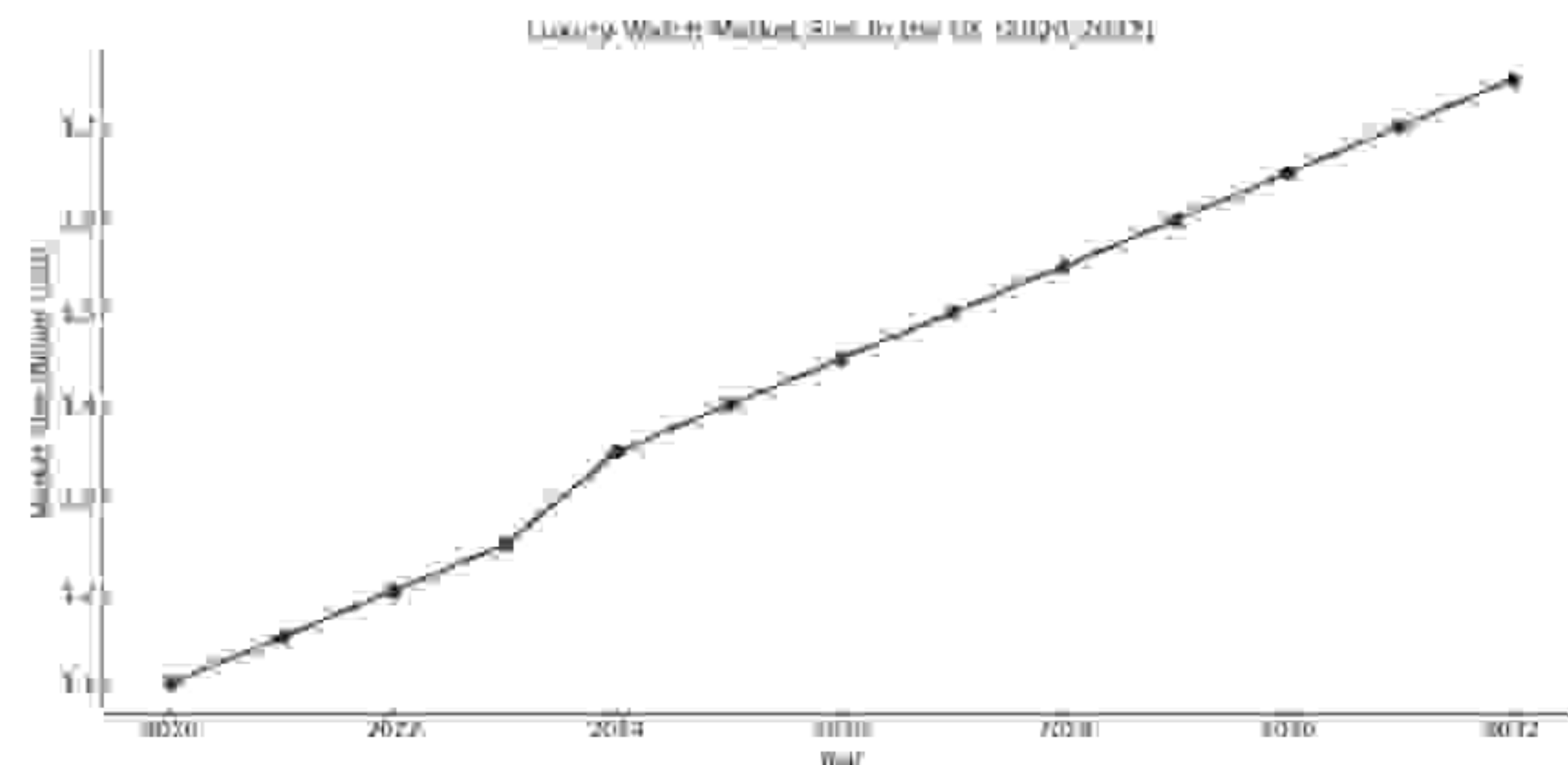
Global Reach:

Rolex can leverage its established global presence and brand recognition to enter new, growing markets with ease which are North America, Europe, and Asia - pacific.

Localized Marketing:

Understanding the cultural nuances and preferences of each market is crucial for successful expansion.

THE UNITED KINGDOM: LUXURY WATCH MARKET



UK LUXURY WATCH MARKET, 2018-2030 (US\$M)

- The UK luxury watch market generated a revenue of USD 2,885.2 million in 2023 and is expected to reach USD 3,952.6 million by 2030.
- The UK market is expected to grow at a CAGR of 4.6% from 2024 to 2030.
- In terms of segment, electronic was the largest revenue generating product in 2023.
- <https://www.grandviewresearch.com/horizon/outlook/luxury-watch-market/uk>

SEAMLESS INTEGRATION

1

Analog Design

The watch retains the iconic Rolex aesthetic, featuring a classic circular face with traditional hands.

2

Digital Display

Retains Rolex's iconic analog display and mechanical movements, but with the added benefit of smart features.

3

Intuitive Interface

The smartwatch seamlessly integrates with the user's smartphone, allowing for easy navigation and control of features.

PROPOSED TARGET CONSUMER

Demographic

Younger demographic, aged 25-45, tech-savvy, luxury consumers.

Psychographic

Appreciate heritage but are also innovation-driven; value technology, functionality, and connectivity alongside luxury.

Sociographic

Urban professionals, entrepreneurs, and influencers who lead active, dynamic lifestyles.



Behaviorial

Seek multi-functional devices; willing to invest in luxury tech. Interested in smartwatches for productivity, fitness tracking, and lifestyle enhancement.

Financial

High income, willing to pay a premium for a product that blends tradition with innovation.

CURRENT ROLEX CUSTOMER

Demographic

Predominantly male, aged 40-65, high net worth, luxury-focused individuals.

Psychographic

Value tradition, craftsmanship, and prestige. Loyal to luxury brands with a preference for timeless elegance.

Sociographic

Global elite, often professionals, executives, or entrepreneurs, engaged in luxury lifestyles.



Behaviorial

Prefer classic, mechanical watches; make purchases for status, investment, or heritage.

Financial

High disposable income, accustomed to luxury goods, view Rolex as an aspirational brand.

CUSTOMER PERSONA

ALEX MORGAN

Age: 31

Occupation: Tech Entrepreneur

Location: San Francisco, CA

Income Level: \$170,000+ per year

Education: Master's Degree in Business Administration

Marital Status: Single

CUSTOMER PERSONA

Psychographics:

- Tech-savvy, innovation-driven
- Values experiences over traditional luxury
- Interested in sustainability

Lifestyle:

- Busy, dynamic routine
- Regular traveler
- Balances work, fitness, and social life

Buying Behavior:

- Seeks luxury with a modern twist
- Prefers heritage brands with contemporary style
- Expects multifunctional features

Motivations:

- Aspires for success and individuality
- Desires versatile, statement products
- Attracted to prestige and functionality

Challenges:

- Views traditional luxury as too conservative
- Needs innovation with quality assurance



ADDITIONAL RESEARCH

- Rolex **risks losing its market share** due to its main customer segment (baby boomers) diminishing.
- Rolex needs to connect with the rising generation and **introduce new and innovative watch models** that appeal to their lifestyles and preferences.



Tech Adoption Attitudes

- Understand how current customers perceive wearable technology
- if they would consider Rolex in this category.

Product Preferences

- Determine which smart features (e.g., health tracking, connectivity) are most valued by the target audience.

Brand Perception

- Explore how the younger demographic perceives Rolex and its potential to innovate while maintaining luxury.

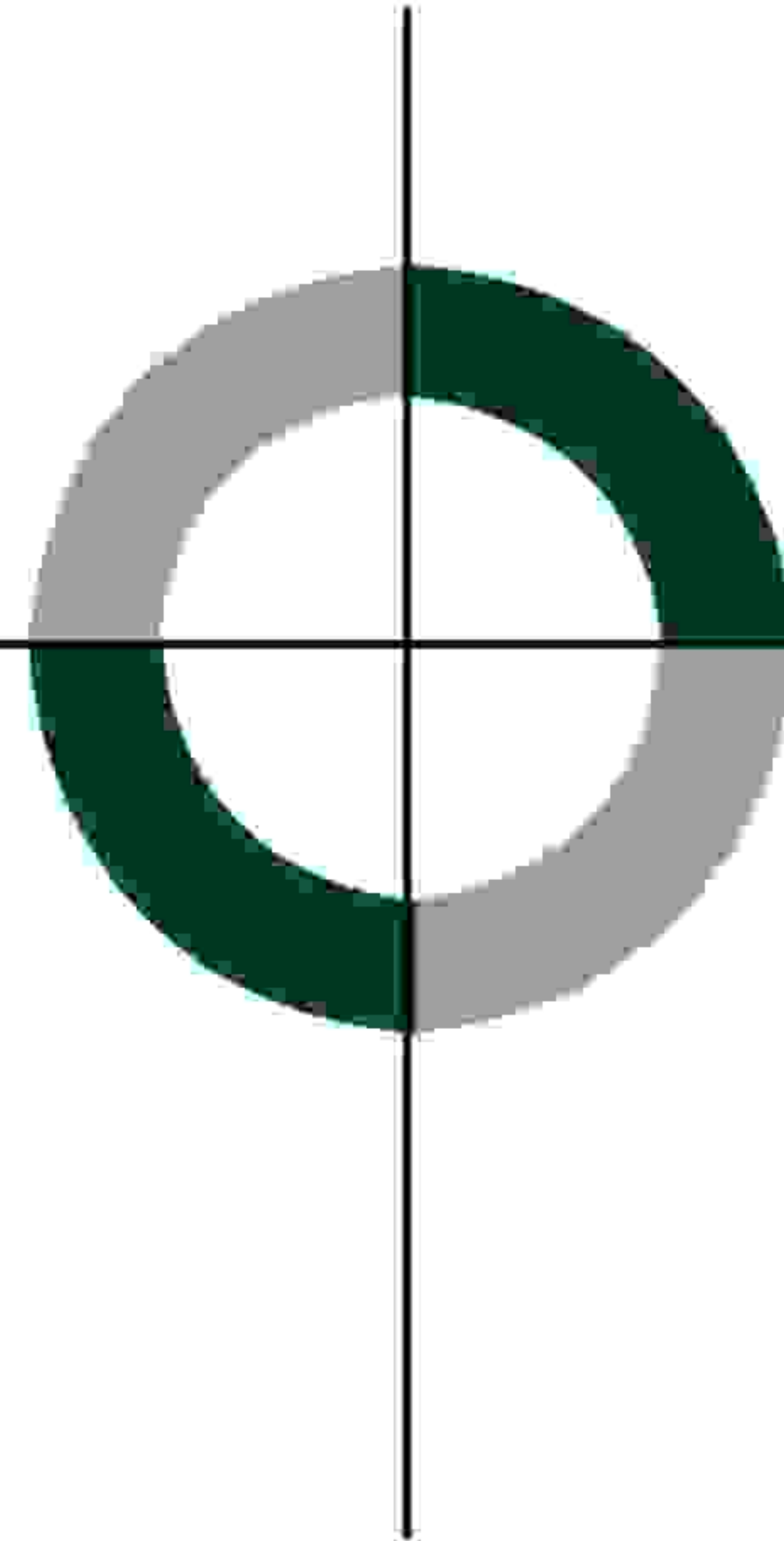
SWOT ANALYSIS

STRENGTHS

- Rolex is globally recognized as a symbol of luxury and quality, which enhances **consumer trust** in a new product.
- Rolex has decades of **experience** in creating high-quality mechanical watches, ensuring that any new product will maintain exceptional standards.
- Collaborating with tech giants (like Google) allows access to **advanced features**, appealing to tech-savvy consumers.
- Rolex's established marketing strategies and **customer engagement** can effectively highlight the benefits of a hybrid smartwatch.

OPPORTUNITIES

- Consumers are increasingly interested in luxury hybrid products that blend style with functionality, providing a **market opportunity**.
- The hybrid smartwatch can attract a **younger demographic** seeking both luxury and technological innovation, broadening Rolex's customer base.
- Offering unique design options or features can enhance customer appeal, **differentiating the product** in a competitive market.



WEAKNESSES

- The luxury market often has **steep price barriers**, which may limit the target demographic willing to invest in a hybrid smartwatch.
- Longtime Rolex customers may resist the idea of a smartwatch, fearing it **dilutes the brand's luxury status**.
- Rolex's focus has been primarily on mechanical watches, which could result in a **learning curve** in the tech space.
- Combining luxury craftsmanship with smart technology could complicate design and functionality, posing **risks during development**.

THREATS

- Established tech companies (Apple, Samsung) dominate the smartwatch space, posing a **challenge for entry**.
- The fast pace of tech innovation may require continuous **updates and adaptations**, creating pressure to keep the product relevant.
- Luxury goods are often **vulnerable to economic fluctuations**, impacting sales during downturns.
- Shifts in consumer interests may lead to an increased preference for **functional tech devices over luxury goods**.



COMPETITOR ANALYSIS

APPLE WATCH HERMES



History:

- Launched in 2015 as a collaboration between Apple and Hermès, Apple Watch Hermès combines Apple's technological prowess with Hermès' luxury design heritage.

Target Consumer:

- Typically affluent, style-conscious individuals who value both status and advanced technology in a wearable device.

Key Markets:

- Major cities in the U.S., Europe (Paris, London), and Asia (Hong Kong, Tokyo)

Strengths:

- Cutting-edge technology powered by Apple's seamless ecosystem
- Hermès' reputation for craftsmanship and luxury enhances the premium appeal.
- Customizable straps and exclusive watch faces.



PATEK PHILIPPE



History:

- Founded in 1839, Patek Philippe is one of the oldest and most prestigious Swiss watchmakers, renowned for its intricate complications and timeless designs.

Target Consumer:

- Ultra-high-net-worth individuals, collectors, and connoisseurs of fine watchmaking.

Key Markets:

- Primarily in the U.S., Europe (Switzerland, France), the Middle East (UAE), and Asia (China, Hong Kong)

Strengths:

- Impeccable craftsmanship and technical innovation, particularly in complications (e.g., perpetual calendars, minute repeaters).
- Strong heritage and association with luxury, family, and tradition.
- High resale value and investment potential.



HUBLOT



History:

- Founded in 1980 by Carlo Crocco, Hublot is known for its "Art of Fusion" philosophy, combining unconventional materials like rubber and gold.

Target Consumer:

- Young, affluent consumers. Hublot appeals to individuals seeking statement pieces that combine innovation and luxury, often found among sports and entertainment elites.

Key Markets:

- The U.S., Europe, the Middle East, and Asia (Hong Kong, Japan)

Strengths:

- Known for daring designs and use of innovative materials
- Strong partnerships and branding through sports (e.g., FIFA World Cup).
- Appeals to a younger demographic with a more modern, fashion-forward approach to luxury watches.

MONTBLANC



History:

- Established in 1906, Montblanc began as a manufacturer of high-quality pens and writing instruments. It later expanded into luxury leather goods, watches, and more recently, smartwatches with the Montblanc Summit collection.

Target Consumer:

- Professionals and luxury enthusiasts who value tradition, craftsmanship, and understated elegance. Montblanc's consumers are often executives or professionals.

Key Markets:

- The U.S., Europe (Germany, France, Switzerland), and Asia (China, Japan)

Strengths:

- The Summit smartwatch line combines traditional Swiss watchmaking with modern tech.
- Montblanc appeals to professionals seeking a balance between luxury and practicality.
- Strong brand recognition, particularly in the business and professional





TAG HEUER



History:

- Founded in 1860, TAG Heuer is a Swiss luxury watch brand known for its precision timepieces.

Target Consumer:

- Sporty, tech-savvy luxury consumers who are drawn to precision, performance, and style.

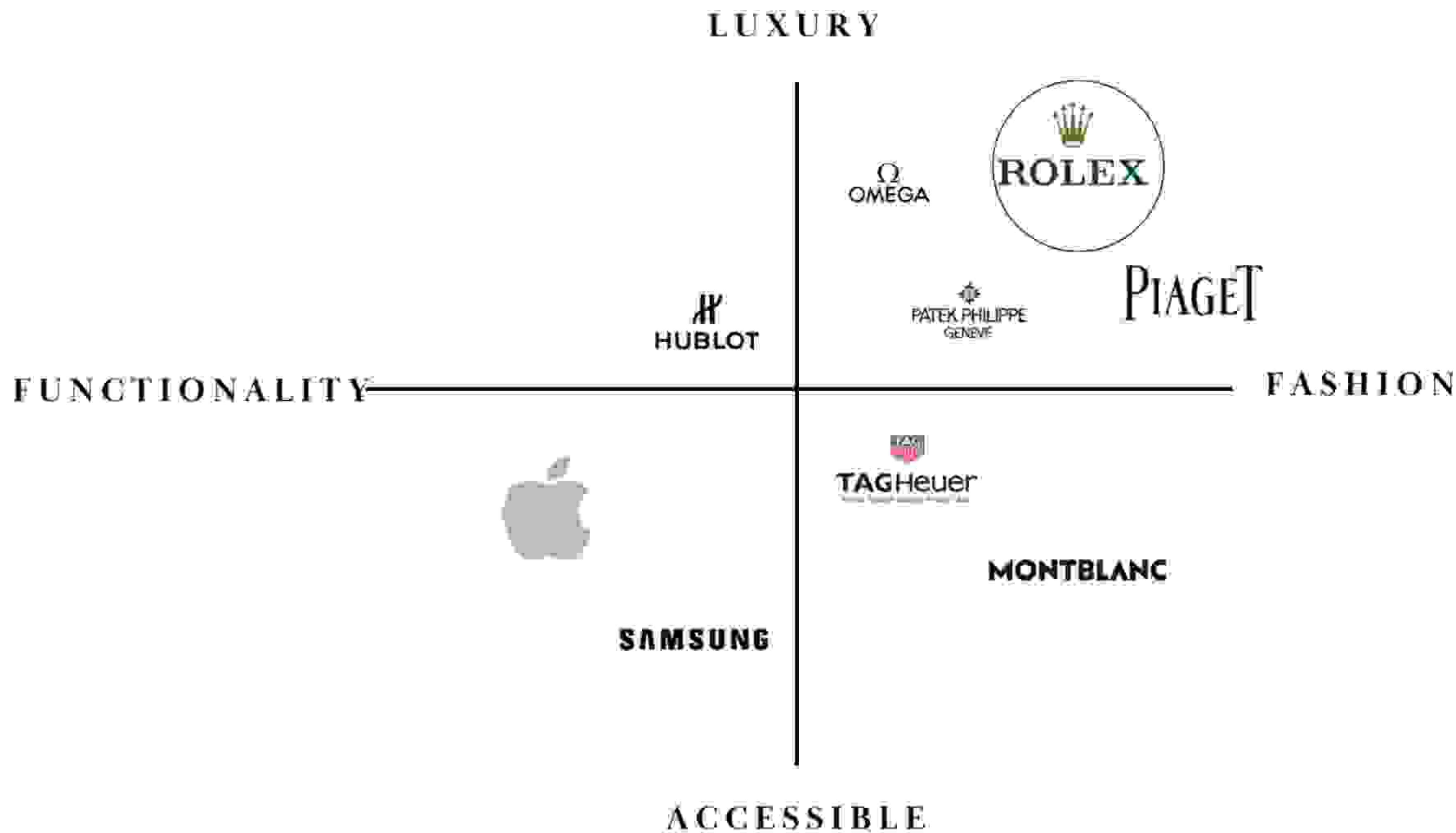
Key Markets:

- The U.S., Europe (Switzerland, UK, France), and Asia (Japan, China) are key markets, among luxury watch buyers and motorsport enthusiasts.

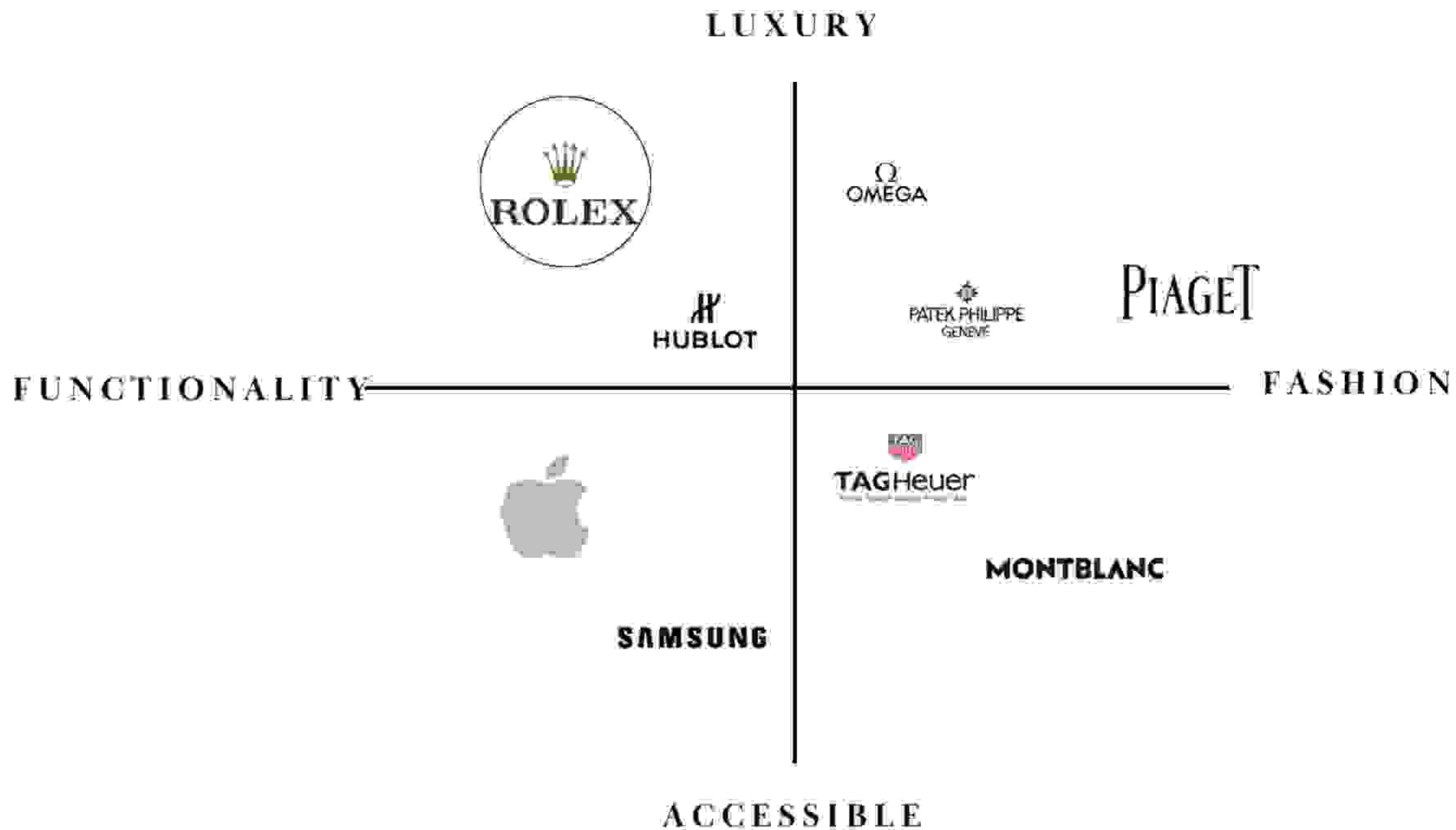
Strengths:

- Early adoption of smartwatch technology with the TAG Heuer Connected.
- Strong association with innovation and performance-driven luxury.
- Versatile collections, from classic mechanical watches to modern, tech-forward smartwatches.

BRAND POSITIONING: CURRENT



BRAND POSITIONING: NEW INITIATIVE





IMC PROCESS

BUSINESS ISSUES

Rolex, traditionally known for its heritage and luxury mechanical watches, faces the challenge of adapting to a rapidly evolving luxury market where tech-savvy consumers increasingly demand modern, multi-functional devices such as smartwatches.

General Shift

Rolex's traditional customer base (45+ years) may not be sufficient to sustain long-term growth as younger consumers (25-45) seek more tech-forward and versatile products.

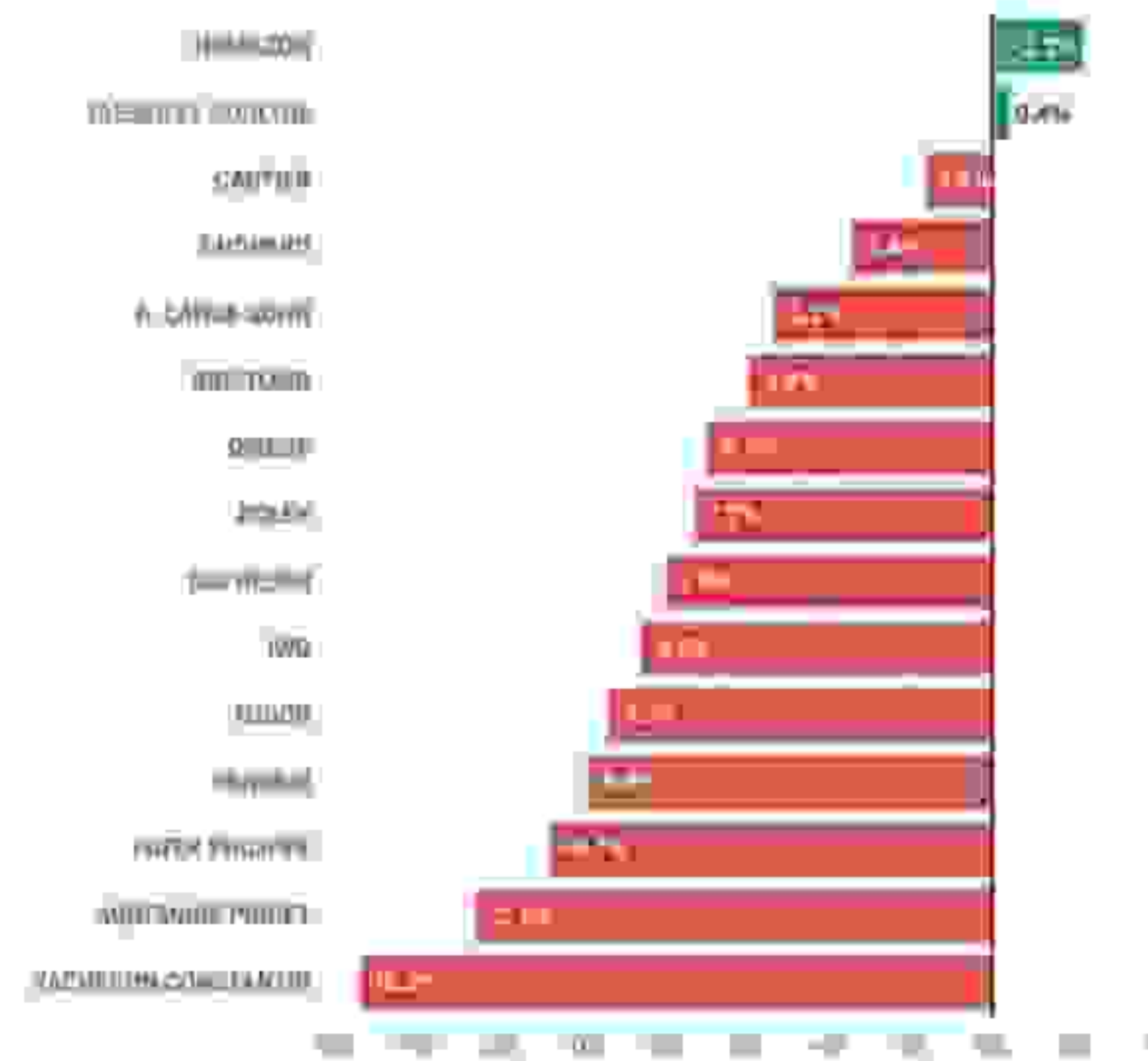
Technological Gap

While competitors like TAG Heuer and Apple Watch Hermès have successfully entered the luxury smartwatch market, Rolex has yet to leverage this opportunity, creating a potential gap in its product offerings.

Secondhand Market

Rolex faces a unique challenge with its large and thriving secondhand market, which often competes directly with new sales. Consumers increasingly turn to pre-owned options to access iconic models at potentially lower prices.

Price changes (year over year) for select Swiss watch brands in Q2 2024



Mintel

OPPORTUNITIES

New Customer Segments

Target younger, tech-savvy luxury consumers (25-45) who seek innovation, connectivity, and multi-functionality in a luxury product.

Luxury-Tech Fusion

Differentiate the hybrid smartwatch by blending Rolex's hallmark craftsmanship with modern technology, creating a unique offering in the market.

Brand Diversification

Expand Rolex's product portfolio beyond traditional mechanical watches, allowing the brand to enter the growing luxury-tech segment.

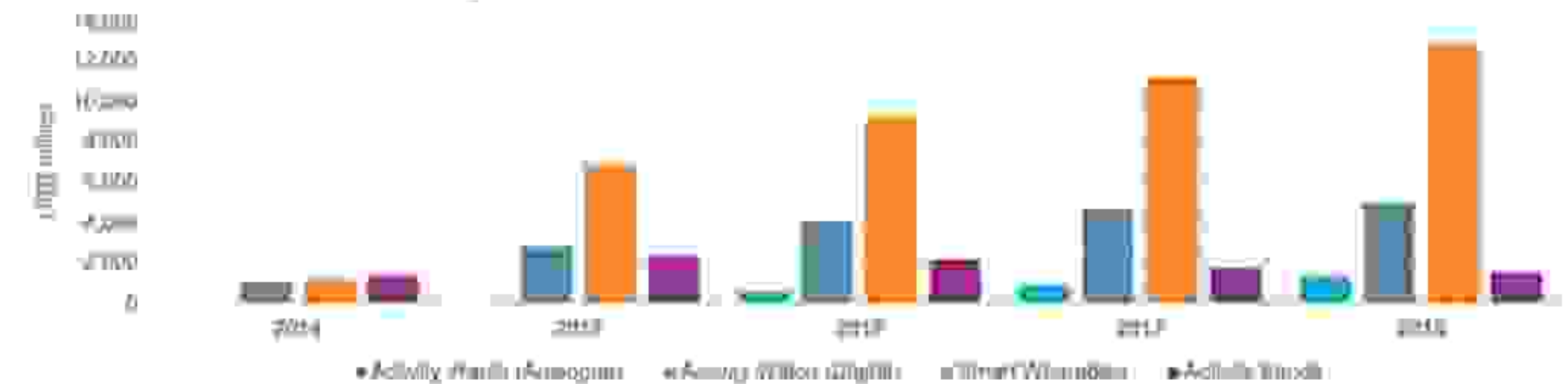
Sustain Market Relevance

Address the generational shift by appealing to younger demographics while maintaining the core values of luxury, precision, and craftsmanship. User penetration will be 5.87% in 2024 and is expected to hit 9.19% by 2029.

"The fastest growth rates within smart territory will be recorded by activity watch analog pieces (hybrid smartwatches) with a 19% CAGR. These, rather than eroding sales from traditional watches, can potentially lure a whole new breed of consumers into the category by moving from smart territory to traditional timepieces."

Above: Quote from Euromonitor

Activity and Smart Wearables¹ Global Performance: 2014-2018



Mintel: Activity and Smart Wearables Global Performance

CHALLENGES

Brand Perception Risk

Introducing smart technology could alienate Rolex's core customer base, which values tradition and timeless elegance over modern features.

Competition from Established Players

Competing against established luxury smartwatch brands like TAG Heuer Connected, Montblanc Summit, and Apple Watch Hermès, which have already captured market share in this segment.

Balancing Tradition and Innovation

Maintaining Rolex's iconic craftsmanship and heritage while integrating new technology could be a delicate balancing act.



High Development Costs

Developing a hybrid smartwatch with the same quality standards as Rolex's mechanical watches will likely require significant investment in R&D and production.



CUSTOMER INSIGHTS

COMMUNICATION BARRIERS

1. Consumer Perception of Value

- Hard to justify the high price of a Rolex hybrid smartwatch when there are competing products with similar features at lower prices

2. Tech-Savvy Consumers vs. Traditional Luxury Buyers

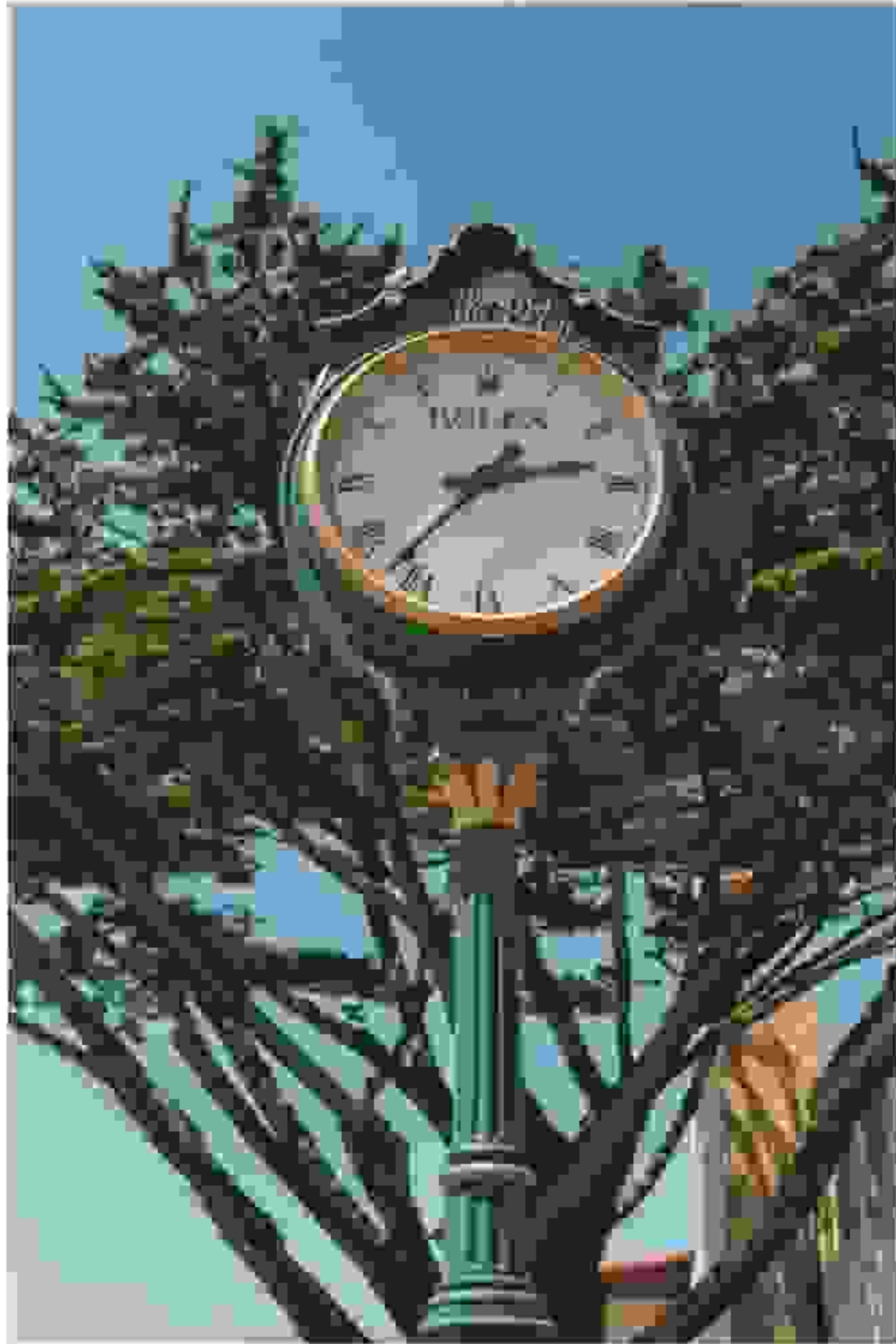
- Rolex targets wealthy customers who appreciate timeless luxury, while the smartwatch industry caters to a younger, tech-savvy demographic.
- Balancing appeal to both groups without alienating either is a challenge.

3. Balancing Tradition with Innovation

- Rolex, a traditional luxury timepiece brand, faces the challenge of preserving its prestigious reputation while entering the smartwatch industry.
- This shift may create misunderstanding about what Rolex stands for.

4. Limited Market Penetration in the Smartwatch Segment

- Rolex, a traditional luxury brand, faces the challenge of preserving its prestigious reputation while entering the smartwatch industry



COMMUNICATION OBJECTIVES

1

Enhance Brand Perception

Effective messaging should highlight how the smartwatch maintains the iconic Rolex identity while introducing innovative features that enhance daily life.

2

Consumer Perception of Value

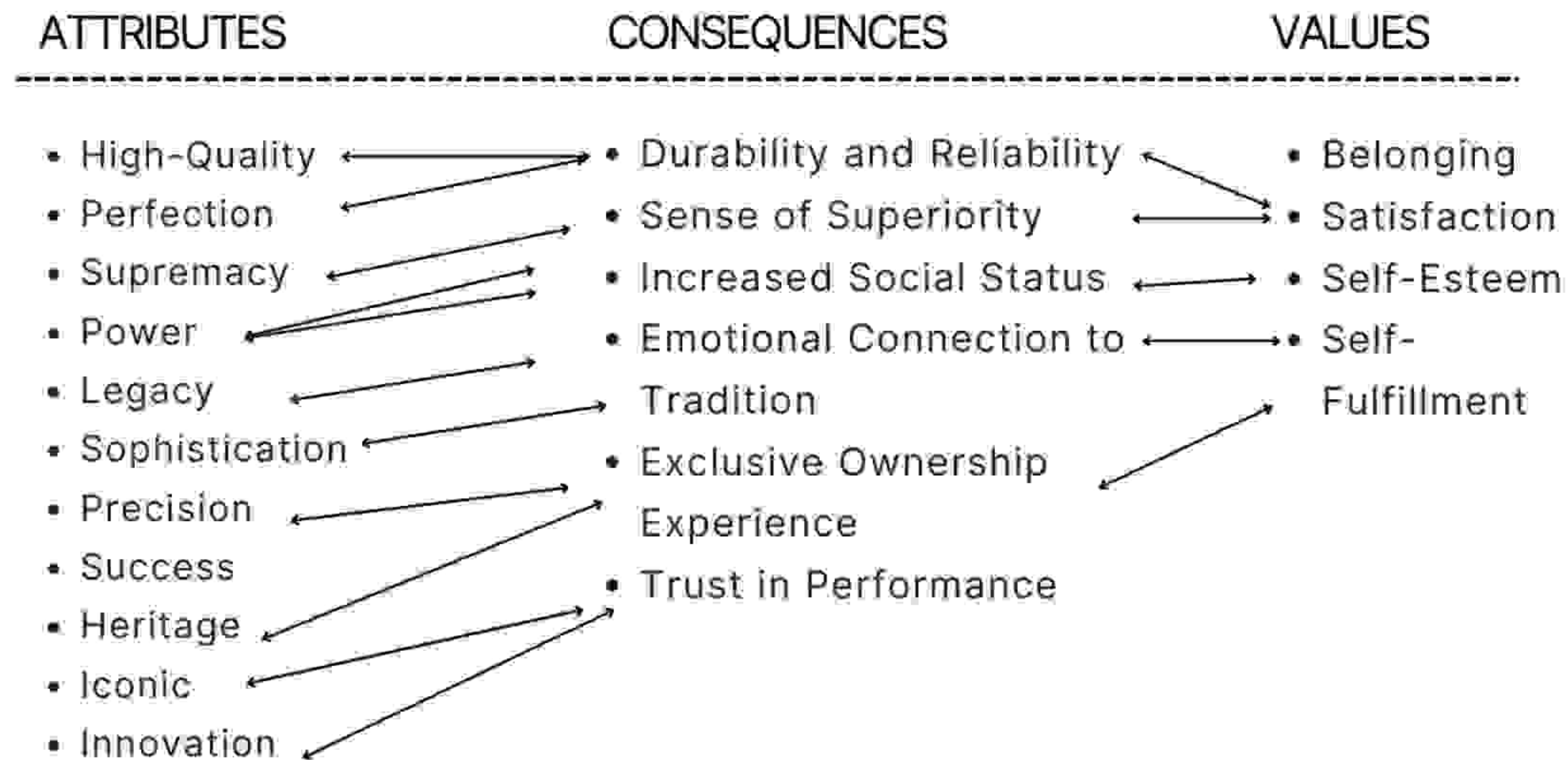
Should leverage digital channels and personalized experiences to ensure the smartwatch appeals to both segments without alienating either group.

3

Positioning for a Wider Audience

Engage both traditional luxury buyers and younger, tech-savvy, entrepreneurs consumers through tailored marketing strategies

MEANS - END LADDERING



RESEARCH GOAL

- 1 Examine how consumers perceive the combination of Rolex's tradition and Google's innovation.
- 2 Determine the target demographic and their motivations for purchasing luxury tech products.
- 3 Create clear messaging to highlight the smartwatch's distinctive qualities, making it appealing to both luxury watch collectors and tech fans.



RESEARCH FORMAT SELECTION AND JUSTIFICATION

PRIMARY RESEARCH

- **Surveys:** Capture insights on consumer willingness to pay, preferences for tech features in a luxury product, their perception of a Rolex-Google smartwatch collaboration.
- **Focus Groups:** Useful for obtaining in-depth consumer feedback on potential product features, Perception of the Rolex-Google Smartwatch Collaboration, marketing messaging, and collaboration angles.
- **In-Depth Interviews:** Aimed at understanding individual consumer expectations of luxury versus tech.

PROJECTIVE TECHNIQUES

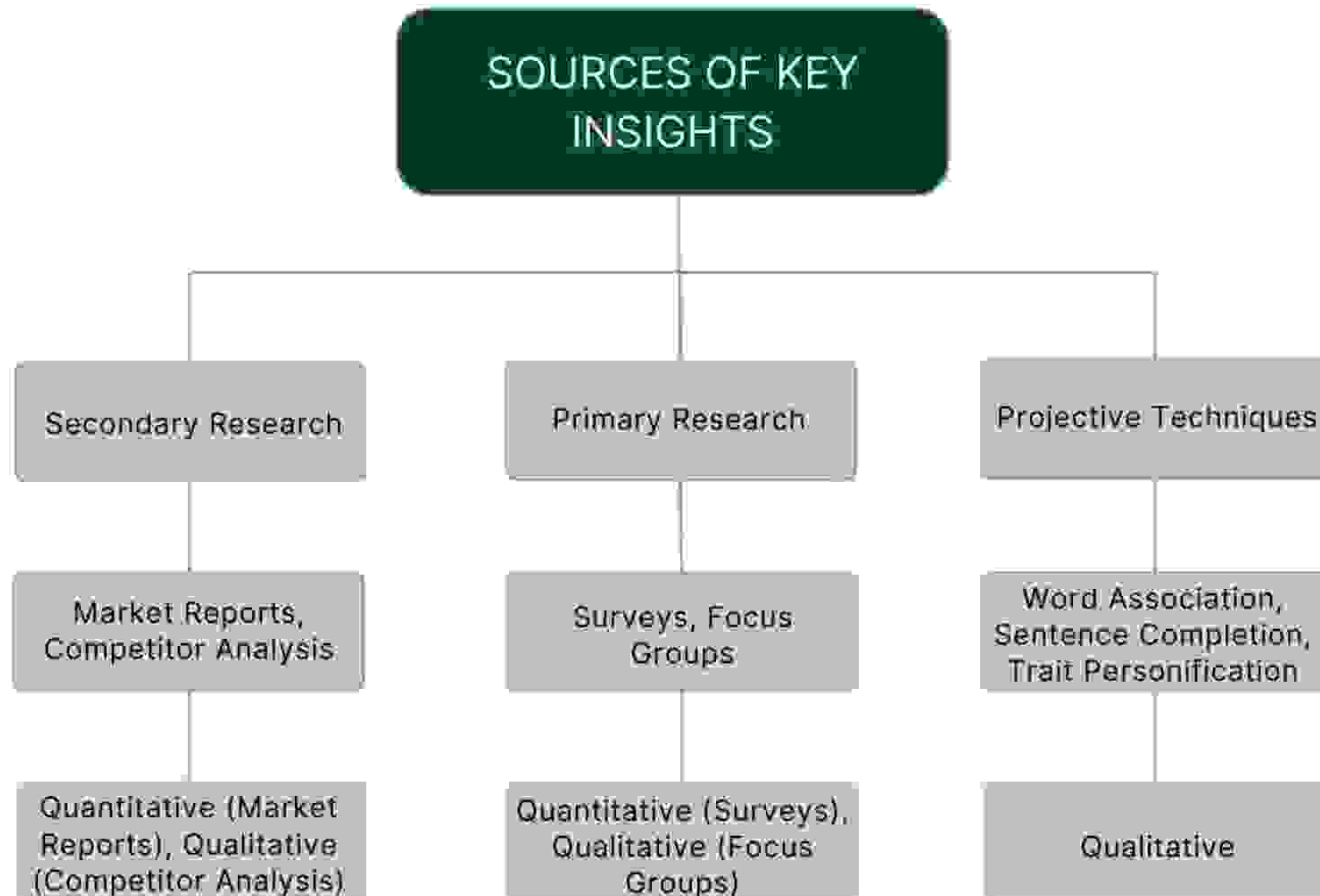
- **Word Association:** Participants quickly respond to "Rolex-Google collaboration" or "luxury smartwatch," revealing instant perceptions.
- **Construction:** Ask what traits the hybrid smartwatch would have if it were a person, offering insights into brand image.
- **Sentence Completion:** Have participants finish prompts like "A Rolex-Google smartwatch would be..." to uncover attitudes and expectations.
- **Third-Person Projection:** Ask how participants think others would perceive the collaboration, providing a view of broader social opinions.

RESEARCH FORMAT SELECTION AND JUSTIFICATION

SECONDARY RESEARCH

- **Industry Reports:** Insights into luxury smartwatch market data, tech adoption rates, and future trends in wearables.
- **Competitor Analysis:** Study communication strategies and product reception for competitors like TAG Heuer and Apple, to inform positioning.
- **Existing Consumer Surveys:** Secondary data on luxury brand perception, especially for tech collaborations. Consumer preference insights on Rolex.
- **Articles & Press Releases:** Review of marketing approaches in past collaborations, such as Montblanc and Google, Google and Tag Heuer to understand consumer reception and best practices.

RESEARCH DESIGN CHART



CONSUMER INSIGHTS OBJECTIVES

- Identify Key Demographics:
 - Determine the target audience's preferences and purchasing behavior.
- Understand Luxury Expectations:
 - Explore what attributes consumers associate with luxury smartwatches.
- Gauge Feature Importance:
 - Assess which tech features consumers prioritize in a luxury context.
- Brand Perception Analysis:
 - Investigate how the Rolex brand is perceived in the tech market.



RESEARCH METHODS OVERVIEW

An integrated approach to gather qualitative and quantitative data:

1

Focus Groups

Engage target consumers in discussions about their luxury expectations and preferences.

2

Surveys

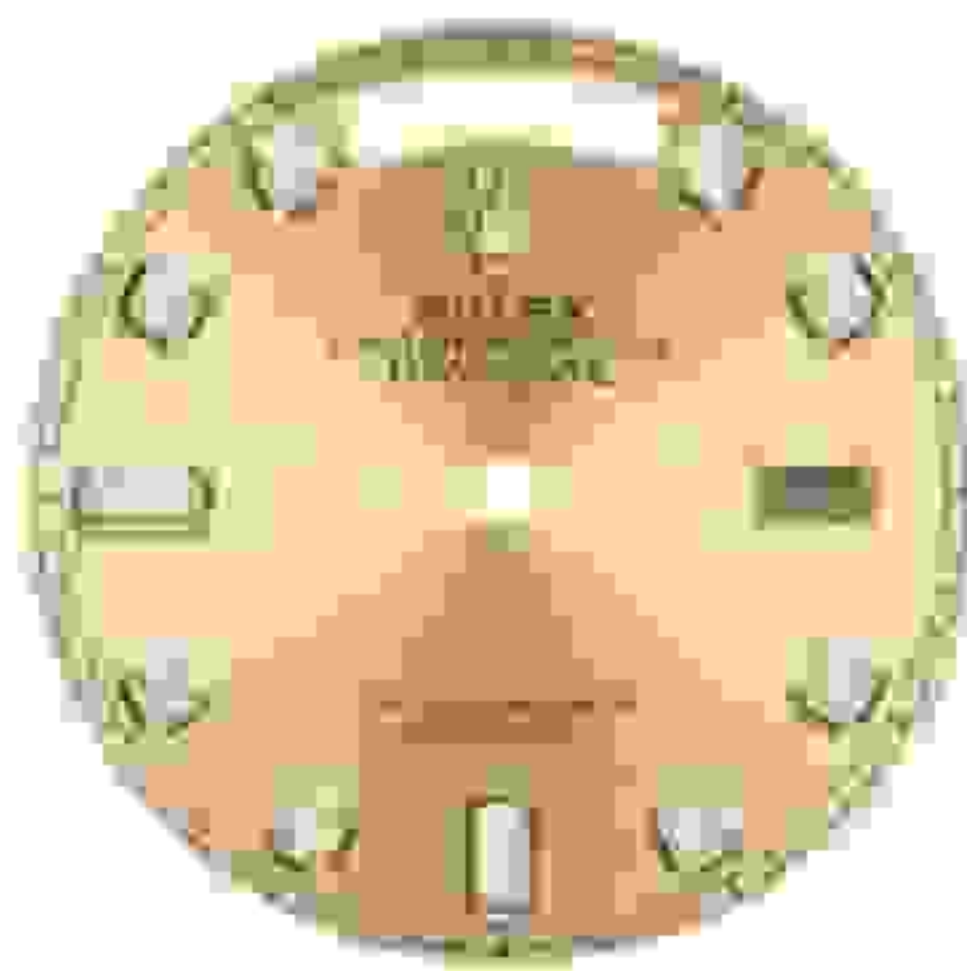
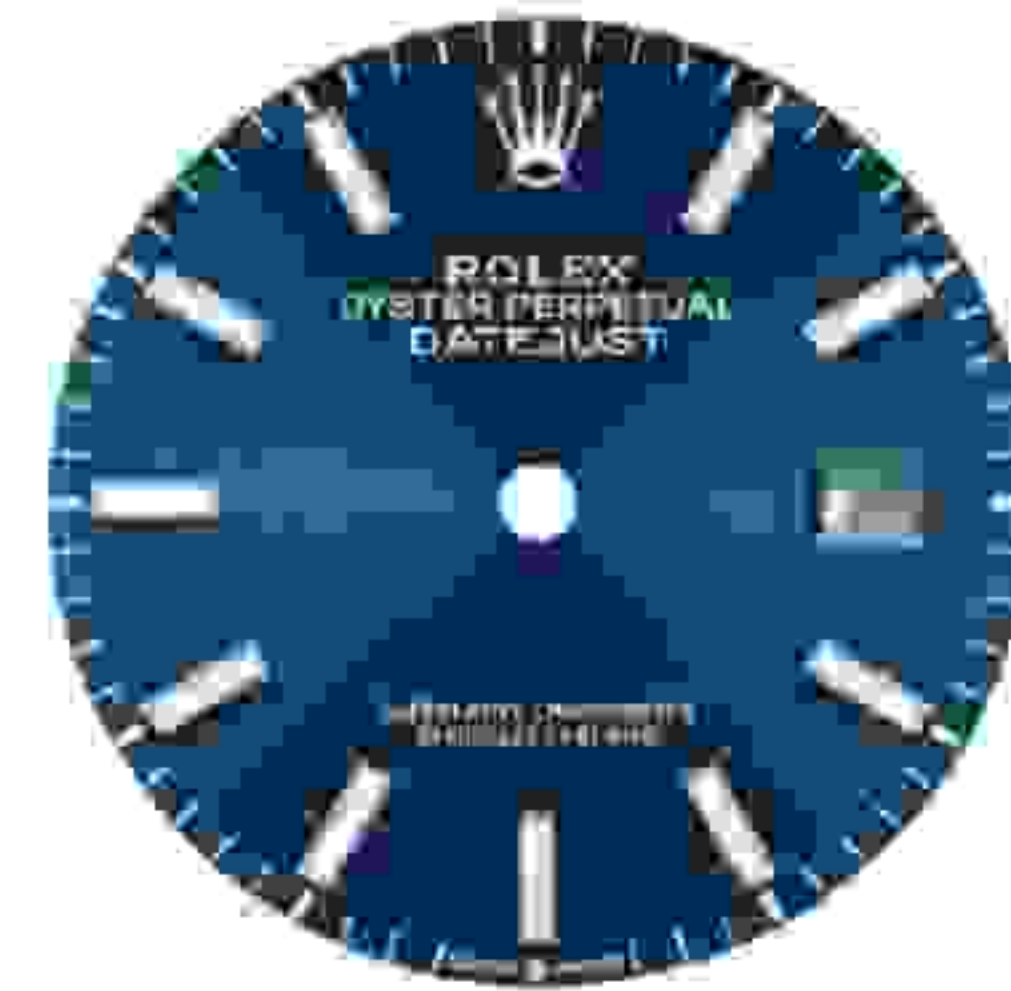
Collect quantitative data to analyze consumer priorities for features and designs.

3

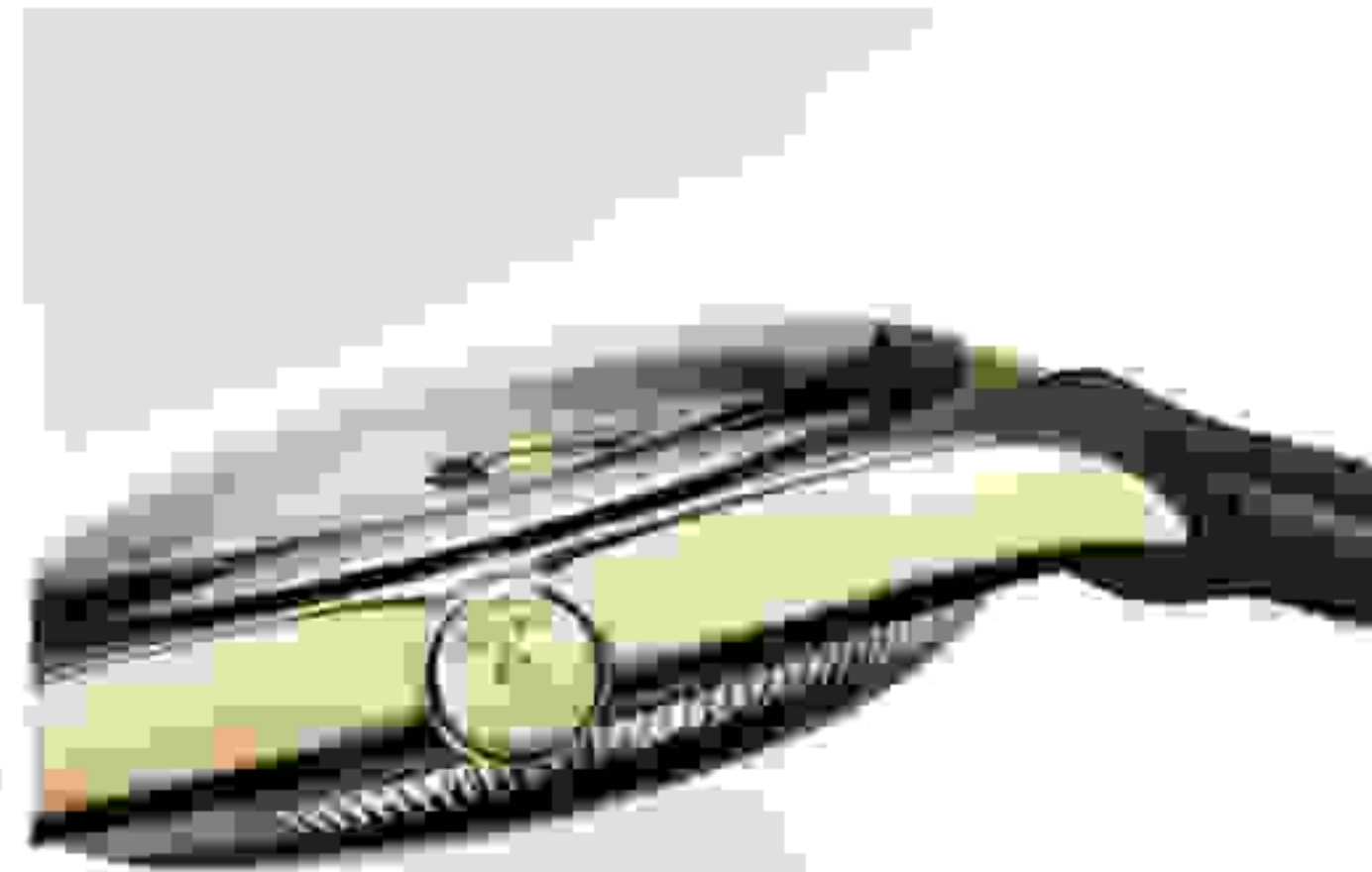
Prototype Testing

Gather feedback on mock-ups and refine designs based on consumer reactions

CONCEPT TESTING: WATCH FACES



CONCEPT TESTING: STRAPS



NEXT STEPS AND IMPLEMENTATION



- **Iterative Design Process:**
 - Continuously refine prototypes with consumer feedback.
- **Consumer Engagement Plans:**
 - Develop a strategy to involve consumers throughout the design and launch phases.
- **Final Concept Presentation:**
 - Prepare to present a polished design concept that aligns with consumer expectations and brand identity.

SURVEYS

Questions

- What is the most important factor for you when considering a smartwatch purchase?
- How likely are you to pay a premium price for a smartwatch from a luxury brand like Rolex?
- Which feature of a Rolex hybrid smartwatch would appeal to you the most?
- Would you consider switching from a tech-based smartwatch brand (e.g., Apple, Samsung) to Rolex for your next purchase?
- How important is it that a luxury smartwatch still maintains traditional elements (e.g., design, craftsmanship)?
- How important is the brand's reputation when choosing a luxury smartwatch?

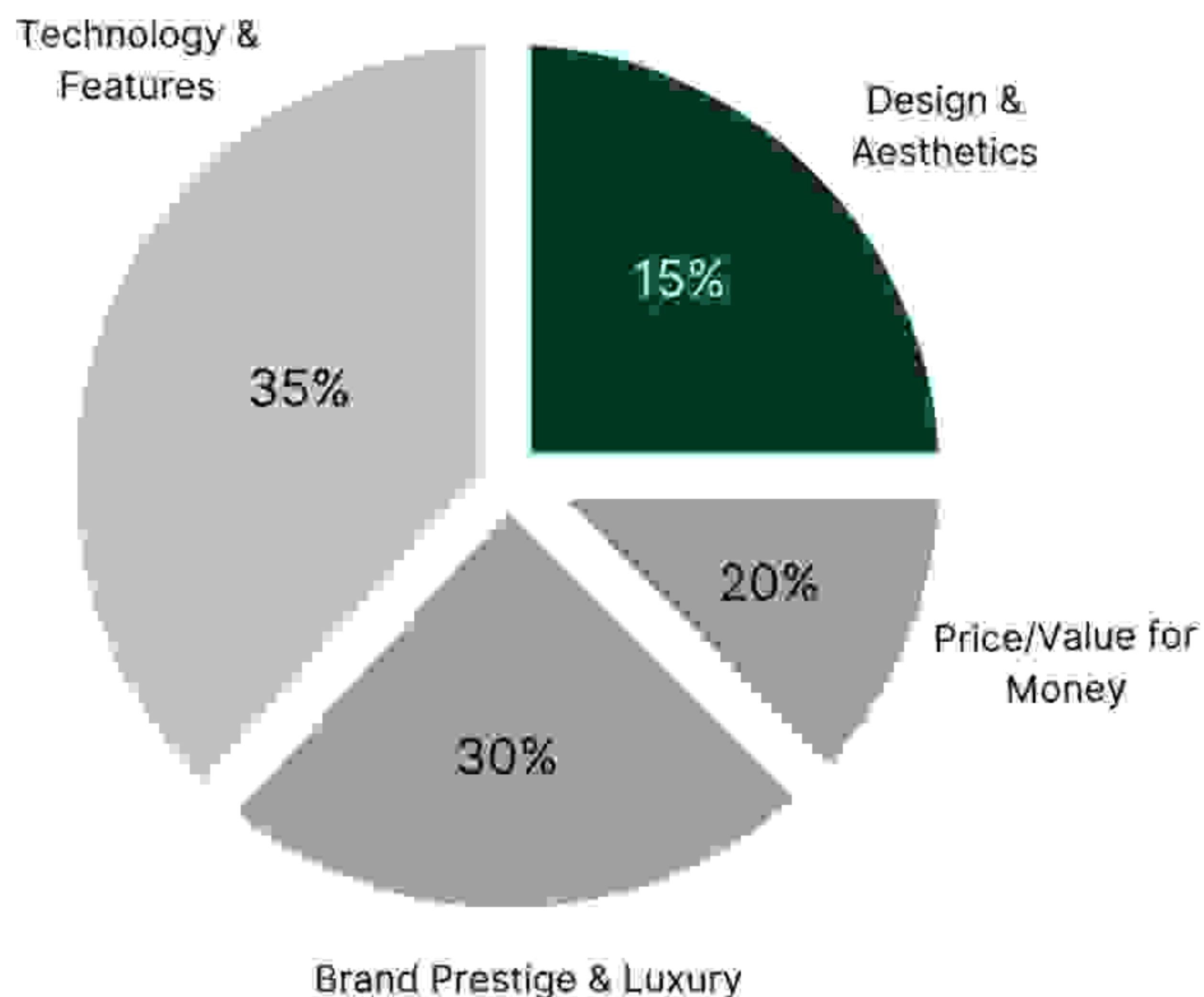
Sentence Completion

- When I think of a Rolex hybrid smartwatch, I imagine _____
- A hybrid Smartwatch from Rolex would be ideal for someone _____
- The most important feature for me in a rolex hybrid smartwatch would be _____
- I would choose a Rolex hybrid smartwatch over other luxury smartwatches because _____
- The key thing that would convince me to buy a Rolex hybrid smartwatch is _____
- In terms of pricing, I would expect a Rolex hybrid smartwatch to be _____

KEY INSIGHTS: RESULTS

What is the most important factor when considering a smartwatch purchase?

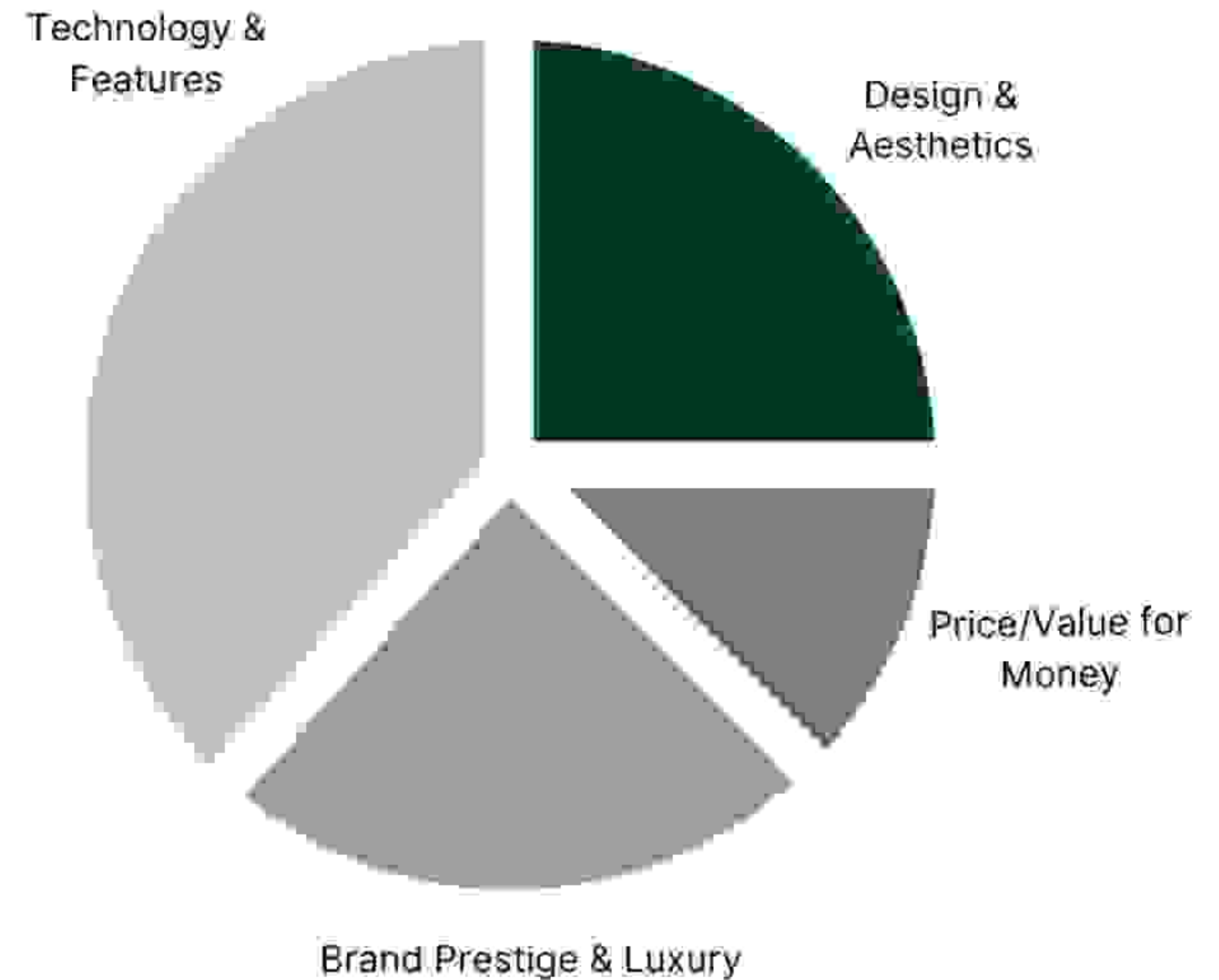
- 35% of respondents value technology and features the most.
- 30% prioritize brand prestige and luxury, especially when considering a brand like Rolex.
- 20% are focused on price/value for money, though this is less significant for high-end consumers.
- 15% care about design and aesthetics, appreciating a timeless look combined with modern innovation.



KEY INSIGHTS: RESULTS

What is the most important factor when considering a smartwatch purchase?

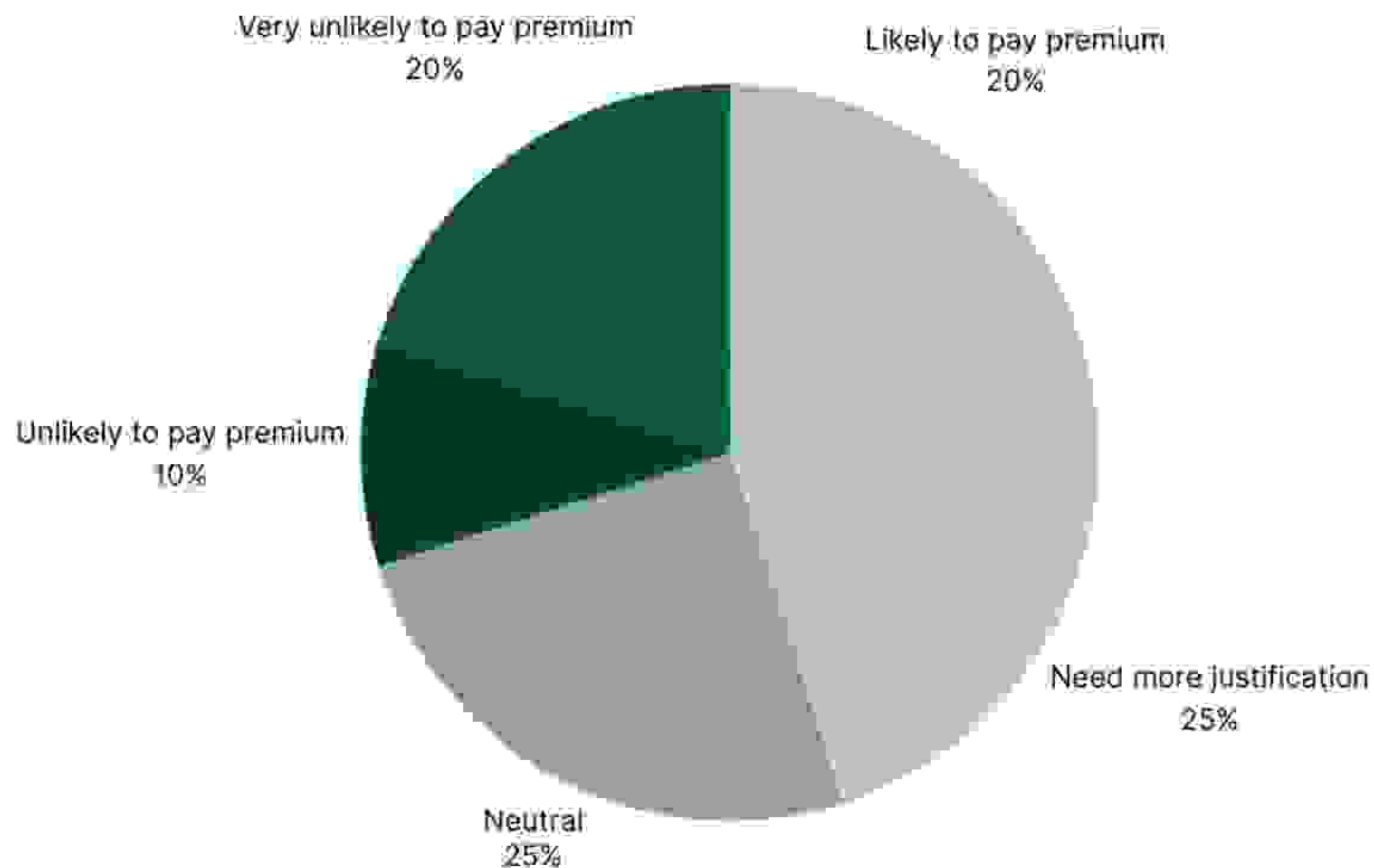
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KEY INSIGHTS: RESULTS

How likely are consumers to pay a premium price for a luxury smartwatch from Rolex?

- 20% of respondents are very likely to pay a premium
- 25% are somewhat likely, showing interest but requiring more justification (e.g., unique features or exclusivity).
- Another 20% remain neutral, considering both tech and luxury.
- 25% are unlikely to pay unless the smartwatch offers something beyond competitors.
- 10% are very unlikely to opt for a premium Rolex smartwatch due to the perceived value.



ANALYSIS OF THE RESULTS

01

Strategic Alignment

- a. Rolex's Core Values: Precision, timeless design, luxury, and exceptional craftsmanship
- b. Google's Strengths: Expertise in AI, smart technology, and user-focused design

02

Market Opportunity

- a. Luxury Smartwatch Growth
- b. Expanding Demographic
- c. Brand Differentiation

DEFINITION OF THE TARGET CUSTOMERS

Mental Space	Market Space
<ul style="list-style-type: none">▪ Timeless Luxury Meets Innovation: Combines classic sophistication with advanced tech.▪ Status and Achievement Symbol: Represents personal success and milestones.▪ Reliability and Longevity: Appeals to those valuing lasting quality over rapid upgrades.	<ul style="list-style-type: none">▪ Luxury Hybrid Niche: Positioned among top-tier brands like Tag Heuer and Montblanc.▪ Tech-Enhanced Luxury: Blends analog elegance with essential smart features.▪ Heritage-Driven Appeal: Targets buyers seeking modern tech without sacrificing tradition.

KEY SUCCESS FACTORS

1. Seamless Integration of Technology and Design

- Craftsmanship Heritage
- High-Quality Materials

2. Brand positioning and marketing strategy

- Unified Brand Narrative
- Targeted Marketing Campaign
- Leverage Brand Strengths

3. Customer experience and after-sales service

- Enhanced User Experience
- Rolex-Level After-Sales Service
- Continuous Software Updates

4. Strategic pricing and distribution

- Premium pricing strategy (\$12k-15k)
- Limited edition and exclusive



COMMUNICATION OBJECTIVES

COMMUNICATION OBJECTIVES

1

Consumer Perception of Value

Should leverage digital channels and personalized experiences to ensure the smartwatch appeals to both segments without alienating either group.

2

Positioning for a Wider Audience

Engage both traditional luxury buyers and younger, tech-savvy, entrepreneurs consumers through tailored marketing strategies

3

Brand Differentiation

Capitalizing on the brand's high awareness, emphasize its unique fusion of classic craftsmanship with advanced digital features, setting it apart from competitors in the luxury and smartwatch markets.

COMMUNICATION OBJECTIVES

4

Increase Brand Relevance

Increase brand relevance by positioning Rolex as an essential part of the modern, tech-driven lifestyle, seamlessly blending luxury with everyday functionality for a new generation of consumers.

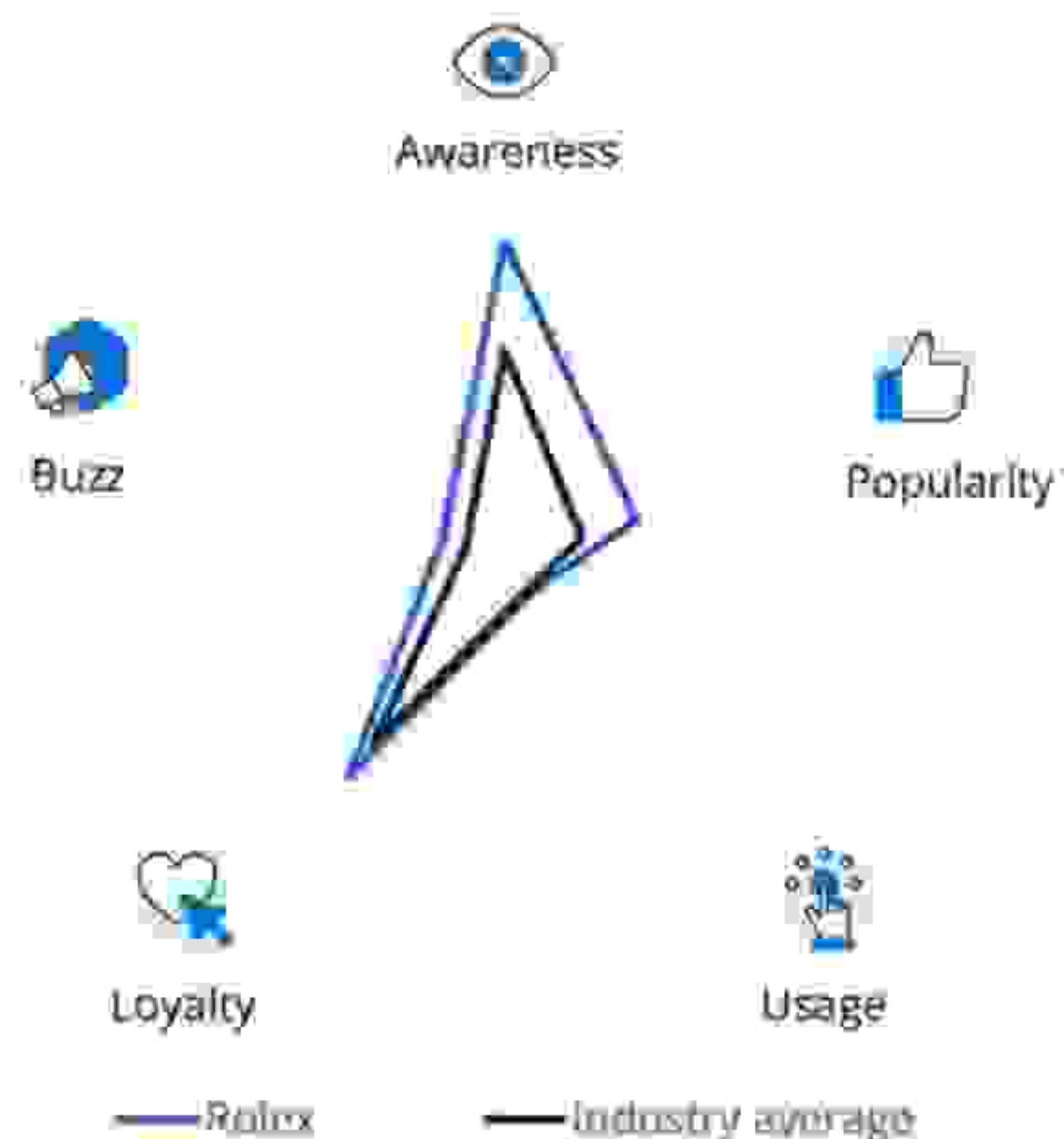
5

Position Rolex as a Leader in Luxury Tech Innovation

Differentiate Rolex's hybrid smartwatch from competitors by underscoring its ability to lead in the evolving luxury tech space.

SUPPORTING DATA

Brand performance



Gen Z seek participatory experiences!

- 76% of Rolex owners display loyalty towards the brand.
- 92% brand awareness in UK
- 40% of watch owners like Rolex
- 76% of Rolex owners would purchase the brand again
- 19% buzz
- Overall performance is **above average** compared to the industry

SUPPORTING DATA

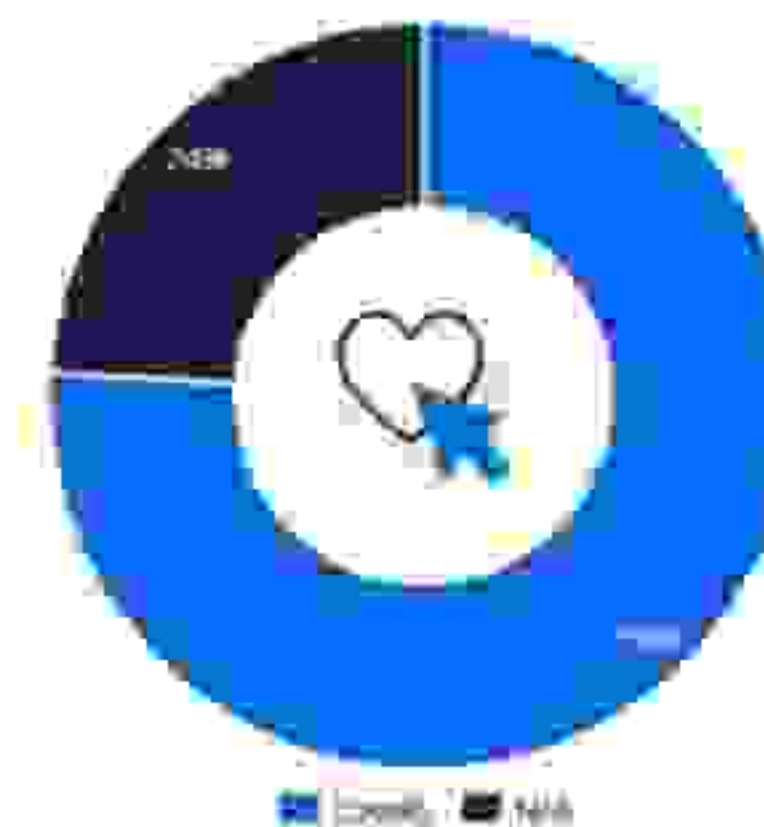
Awareness of Rolex



Rank #	Brand	Awareness %
1	Rolex	83%
2	Vacheron Constantin	22%
3	Jaeger-LeCoultre	20%
4	Patek Philippe	19%
5	Cartier	17%
6	Breguet	16%
7	Chopard	15%
8	Ulysse Nardin	14%
9	Hublot	13%
10	Omega	12%

Statista

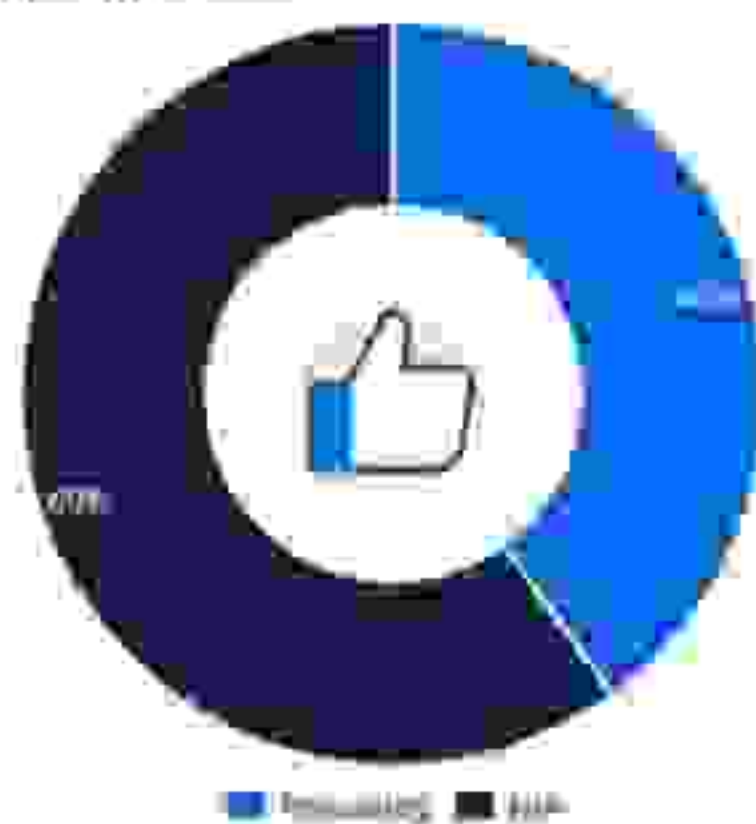
Loyalty of Rolex's consumers



Rank #	Brand	Loyalty %
1	Rolex	70%
2	Vacheron Constantin	25%
3	Jaeger-LeCoultre	24%
4	Patek Philippe	23%
5	Cartier	22%
6	Breguet	21%
7	Chopard	20%
8	Ulysse Nardin	19%
9	Hublot	18%
10	Omega	17%

Statista

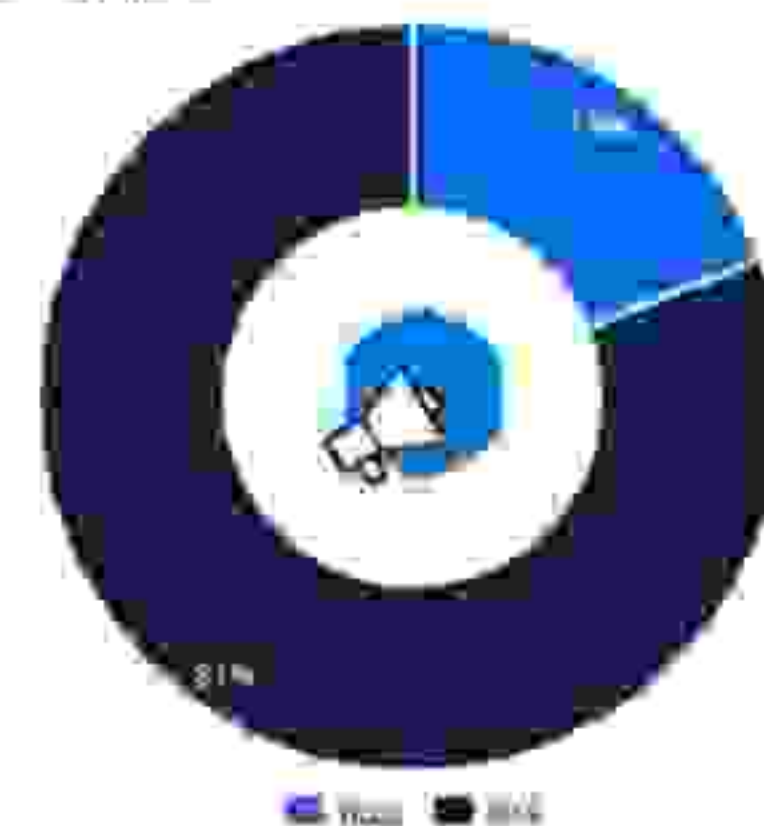
Popularity of Rolex



Rank #	Brand	Popularity %
1	Rolex	45%
2	Vacheron Constantin	15%
3	Jaeger-LeCoultre	14%
4	Patek Philippe	13%
5	Cartier	12%
6	Breguet	11%
7	Chopard	10%
8	Ulysse Nardin	9%
9	Hublot	8%
10	Omega	7%

Statista

Size of Rolex



Rank #	Brand	Size %
1	Rolex	21%
2	Vacheron Constantin	18%
3	Jaeger-LeCoultre	17%
4	Patek Philippe	16%
5	Cartier	15%
6	Breguet	14%
7	Chopard	13%
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9	Hublot	11%
10	Omega	10%

Statista



COMMUNICATION MIX

PRIMARY COMMUNICATION MIX

Social Media:

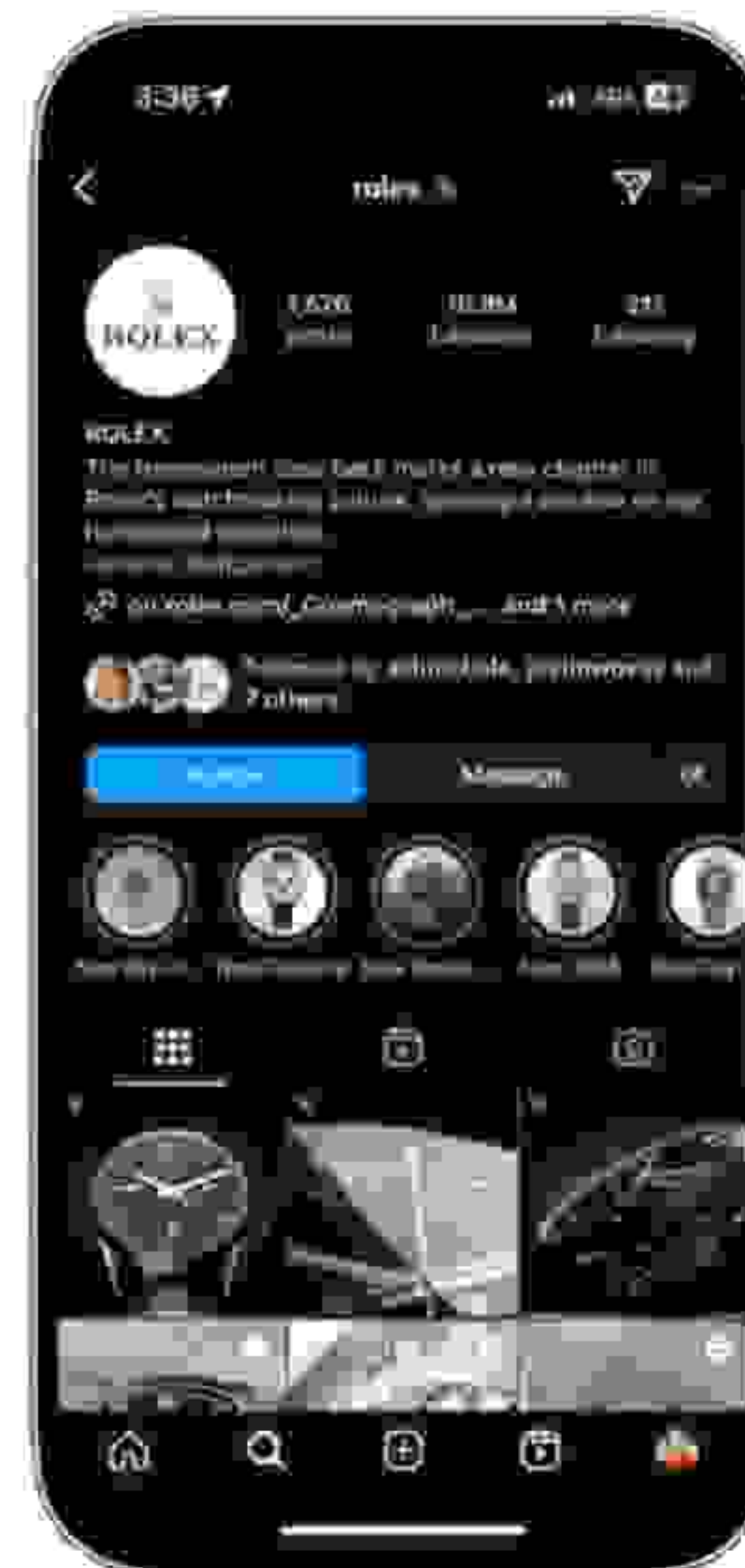


Online Ads:

- 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



COMMUNICATION MIX: SYNERGY

BUSINESS OBJECTIVES

Differentiate and position Rolex as a leading innovative luxury watch brand in the United Kingdom through the launch of the new hybrid smartwatch.



PRIMARY MIX

A strategic mix of social media posts, online advertisements, and TV commercials will expose consumers to this exciting next phase for Rolex. High conversion potential.

SECONDARY MIX

A mix of sponsoring the London Marathon, printed media in prominent magazines, and strategic partnerships centralized in the UK increase reach for younger consumer.

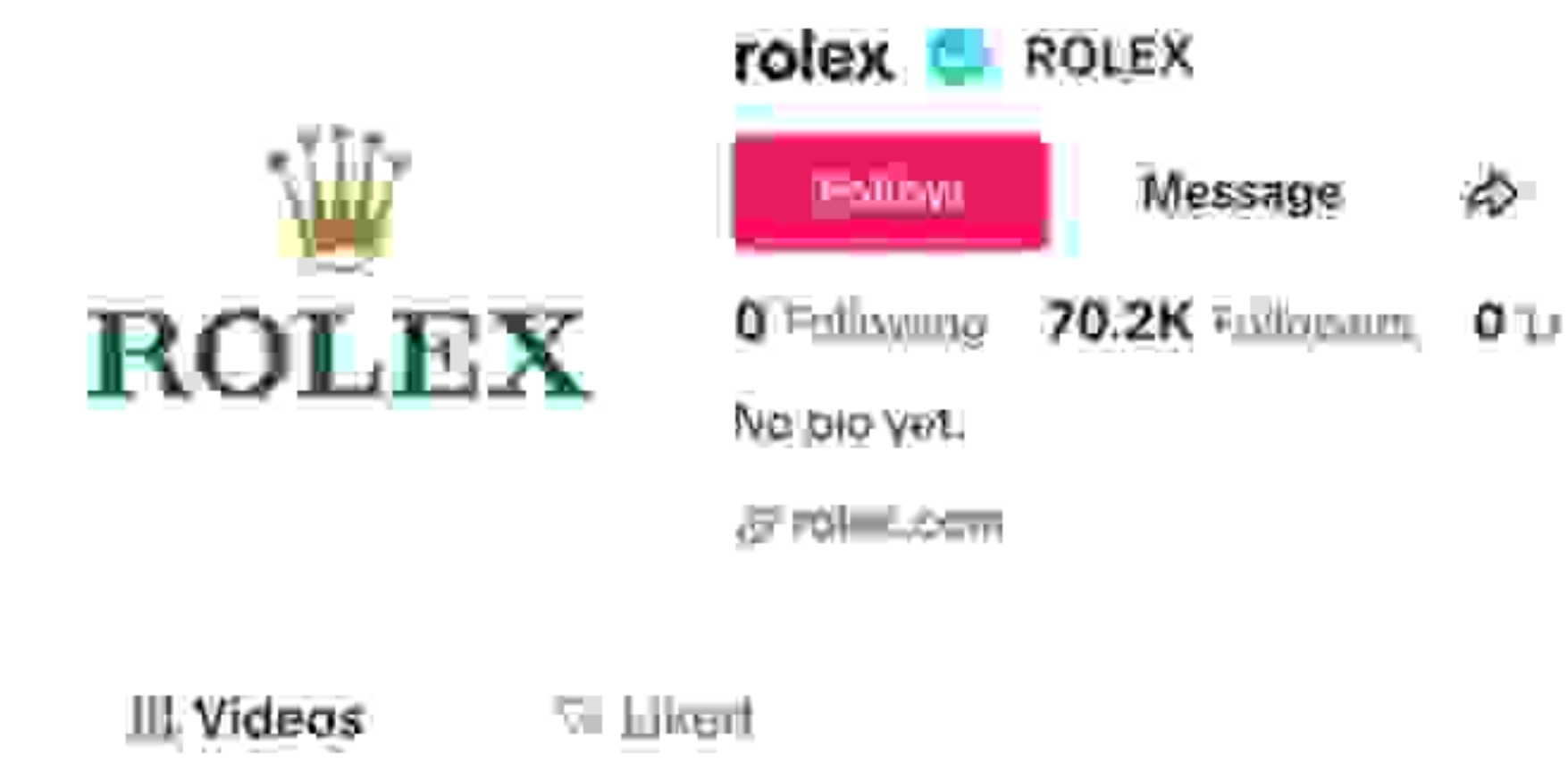
SOCIAL MEDIA

Objective:

Engage Younger, Tech-Savvy Audiences: Tap into platforms where millennials and Gen Z actively engage to demonstrate how Rolex blends timeless luxury with modern tech.

Execution:

- Influencers: Partner with influencers like Joe Sugg, Zoe Sugg, Victoria Magrath, and creators on **TikTok**.
- Platforms: Focus on Instagram, Youtube, and **TikTok** for brand engagement and lifestyle content.



ONLINE ADS

Objectives:

Increase brand visibility among younger luxury consumers.

Leverage online advertising to engage tech-savvy audiences and promote Rolex's innovative offerings.

Execution:

- Banner/Carousel Ads: Place ads on fashion accessories and jewellery websites, as well as other relevant digital platforms.
- Google SEO and PPC: Run ads on search results and relevant blogs or review sites to enhance visibility.



T.V.

Objective:

Appeal to Affluent Young Professionals and Broader Luxury Consumers: Use premium TV slots during major events to position Rolex as a luxury tech leader.

Execution:

- BBC One: Advertise during Wimbledon, F1, and prime-time slots for luxury audience engagement.
- ESPN: Focus on international sports events to emphasize Rolex's tech innovation.



EVENTS

Objective:

Engage Younger Luxury Consumers Through Prestigious Partnerships. Position Rolex as a relevant and innovative brand by aligning with influential events and cutting-edge brands.

Execution:

- Sponsor the London Marathon
- Potential Future Sponsorships: Wimbledon, Fashion Week, and the British Grand Prix with influencer appearances for wider reach.



PRINTED MEDIA

Objective:

Engage Younger Audiences & Position Rolex as a Leader in Luxury Tech Innovation

Execution:

- Vogue UK: Showcase the collaboration, highlighting luxury and tech integration for a younger demographic.
- British GQ: Feature the sophisticated design and technological advancements of Rolex watches, emphasizing modern appeal.



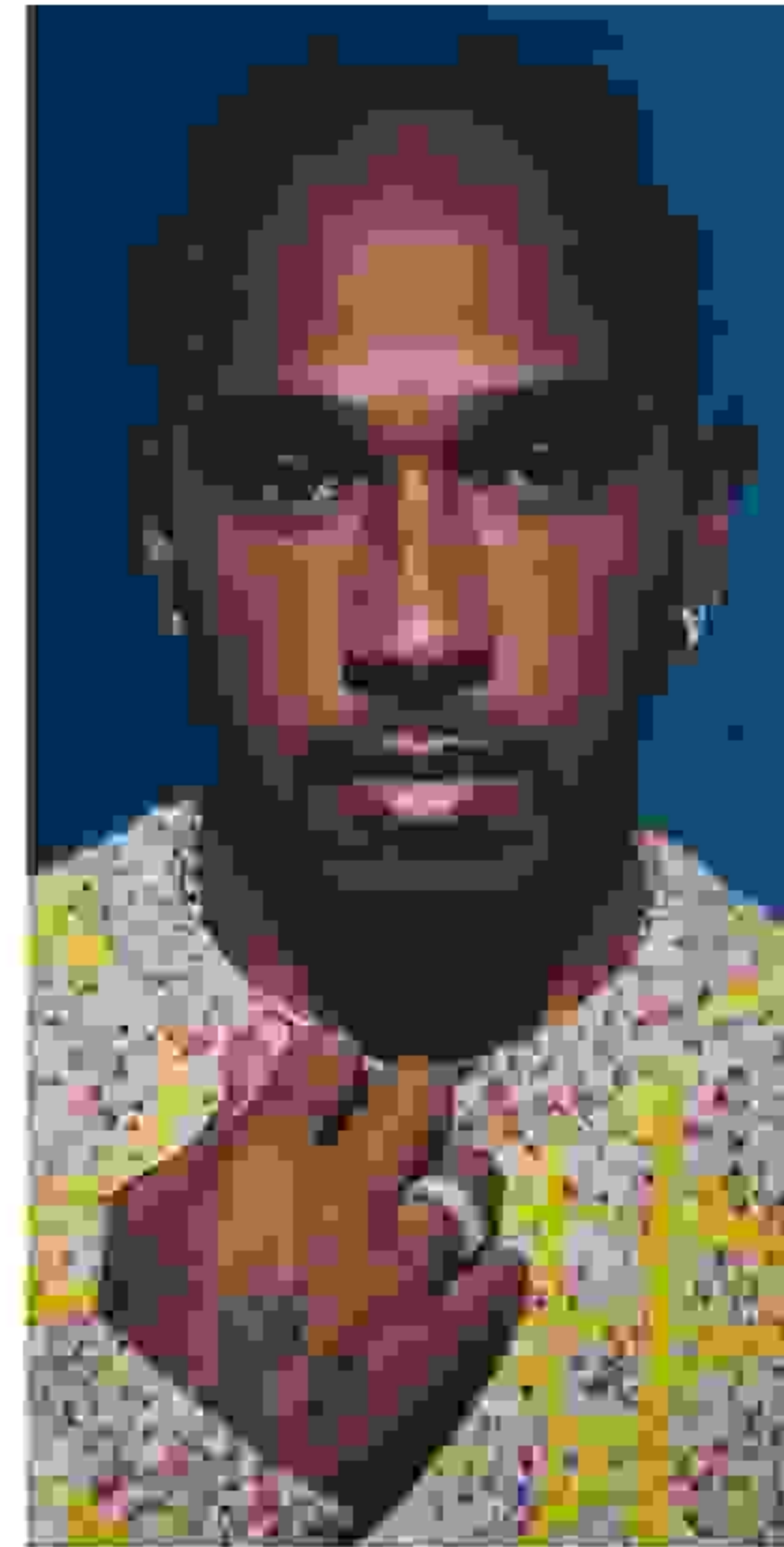
PARTNERSHIPS



Victoria Magrath
Fashion Influencer



Roger Federer
Athlete



Lewis Hamilton
Racing Driver



Romesh Ranganathan
Comedian/Runner



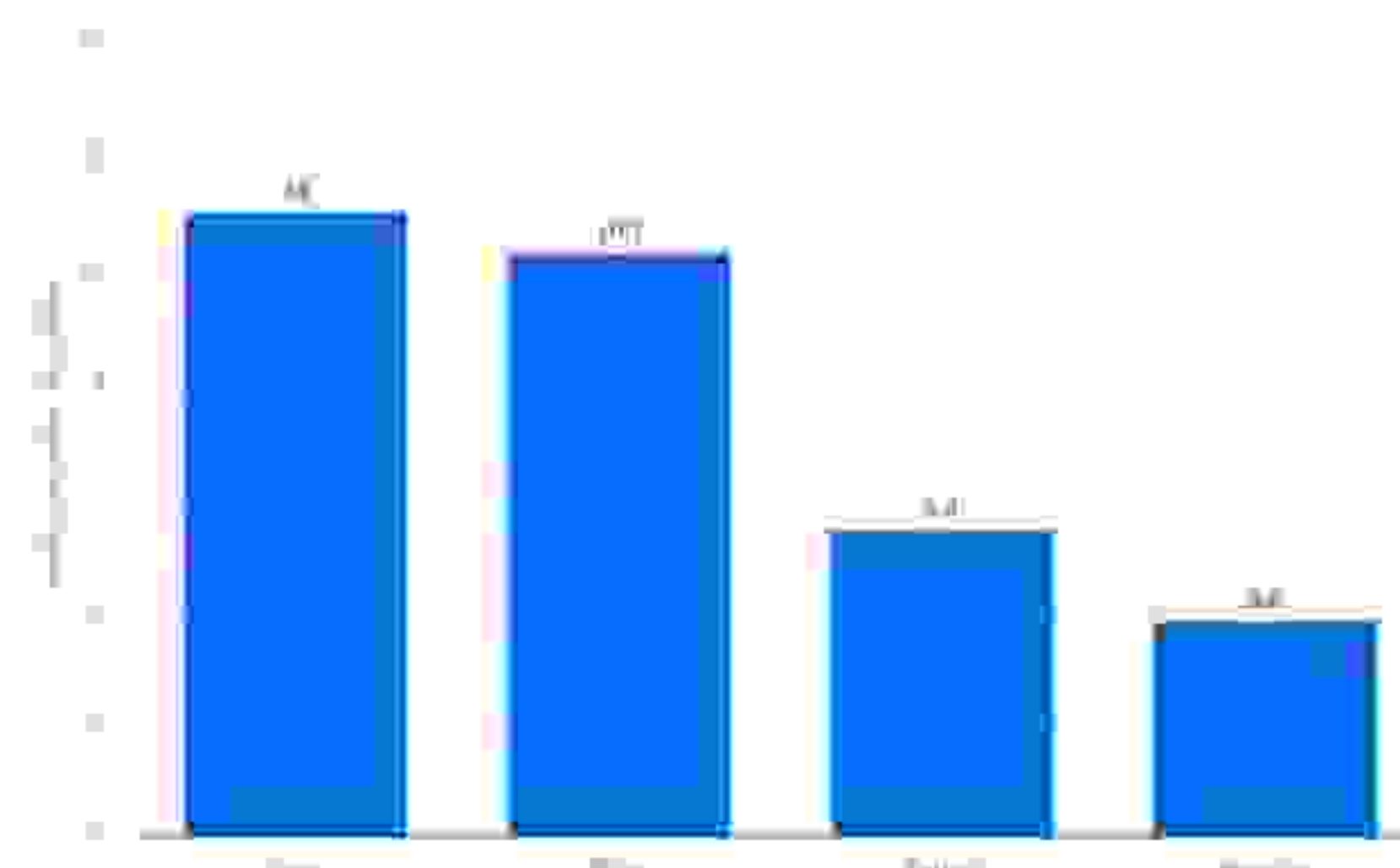
BUDGET ALLOCATION

TOP-DOWN BUDGETING



- Ensures precise allocation of resources for each marketing activity
- Prevents overspending while maintaining brand impact
- Offers flexibility to allocate more funds to high-impact campaigns
- Ensures efficient use of advertising budgets for reinforcing Rolex's luxury image

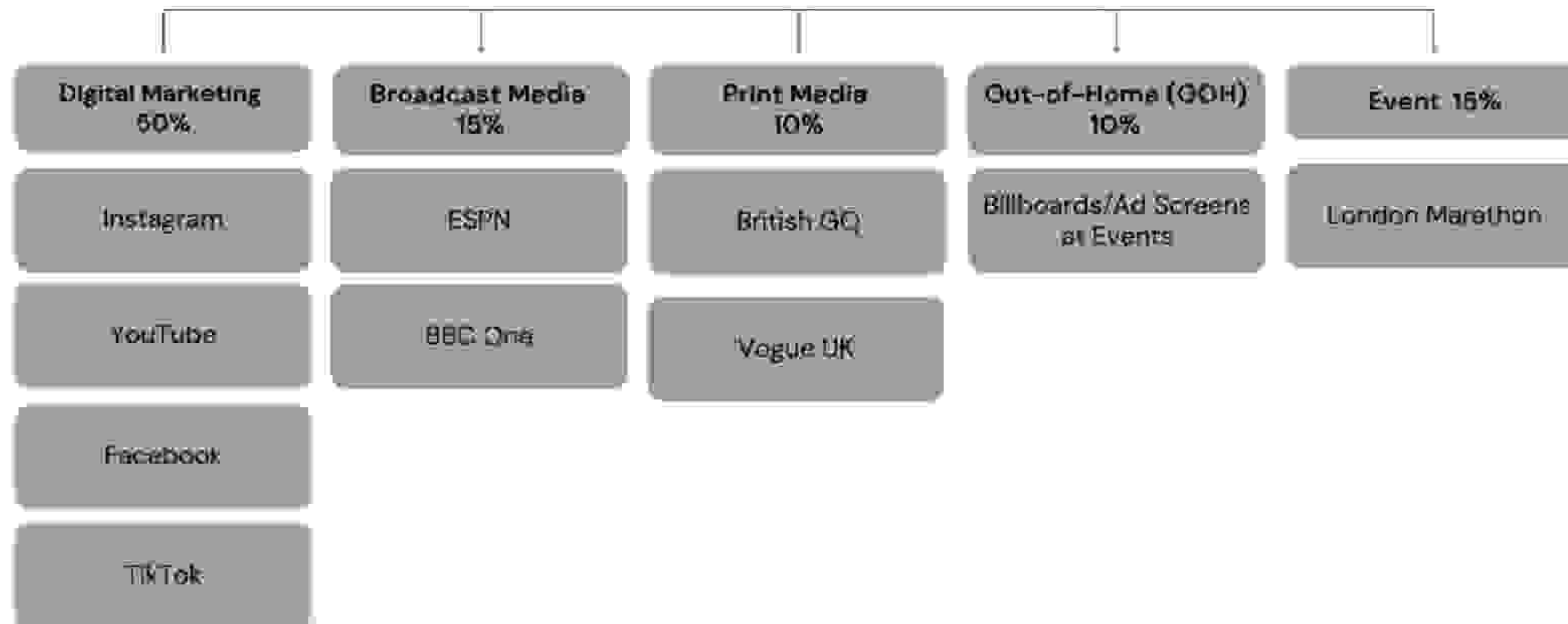
Digital advertising spending of selected luxury brands in the United States between January 2020 to May 2021 (in million U.S. dollars)



Rolex Ad Spend 2023: 100 million
 $100m \times 30\% = \mathbf{30 \text{ million}}$

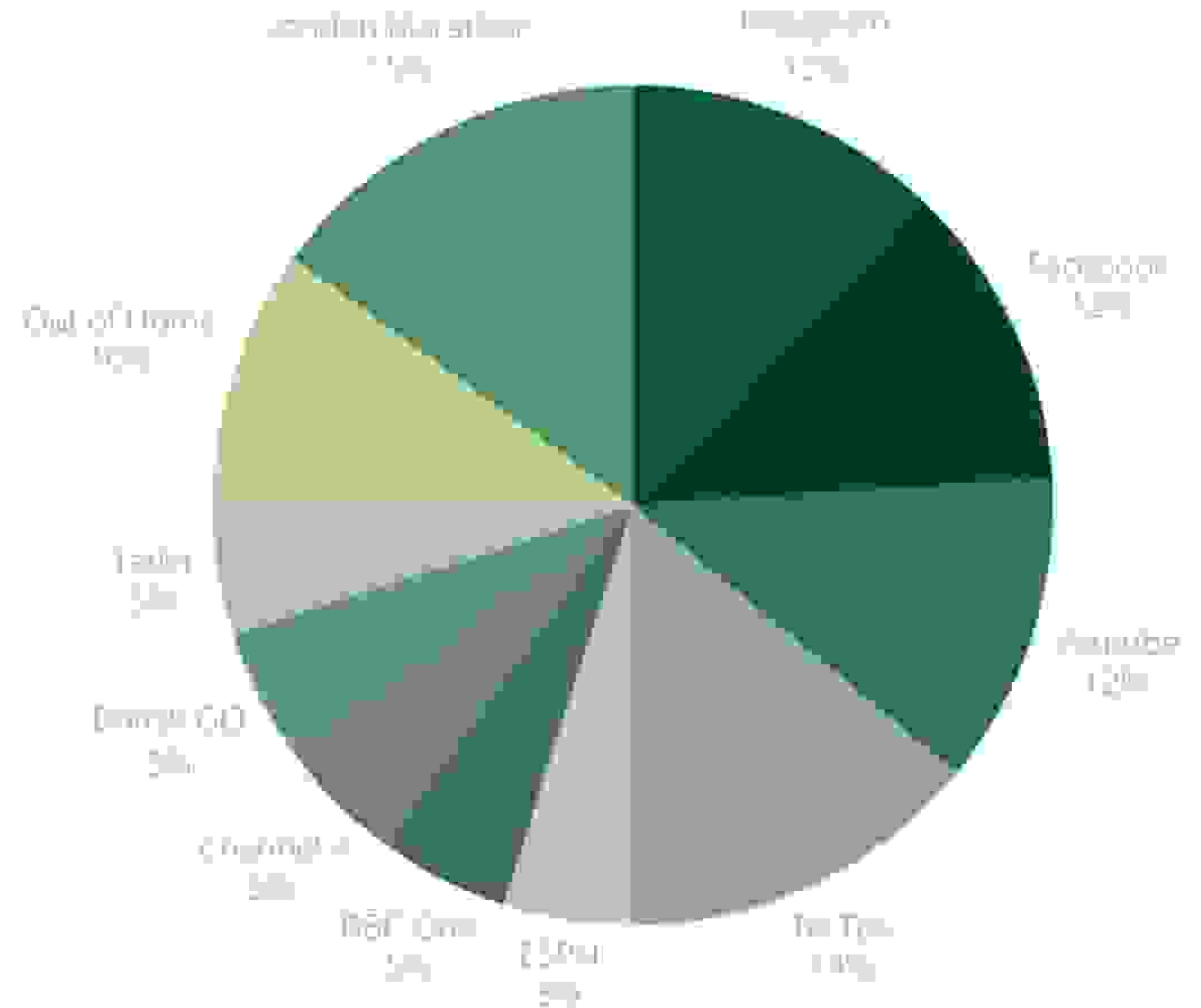
MEDIA DISCIPLINES

The estimated budget for this collaboration, given Rolex's premium market position and the scale of the launch, is **\$30 million**.



BUDGET ALLOCATION

- Luxury brands require high budgets for impactful product launches. Example: Patek Philippe spent 150% of its annual ad budget on launches, driving buzz and sales.
- Rolex spent **£80M on advertising**, ranking #1 among luxury brands.
- Rolex's ad spend is justified compared to other luxury brands' launch budgets.
- High investment expected to significantly **boost brand awareness and drive sales growth**.



PRIMARY COMMUNICATION

Digital and Social Media Advertisement

1. Social Media

- **Objective:** Elevate brand engagement and drive traffic to the website.
- **Tasks:** Craft high-quality visuals for each platform, foster audience interaction, and partner with influencers to spotlight the brand.
- **ROI Measurement:** Track engagement (likes, shares, comments) and analyze traffic and conversions via Google Analytics.

2. Online Advertising

- **Objective:** Drive website traffic and increase conversions.
- **Tasks:** Run PPC campaigns on Google and luxury sites, conduct A/B testing, and use retargeting for previous visitors.
- **ROI Measurement:** Track conversion rates and calculate Cost per Acquisition (CPA).

3. Broadcast Media

- **Objective:** Enhance brand awareness in premium settings.
- **Tasks:** Create high-quality commercials emphasizing luxury, and place ads during peak viewership events.
- **ROI Measurement:** Measure reach and impressions via Nielsen ratings and assess brand recall effectiveness.

SECONDARY COMMUNICATION

OOH and Event Marketing

1. Event Sponsorships

- **Objective:** Boost brand visibility by aligning with prestigious luxury events.
- **Tasks:** Launch with London Marathon sponsorship, featuring an exclusive VIP lounge for clients and influencers, along with branded merchandise for exposure. Explore future sponsorships with events like Formula 1, Wimbledon, and the Oscars.
- **ROI Measurement:** Monitor brand impressions and reach at the event; gather attendee feedback and engagement post-event.

2. Printed Media Partnerships

- **Objective:** Reach affluent consumers through premium publications.
- **Tasks:** Partner with luxury magazines like British GQ and Tatler for editorial features and advertorials, creating content that aligns with the magazine's aesthetic while promoting the brand.
- **ROI Measurement:** Track magazine circulation and readership demographics; measure website traffic and conversions from print ads.

BUDGET JUSTIFICATION

- Rolex took the top spot last year for top spender in advertising
- Rolex spent £80M to advertise in the US in 2023
- Spending upwards of 50% of the overall marketing budget on online advertising

“

ROLEX HAS SPENT £80 MILLION JUST TO ADVERTISE ITS CROWN LOGO IN THE UNITED STATES. AND THE SWISS WATCHMAKER IS FIERCELY PROTECTIVE OF IT.

Sayan Chakravarty

SCHEDULE

Sunday, 27th October 2024



2:00 PM

Production Team Arrival & Setup

- Location: Number Nine Building
- Details: Team arrives and sets up equipment for the first shot.

2:15 PM

Shot 1 - Entrance of Number Nine Building

- Scene: Model 1 walks into Number Nine Building.
- Objective: Capture Model 1 entering the building, highlighting the entrance and surroundings.

2:30 PM

Shot 2 - Meeting Room

- Scene: Model 1 attending a meeting.
- Details: Model 1 is seated in the meeting room, engaged in a meeting scenario and checking the time.
- Focus: Professional setting with close-up shots of Model 1 participating.

2:45 PM

Shot 3 - Hallway Scene

- Scene: Model 2 (Male) walking down the hallway and checking the time on his watch.
- Details: Model 2 walks through the hallway, checking the time as he goes.
- Focus: Emphasis on the watch as he checks it, capturing the sense of urgency or awareness of time.

SCHEDULE

Sunday, 27th October 2024



3:00 PM

Location Change to Gym

- Details: Move equipment and crew to the gym for the next scene.

3:20 PM

Shot 4 - Gym Scene

- Scene: Model 1 and Model 2 entering the gym, performing exercises.
- Details: Models walk into the gym together and engage in a series of exercises.
- Focus: Close-up shots on the watch during different exercises, capturing functionality in an active setting.

4:30 PM

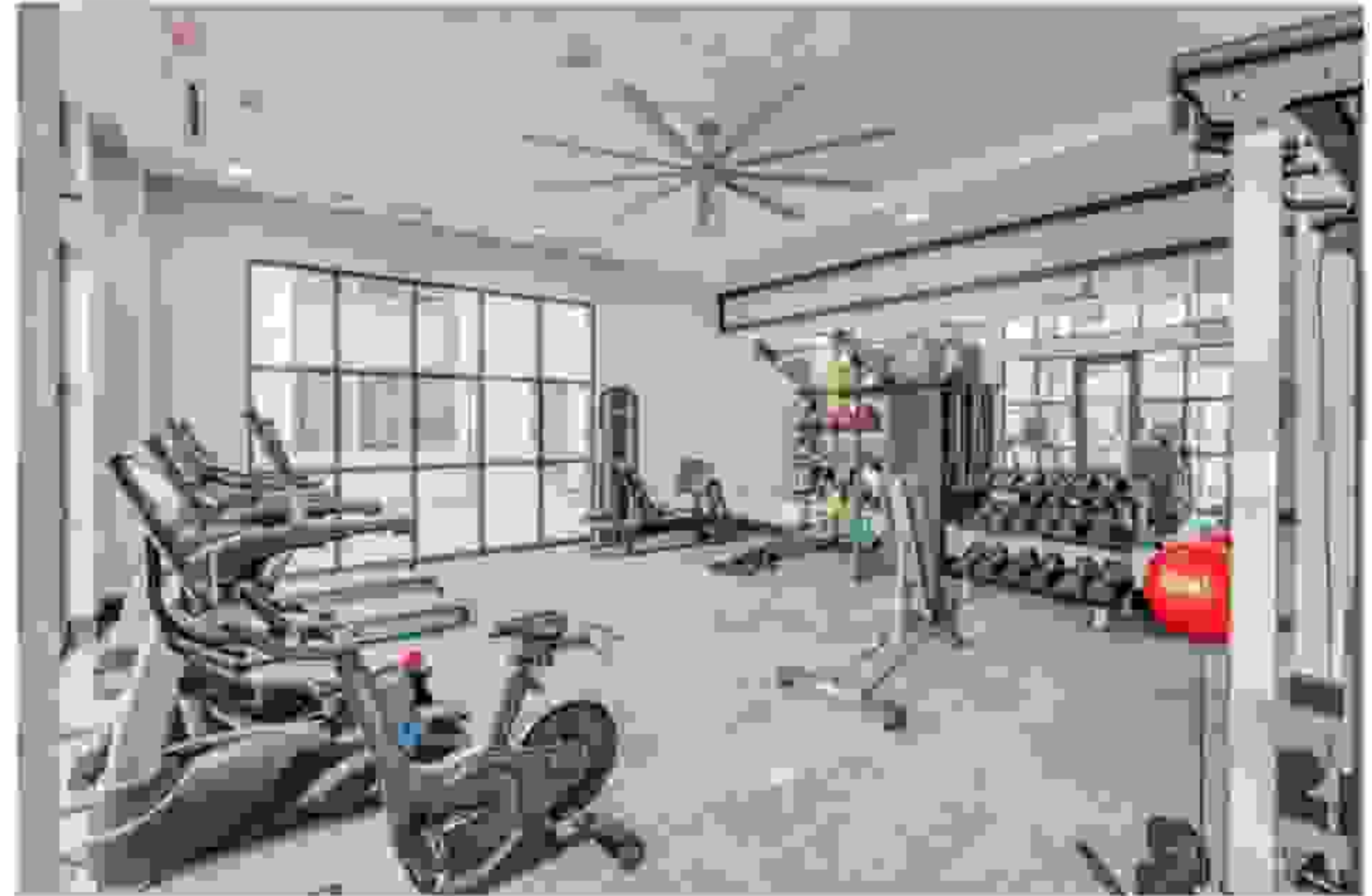
Wrap-Up

- Details: Conclude the shoot, pack up equipment, and depart from the location.

LOCATION 1: NUMBER NINE

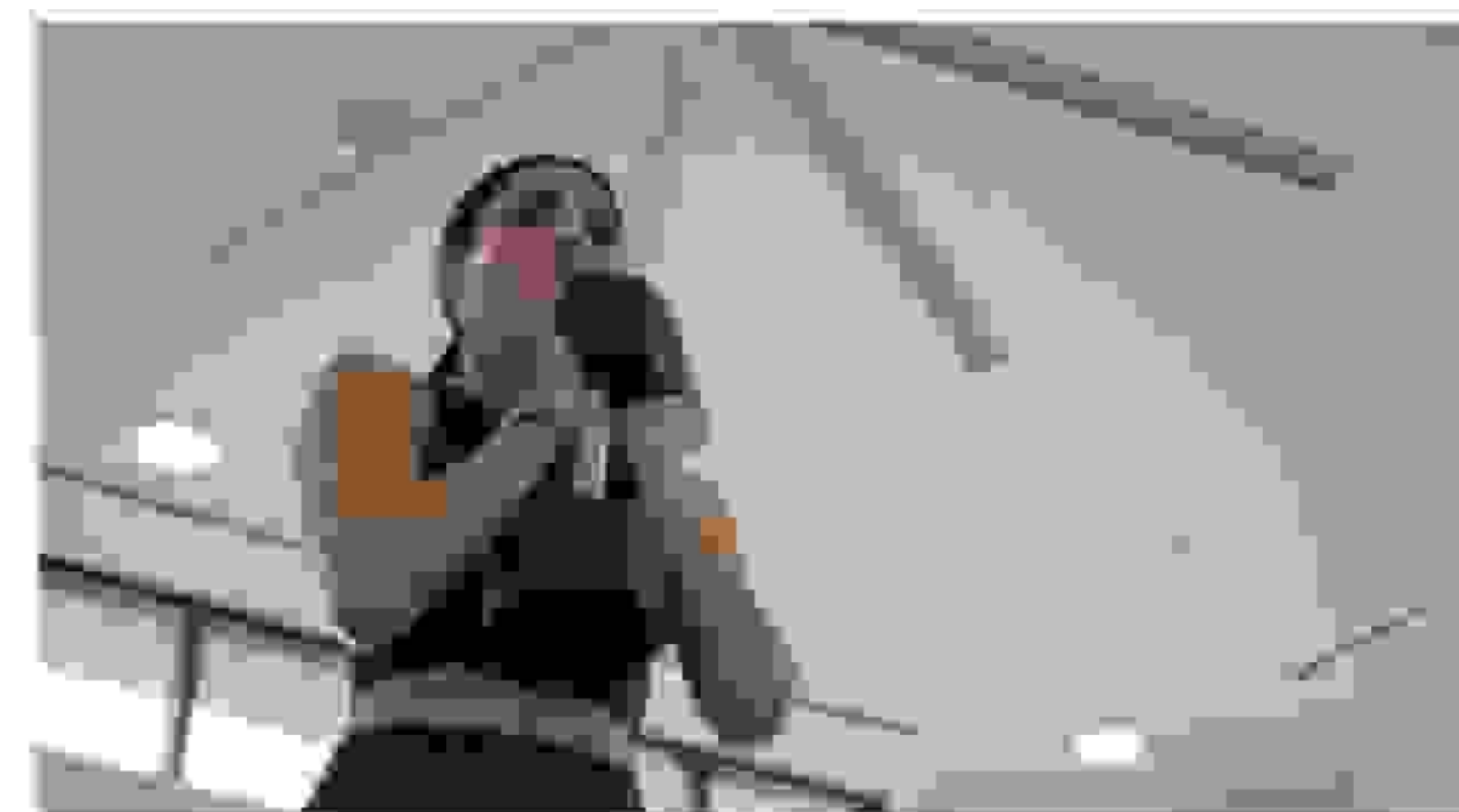


LOCATION 2: GYM





FILM STILLS



BEHIND THE SCENES



THE TEAM



Julain: Watch Renders



Yumi: DP



Giovanny: Actor



Nimrata: Actor



LAUNCH DATE

LAUNCH DATE



Launch Timing:

The ideal time to launch would be **April 2025**

- This integrated marketing mix centers the Rolex New-Age campaign around the London Marathon
- high-impact advertising
- social media
- direct engagement to reach diverse luxury and fitness audiences.

Reasons for April :

- This integrated marketing mix centers the Rolex New-Age campaign around the London Marathon

PRE-LAUNCH



- **January-March 2025**
- Social Media Teasers (Instagram, TikTok, Youtube):
 - Tease the Rolex New-Age with close-up shots of the watch
- Partner with influential athletes, marathon runners, and luxury influencers to showcase the watch in action, leading up to the marathon.
- Magazine Teaser Ads (Vogue, GQ, Financial Times):
 - Full-page teasers featuring the tagline “A New Age Begins – April 2025.”
- Billboards in Key Locations (London, New York, Paris):
 - Strategically place teaser billboards with “New Age Coming Soon” with the April launch date.

LAUNCH

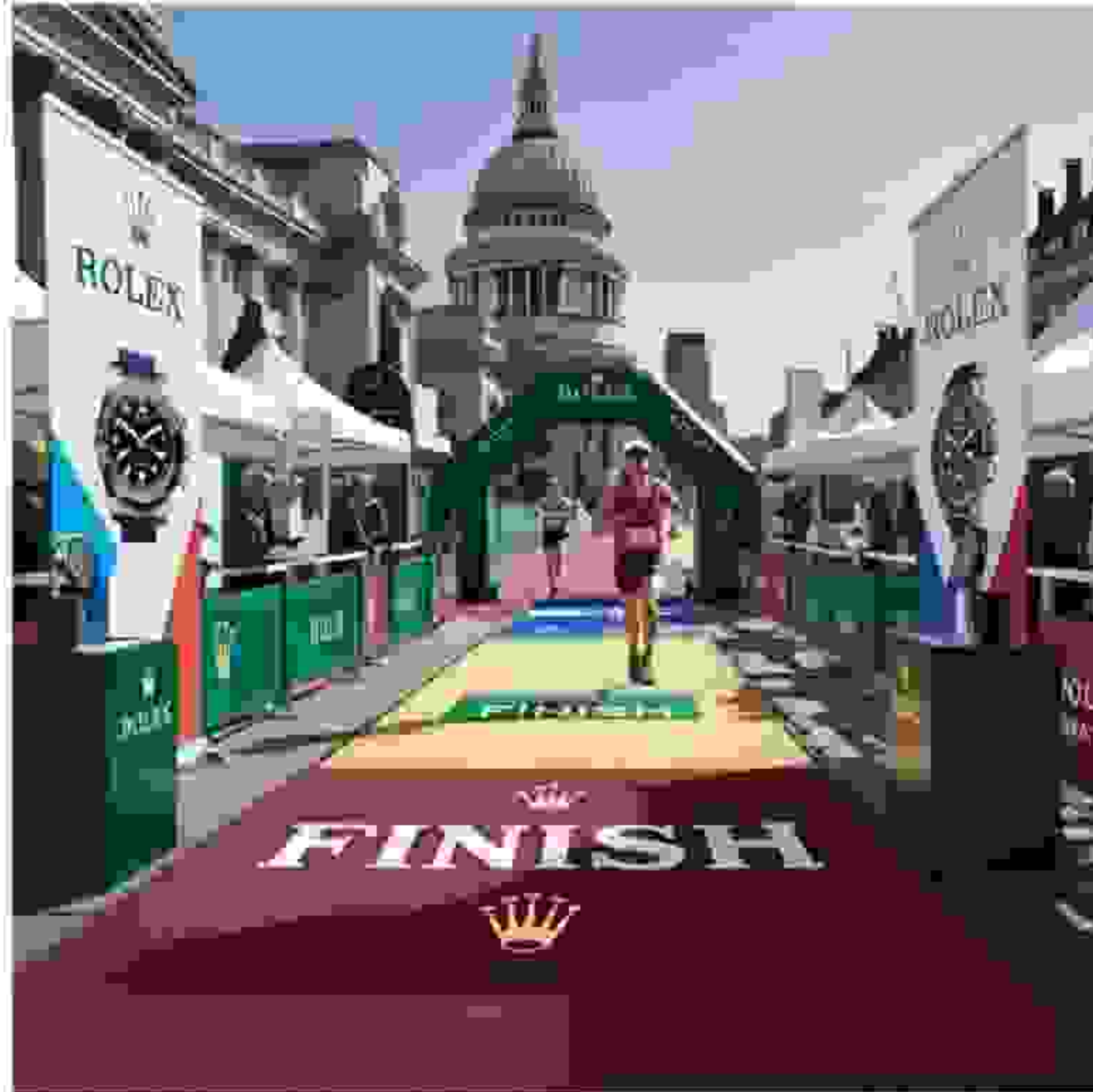


Image generated by AI

- **April 2025**
- Marathon Sponsorship and Onsite Activation:
 - Rolex is an official sponsor of the London Marathon
- Social Media Blitz (Instagram, TikTok, YouTube):
 - Launch the watch with a short, cinematic ad across platforms
- Influencer Live Coverage and User-Generated Content:
 - Partnered influencers attend the marathon and document their experience with the New-Age watch, using #RolexNewAge
- Magazine Launch Ads and Editorial Features:
 - Launch print and digital ads in luxury and lifestyle magazines (Vogue, GQ)



Image Generated by AI



Image Generated by AI

LAUNCH EVENT: LONDON MARATHON



POST-LAUNCH

- **May-July 2025**
- Social Media Testimonials and Success Stories:
 - Feature testimonials from marathon participants and influencers on social media
- User-Generated Content Campaign:
 - customers share their experiences using the hashtag #CrownEveryMoment, spotlighting stories in a series on Rolex's social channels
- Digital and Physical In-Store Events:
 - Host in-store events in Rolex boutiques where customers can experience the hybrid smartwatch's features firsthand
 - a digital component allowing remote customers to participate.

ACTIVITY MAP

	January	February	March	April	May	June	July
Social Media Teasers	Active	Active	Active	Inactive	Inactive	Inactive	Inactive
Partnerships with Influencers	Active	Active	Active	Inactive	Inactive	Inactive	Inactive
Magazine Teaser Ads	Active	Active	Active	Inactive	Inactive	Inactive	Inactive
Billboards	Active	Active	Active	Inactive	Inactive	Inactive	Inactive
London Marathon	Inactive	Inactive	Inactive	Active	Inactive	Inactive	Inactive
Social Media Blitz	Inactive	Inactive	Inactive	Active	Inactive	Inactive	Inactive
Influencer Live Coverage	Inactive	Inactive	Inactive	Active	Active	Inactive	Inactive
Magazine Launch Ads	Inactive	Inactive	Inactive	Active	Inactive	Inactive	Inactive
User-Generated Content Campaign	Inactive	Inactive	Inactive	Inactive	Active	Active	Inactive
In-Store Events	Inactive	Inactive	Inactive	Inactive	Inactive	Active	Active
Remote Experience Integration	Inactive	Inactive	Inactive	Inactive	Inactive	Active	Inactive



CONCEPT TESTING

CONCEPT TESTING: PRODUCT DESIGN



Image generated by AI



Image generated by AI

Rolex's iconic luxury and Google's advanced technology are perfectly combined

- Smooth digital interface
- Precision with modern smart features
- Fitness tracking and notifications

CONCEPT TESTING

WHICH DESIGN APPEALS THE MOST TO OUR TARGET CONSUMER?

- We need to test the design, style, and functionality of the Rolex New Age.
- We created AI-generated mock-ups of different looks for the hybrid smartwatch.
- The winning watch design will be featured in the video campaign.
- The specific features will be the unique selling point.



Images Generated by AI

PRELIMINARY SUBJECTIVE EVALUATIONS



Cognition

- Sleek, traditional design resonates with professional millennials and active Gen Z

Affection

- Desired technological features:
 - Fitness tracking (82%)
 - Smartphone integration (72%)
 - Long battery life (61%)

Conation

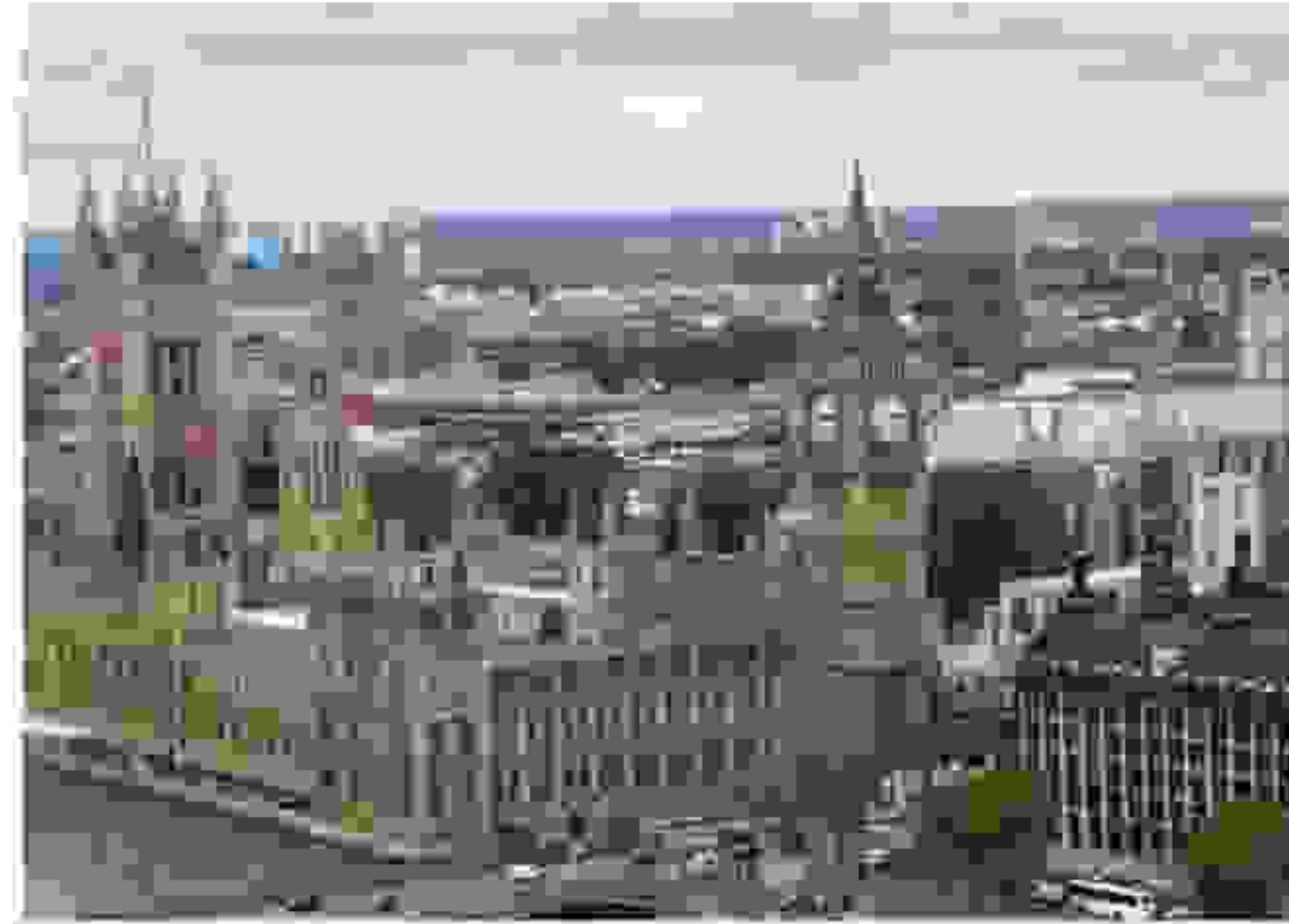
- Most important factors:
 - Features
 - Brand reputation
 - Design
- Importance of luxury smartwatches maintaining traditional elements:
 - Very important (79%)

FINAL PRODUCT DESIGN



FINAL PRODUCT DESIGN





BIG IDEA

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**. The Rolex New-Age is a symbol of modern innovation, celebrating every milestone with a crown making each consumer part of something extraordinary.

“A CROWN FOR EVERY ACHIEVEMENT”

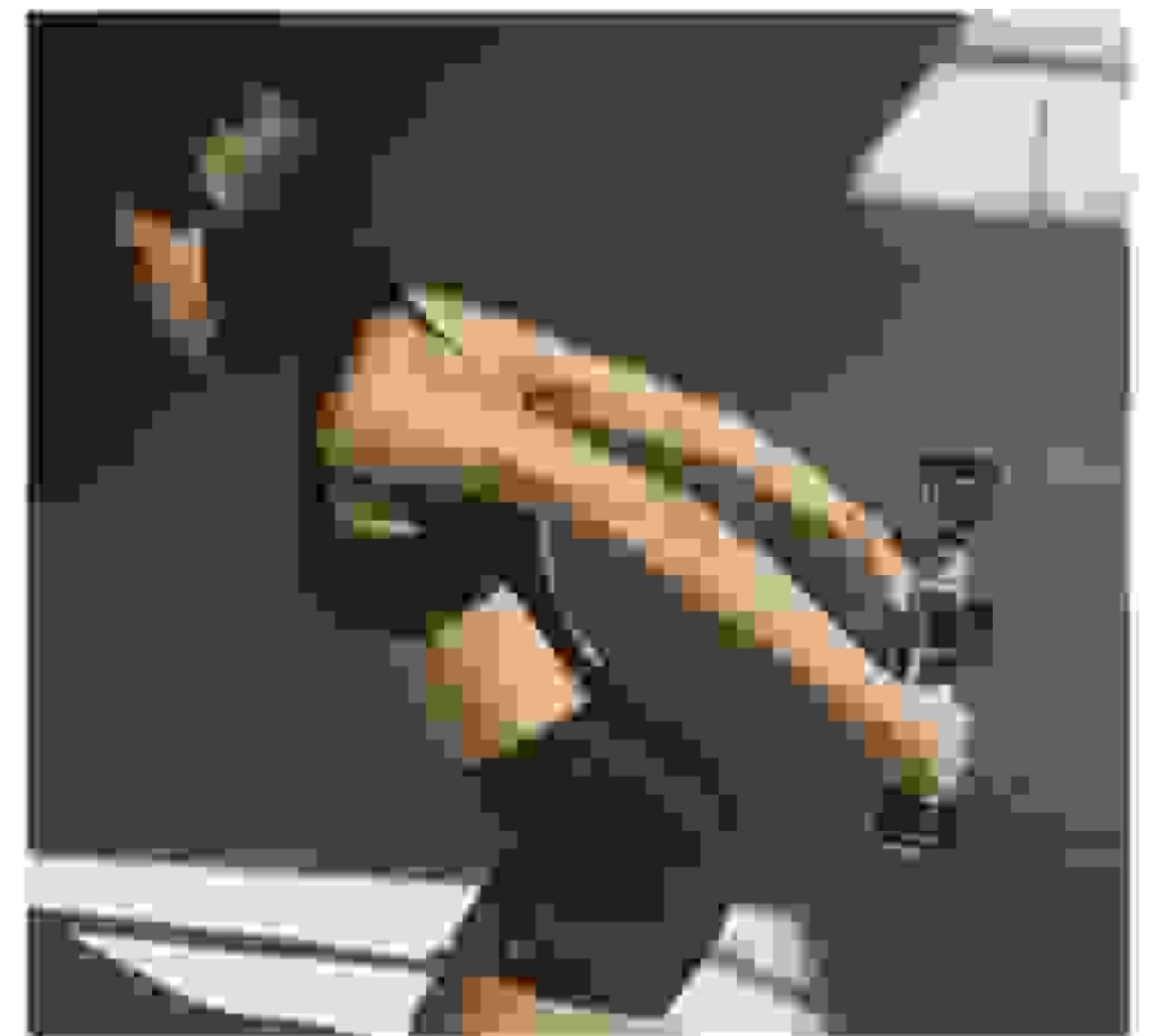
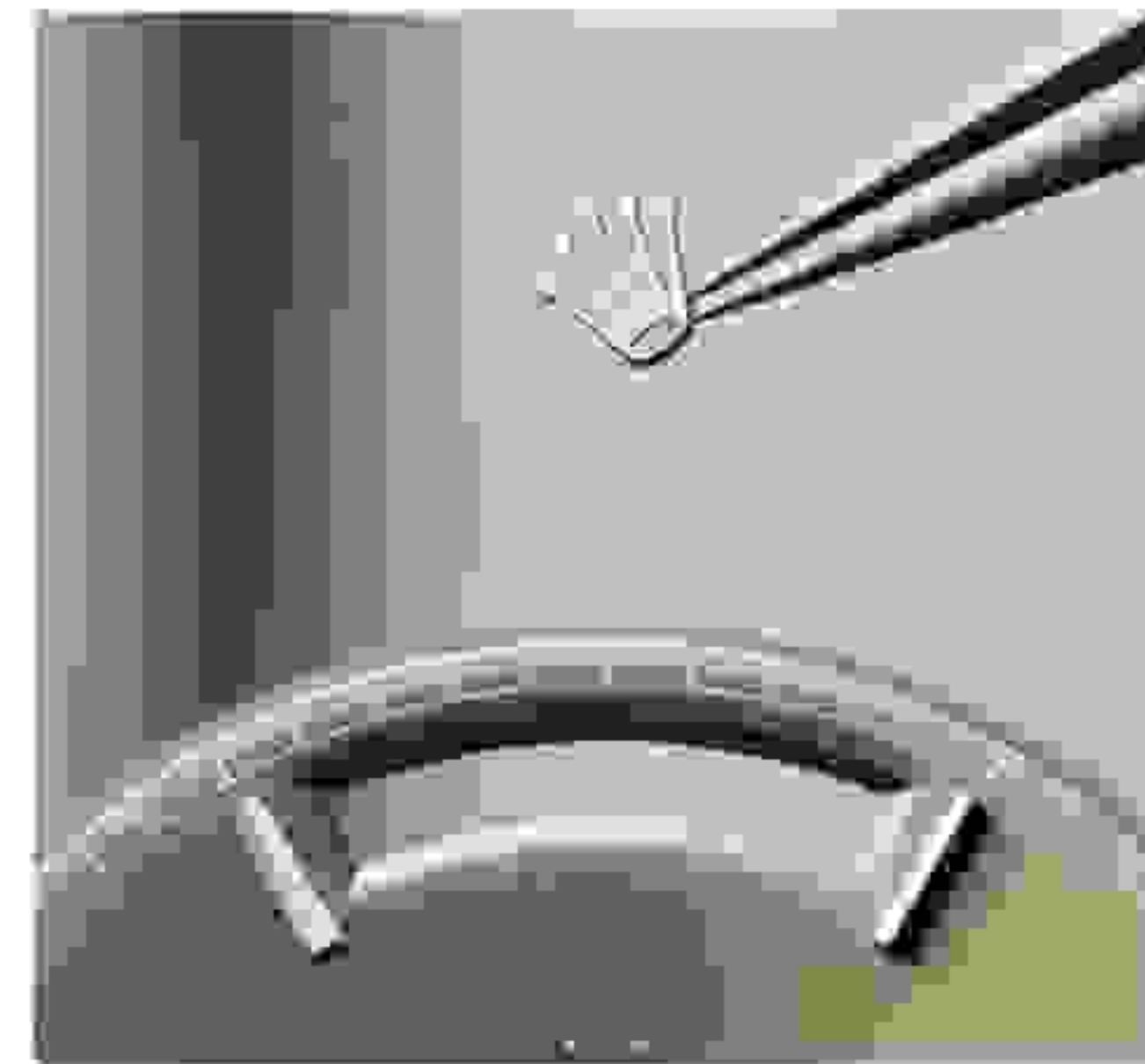
In the vibrant heart of London, a central point for the brand, Nimrata and Gio, two ambitious 25-year-olds are featured putting on the Rolex New Age.



Nimrata, a driven businesswoman, admired how her Rolex hybrid smartwatch kept her on track during her busy workday, vibrating gently with important notifications. Meanwhile, Gio, a tech-savvy student, used the watch's high-tech features to effortlessly translate complex documents in a bustling café.

Later, at the gym, they meet to chase their fitness goals. Wearing the Rolex New Age, they feel a surge of motivation. As they work out, their watches track their heart rates and celebrate their achievements with the iconic crown symbol. The Rolex New Age has become a symbol of modern innovation, celebrating every milestone with a crown, and they know they are part of something extraordinary.

BIG IDEA : MOOD BOARD



EXECUTION TACTICS



VIDEO CAMPAIGN

Slice of life

- Feature the watch in real-life scenarios
- Highlighting both smart features and its luxurious appeal.
- 15-30 second snippets to target different audience segments
- Tailor the content—highlighting fitness features for younger consumers and design for professionals

SHOT LIST - ROLEX COMMERCIAL



SCENE	SHOT	INT/EXT	FRAME	ANGLE	MOVE	SUBJECT	DESCRIPTION
1	A	INT	W	Eye level	Handheld Tracking	Business Woman	Woman walks into building.
1	B	INT	INSERT	Eye level	Handheld Static	Business Woman	Insert of woman's hand opening the door.
1	C	INT	MW	High angle	Handheld Static	Business Woman	Women working.
1	D	INT	INSERT	High angle	Handheld	Business Woman	Women typing with clear view of the watch.
2	A	INT	W	Eye level	Handheld Tracking	Student-Athlete	Guy walking in hallway and checking the time.
2	B	INT	W	Eye level	Handheld Tracking	Student-Athlete	Guy walking in hallway and checking the time.
2	C	INT	MW	Eye level	Handheld Tracking Push-In	Student-Athlete	Guy working on his computer.
2	D	INT	MCU	High angle	Handheld	Student-Athlete	Guy works on his computer while camera focuses on the watch.
2	E	INT	MW	Low angle	Handheld Static	Student-Athlete	Guy wraps up and leaves.
3	A	EXT/INT	W	Low angle / Eye level	Handheld Tracking	Business Woman	Woman walks into the gym building. She scans her watch.
3	B	EXT/INT	W	Low angle / Eye level	Handheld Tracking	Student-Athlete	Guy walks into the gym building. He scans his watch.
3	C	INT	MW	Eye level	Handheld	Business Woman / Student Athlete	Both meet at the gym.
3	D	INT	MW	Eye level	Handheld	Business Woman / Student Athlete	Series of exercises with the focus on watch.
3	E	INT	MW	Eye level	Handheld	Business Woman / Student Athlete	Series of exercises with the focus on watch.
3	F	INT	MW	Eye level	Handheld	Business Woman / Student Athlete	Series of exercises with the focus on watch.
3	G	INT	MW	Eye level	Handheld	Business Woman / Student Athlete	Series of exercises with the focus on watch.
3	H	INT	MW	Eye level	Handheld	Business Woman / Student Athlete	Series of exercises with the focus on watch.
3	J	INT	MCU	Low angle	Handheld Static	Business Woman / Student Athlete	Both pull weights back.
3	K	INT	W	Eye level	Handheld Tracking	Business Woman / Student Athlete	Both start walking out, they check their watches, and leave.

SCHEDULE

Sunday, 27th October 2024



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2:15 PM

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- Focus: Professional setting with close-up shots of Model 1 participating.

2:45 PM

Shot 3 - Hallway Scene

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Shot 4 - Gym Scene

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- Focus: Close-up shots on the watch during different exercises, capturing functionality in an active setting.

4:30 PM

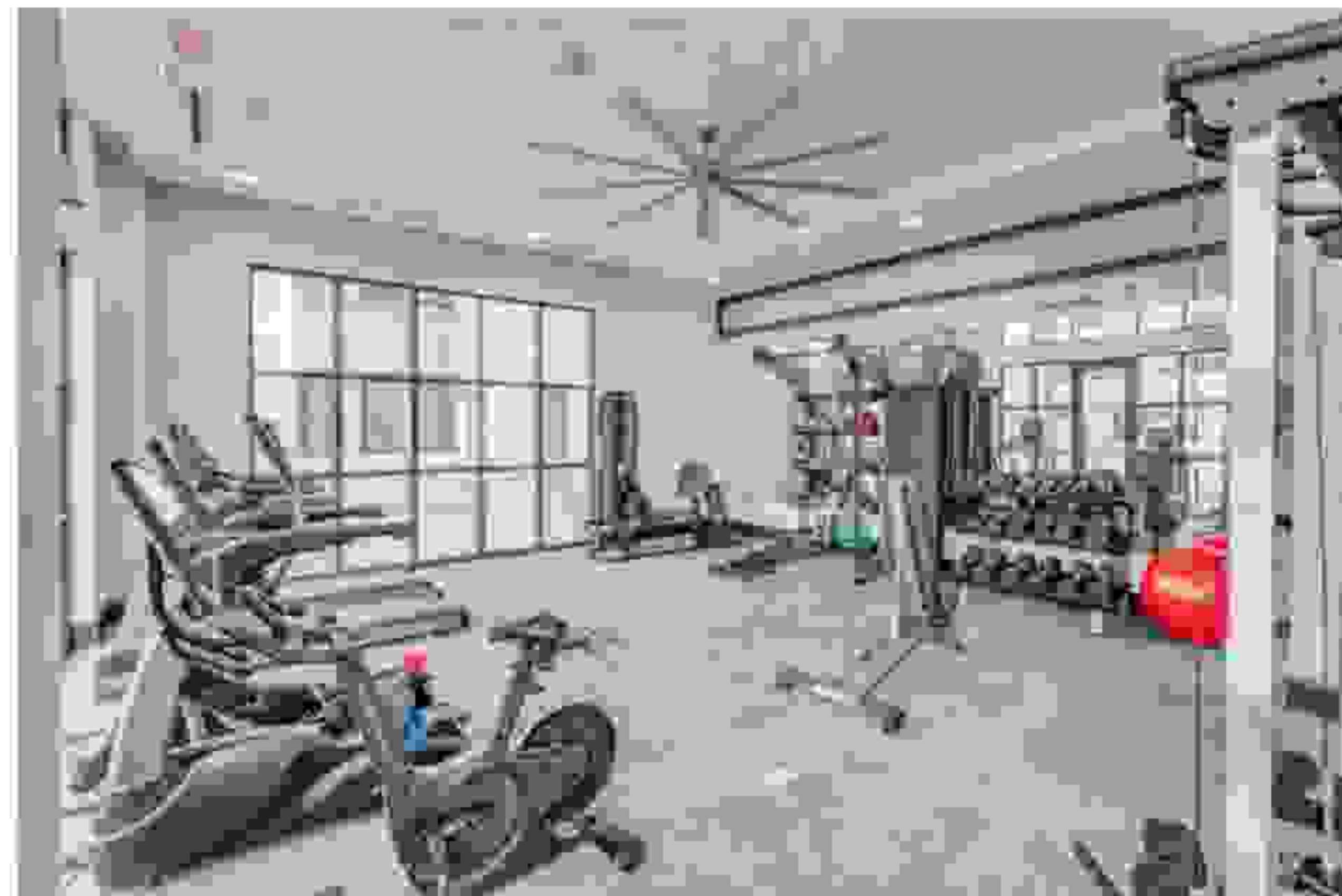
Wrap-Up

- Details: Conclude the shoot, pack up equipment, and depart from the location.

LOCATION 1: NUMBER NINE



LOCATION 2: GYM





FILM STILLS



BEHIND THE SCENES



THE TEAM



Julain: Watch Renders



Yumi: DP



Giovanny: Actor



Nimrata: Actor



CAMPAIGN DELIVERABLES

INSTAGRAM

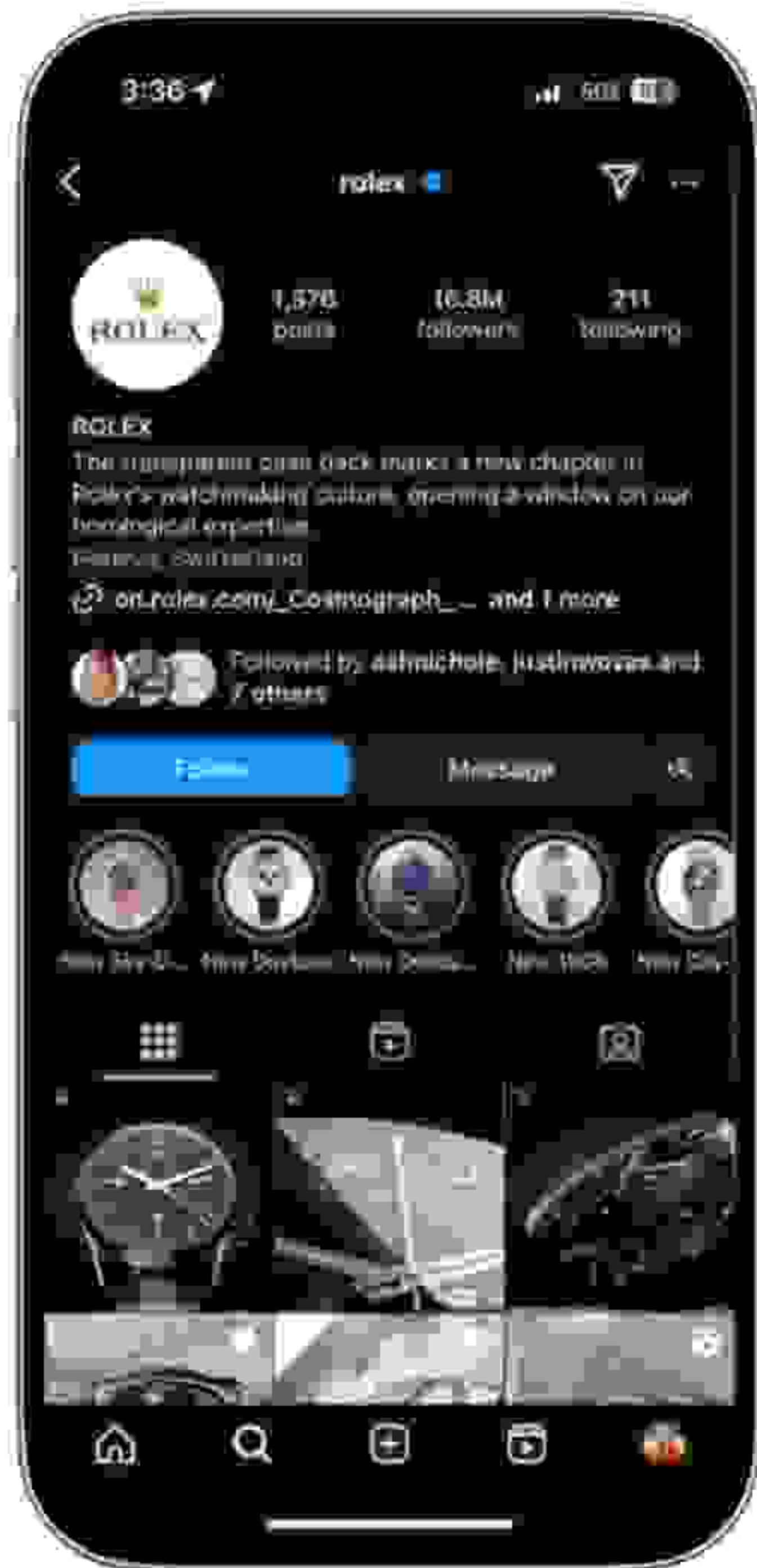
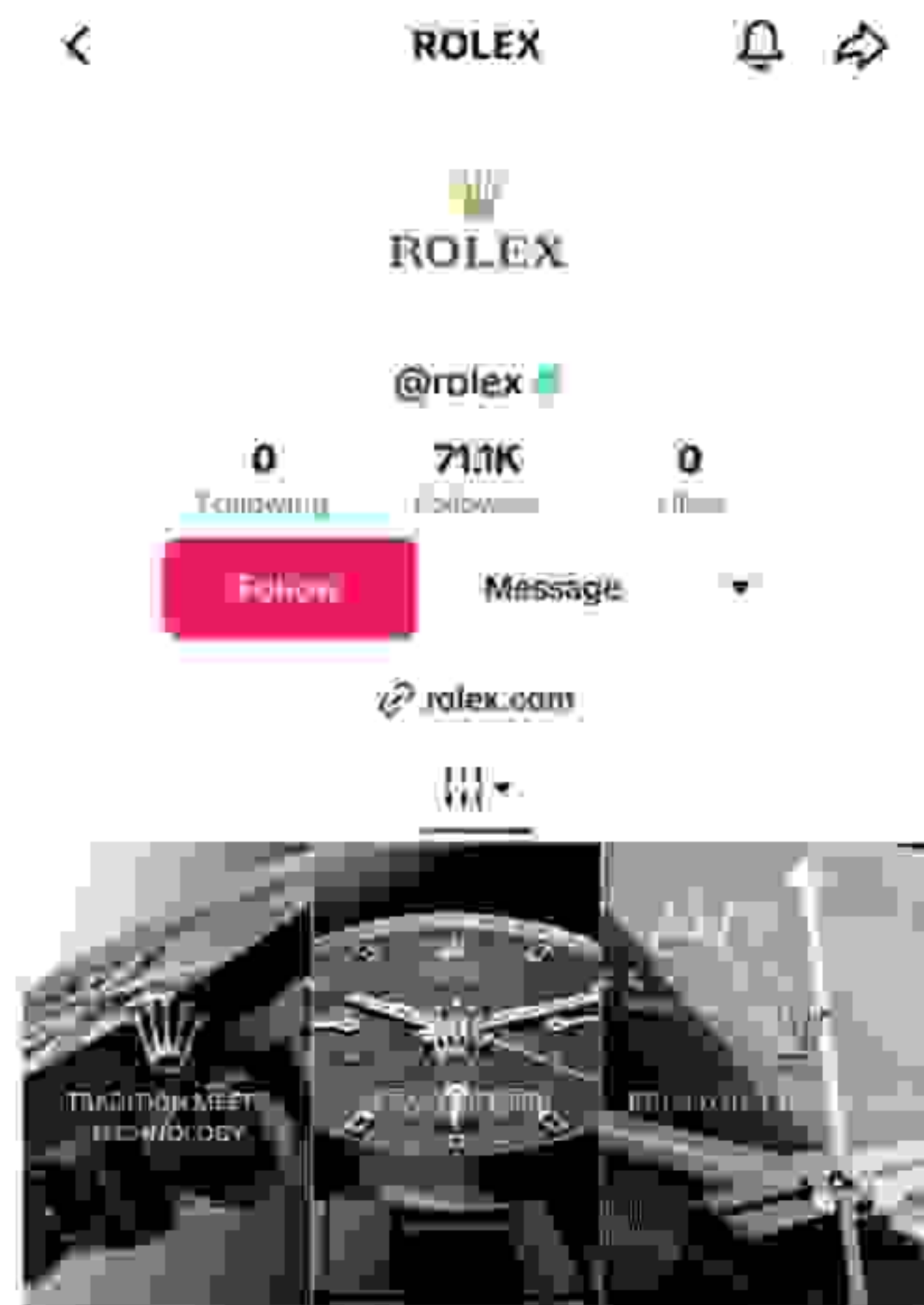


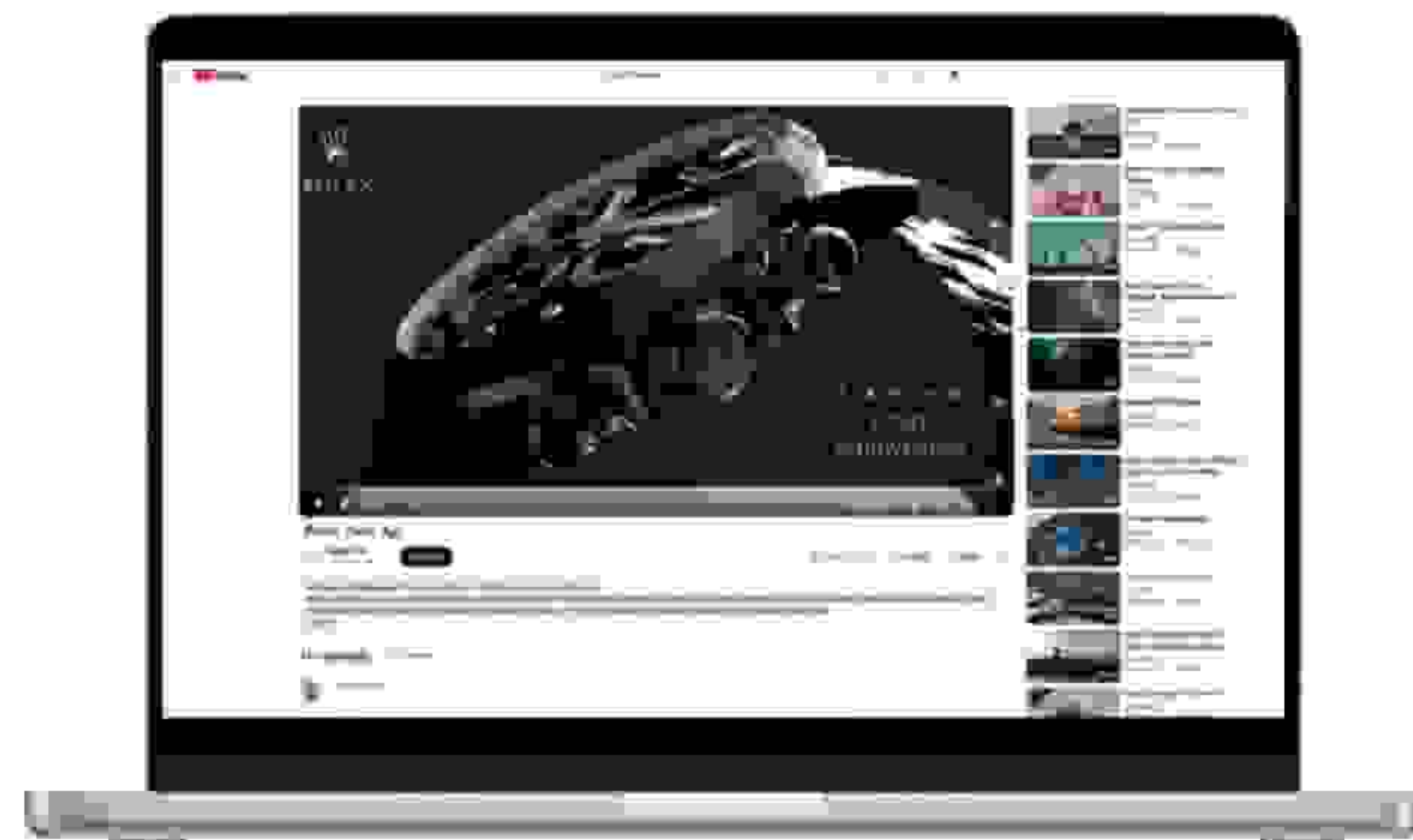
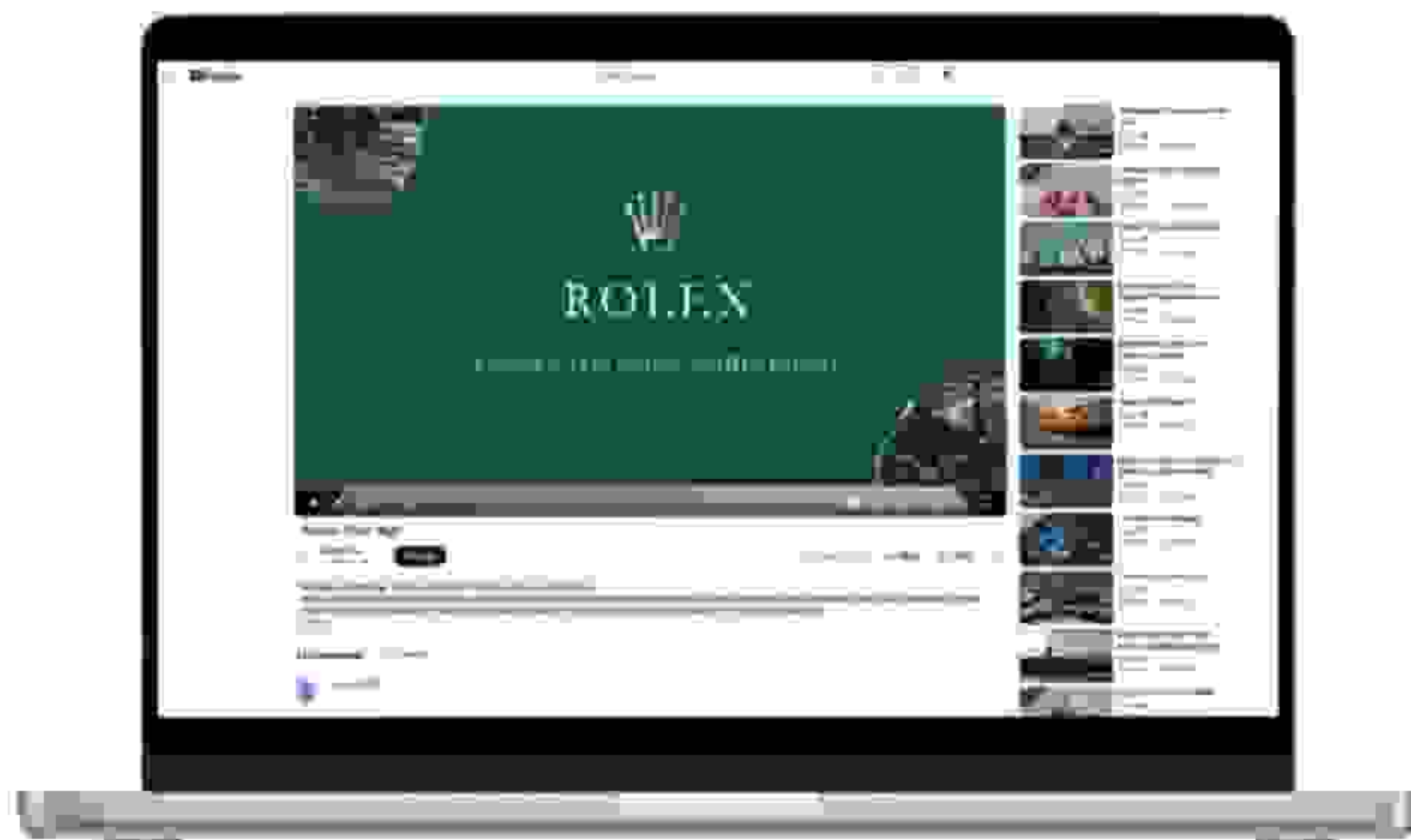
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TIKTOK



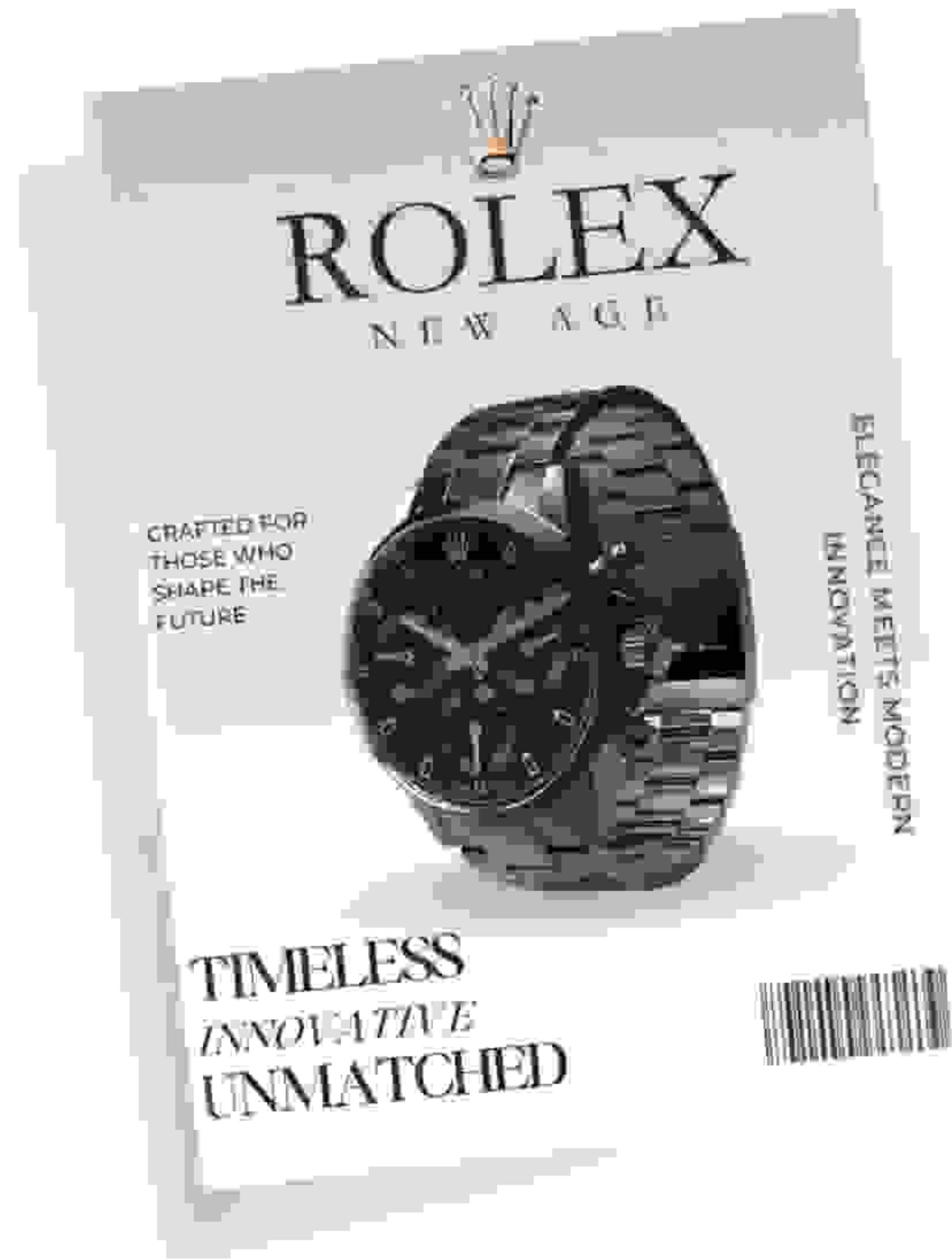


YOUTUBE



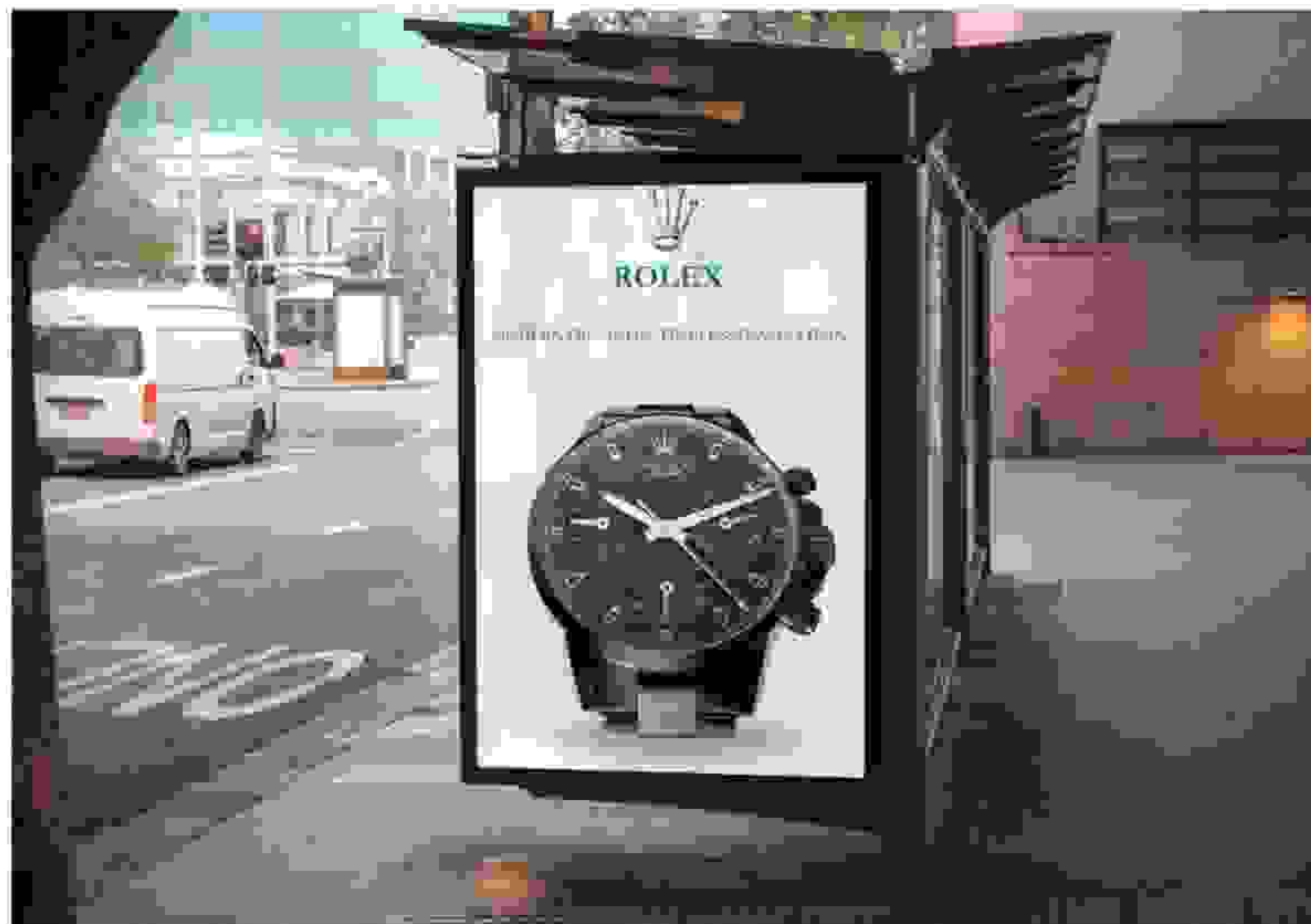
MICROSITE





OUT OF HOME

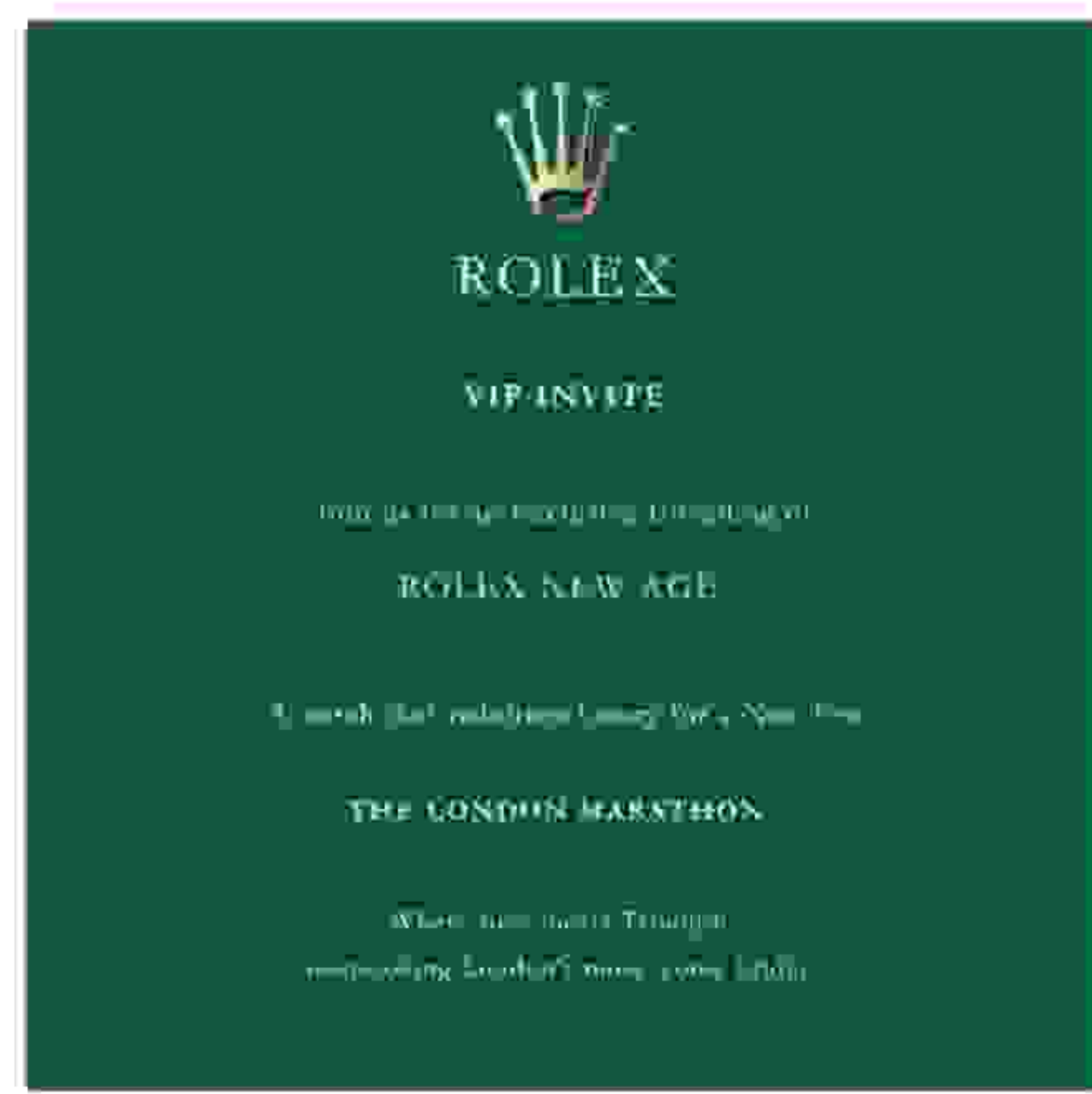




TV / ONLINE



VIP INVITE





LAUNCH AND METRICS

ROLEX HYBRID SMARTWATCH: REVENUE PROJECTIONS (2025)

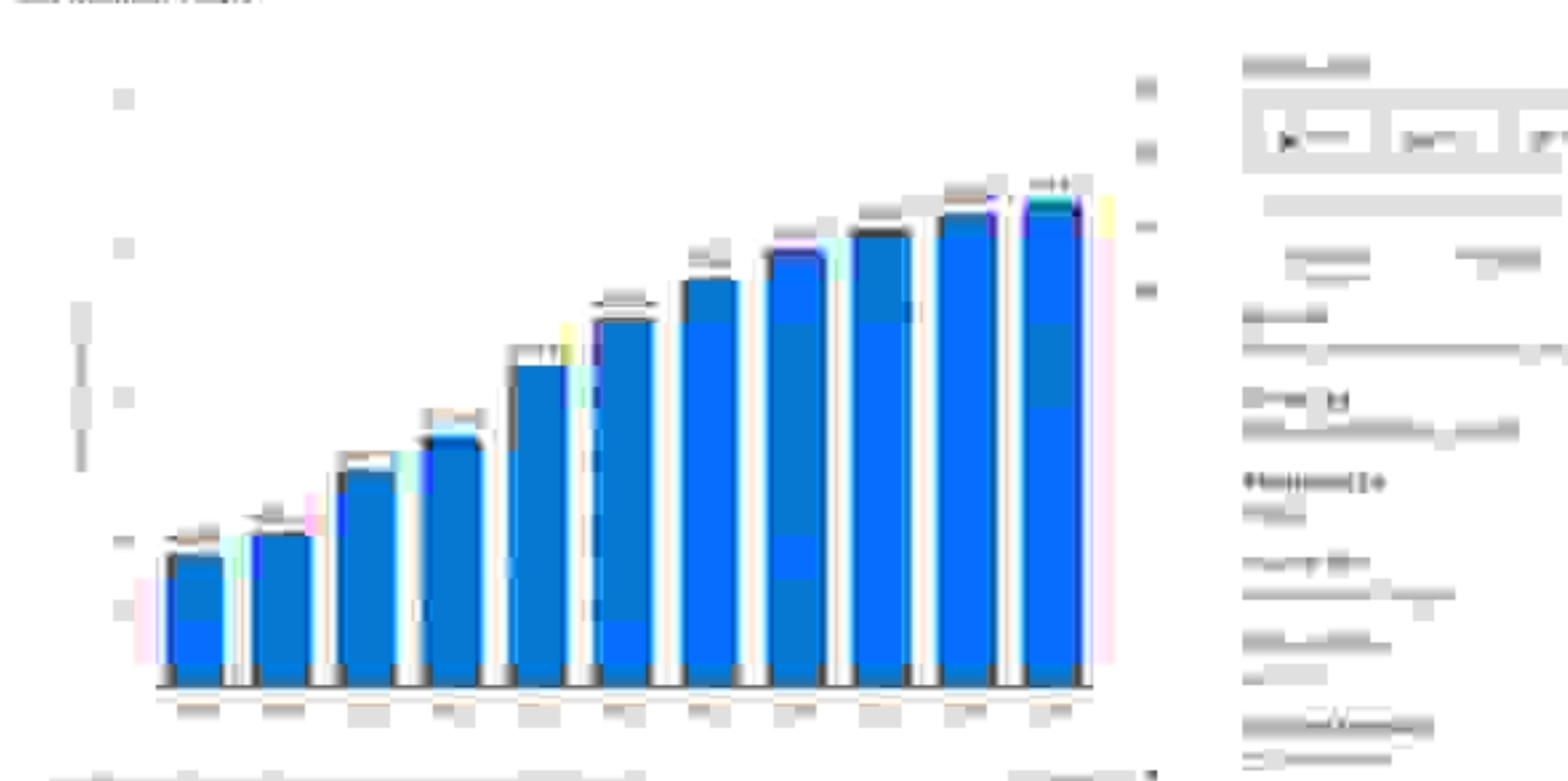
Market Overview

- Fitness Activity Tracking Watch Market: £216.9 million
- Luxury Watch Market: £2.1 million
- Rolex Market Share (Luxury Segment, 2022): 29.2%

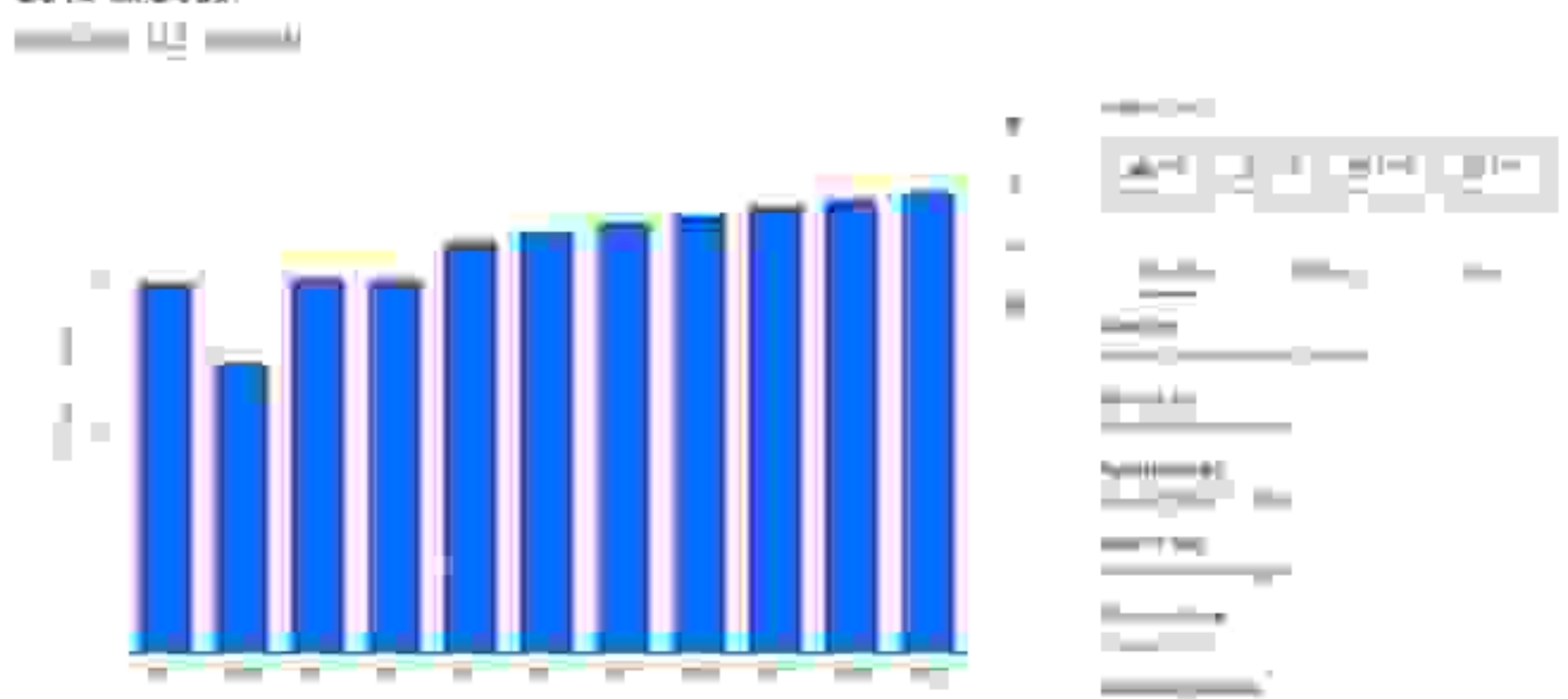
Rolex Hybrid Smartwatch Market Share Projections

- Fitness Tracking Market: 1-2%
- Luxury Watch Market: 20-30%

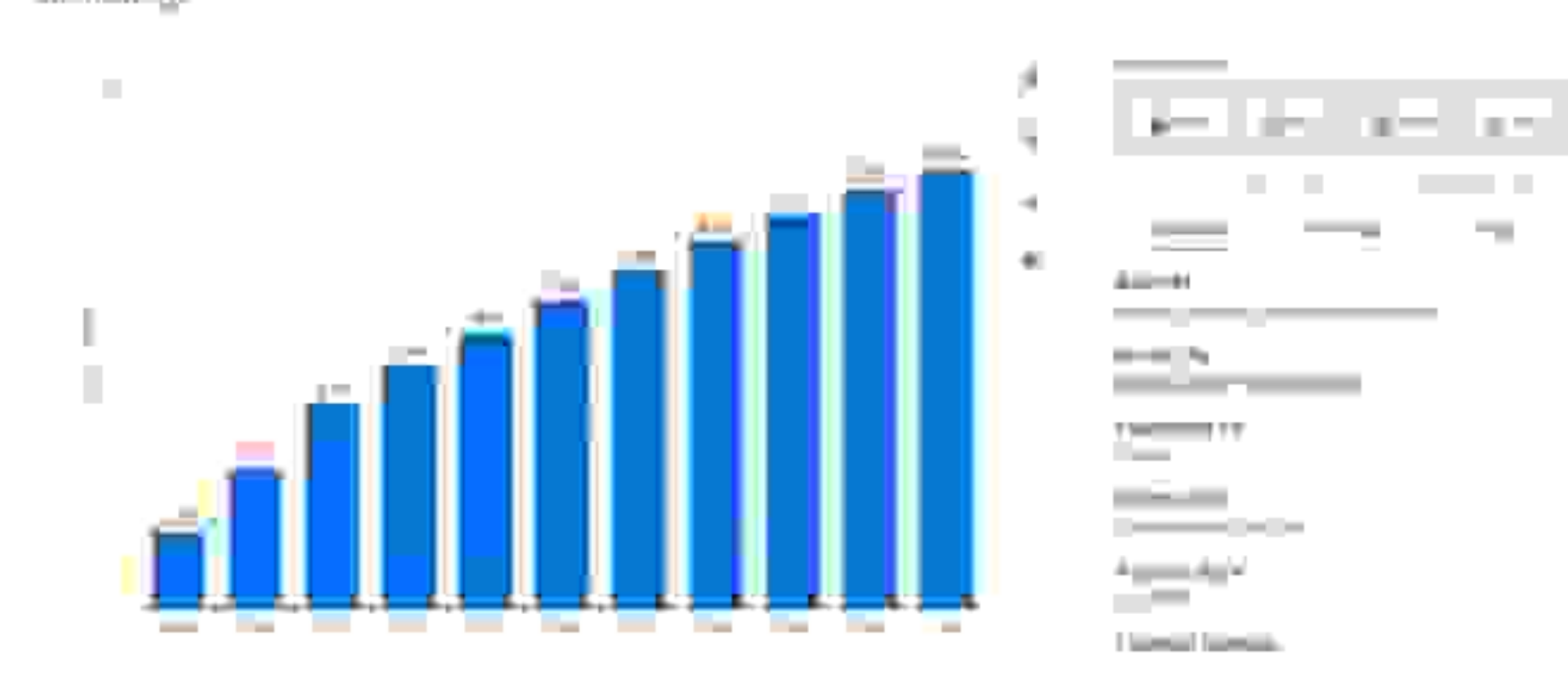
Revenue of the fitness/activity tracking wristwear industry in the UK 2019-2029



Revenue in the luxury watches segment of the luxury goods market United Kingdom from 2019 to 2029



Number of users of fitness/activity tracking wristwear in the UK 2019-2029



PROJECTED REVENUE AND UNITS SOLD AT £4,100 PRICE POINT

£4,100 Price Point

Revenue Range: £2.74 million to £5.26 million

Units Sold: 668 units to 1,282 units

Smart Watch Market (1-2% market share)

Revenue:

- Low Estimate (1% share) = £2.3 million
- High Estimate (2% share) = £4.6 million

Units Sold (at £4,100 per unit):

- Low Estimate: 560 units
- High Estimate: 1,120 units

Luxury Watch Market (20-30% market share)

Revenue:

- Low Estimate (20% share) = £0.44 million
- High Estimate (30% share) = £0.66 million

Units Sold (at £4,100 per unit):

- Low Estimate: 108 units
- High Estimate: 162 units

PROJECTED REVENUE AND UNITS SOLD AT £6,560 PRICE POINT

Revenue Range: £3.27 million to £5.94 million

Units Sold: 418 units to 801 units

Fitness Tracking Market (1-2% market share)

Revenue:

- 1% market share: £2.3 million
- 2% market share: £4.6 million

Units Sold:

- 1% market share: 350 units
- 2% market share: 700 units

Luxury Watch Market (20-30% market share)

Revenue:

- 20% market share: £0.44 million
- 30% market share: £0.66 million

Units Sold:

- 20% market share: 68 units
- 30% market share: 101 units

CAMPAIGN TRACKING

1

Web Analytics

- Channels: Online Ads
- Metrics: User behavior, traffic sources, page views, bounce rates, average session duration.
- Tools: Google Analytics for detailed visitor tracking and journey insights.
- Purpose: Understand engagement on the microsite and optimize content to drive higher interaction.

2

Social Media Analytics

- Channels: Instagram, TikTok, YouTube
- Metrics: Follower growth, engagement rates (likes, comments, shares), hashtag reach, content views.
- Tools: Platform-native analytics (e.g., Instagram Insights, TikTok Analytics).
- Purpose: Track engagement trends and reach across social platforms, allowing adjustments to maximize audience impact.

3

Conversion Tracking

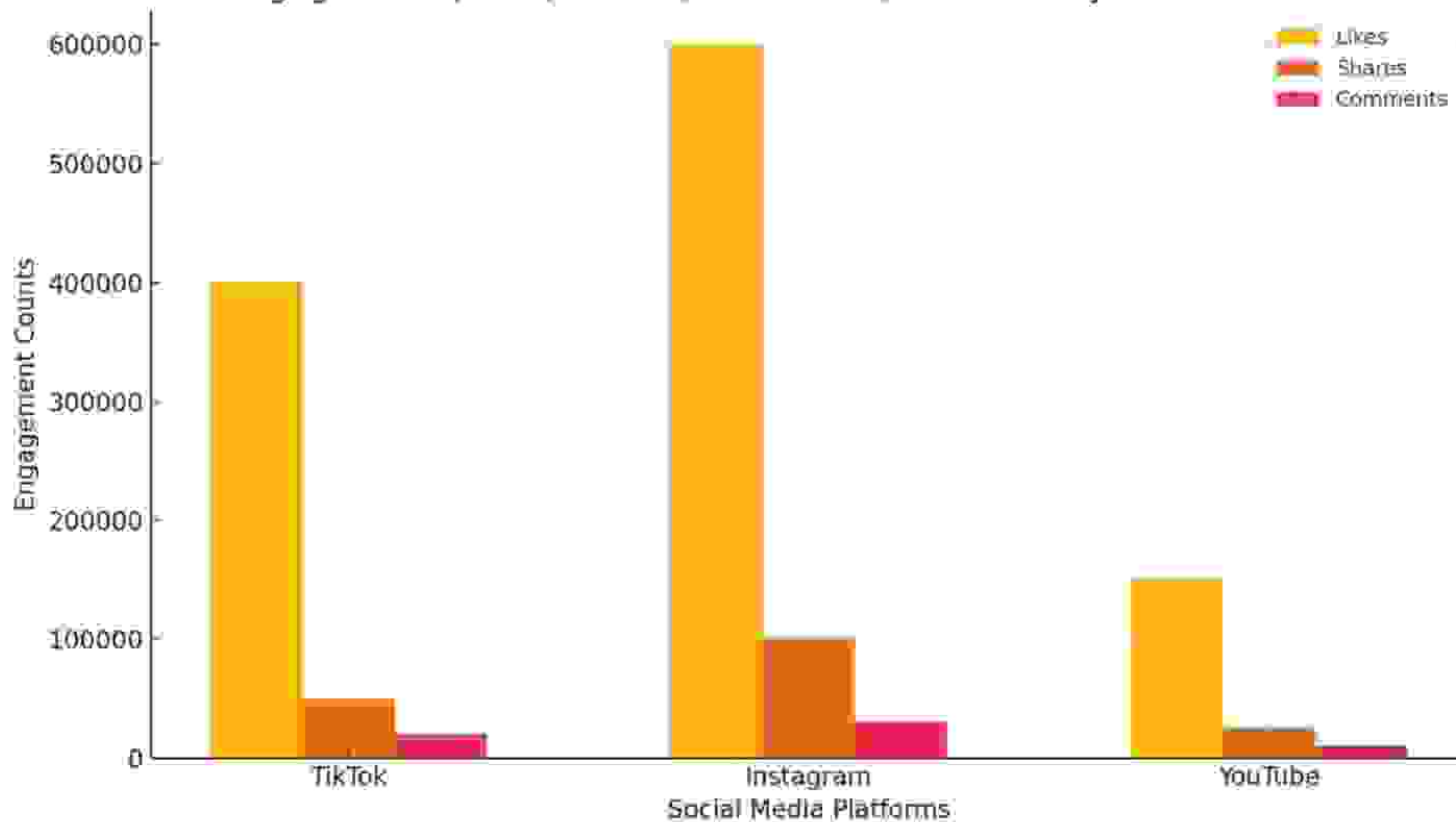
- Channels: Microsite, Social Media, TikTok, Online Ads
- Metrics: Product inquiries, purchases, social media click-throughs.
- Tools: Microsite goals (Google Analytics), social media link tracking (UTM codes).
- Purpose: Measure user actions leading to conversions and optimize calls-to-action to increase engagement on targeted pages.

4

Sales Data Analysis

- Channels: E-commerce platforms
- Metrics: Regional sales volume, product performance, channel-specific sales impact.
- Tools: Point-of-sale data, e-commerce analytics platforms.
- Purpose: Gauge the campaign's direct impact on sales across retail and e-commerce channels, with a focus on areas near billboard placements

Simulated Social Media Engagement (Likes, Shares, Comments) for Rolex Hybrid Smartwatch Launch (UK, April 2025)



CAMPAIGN TRACKING: TIMING

Launch Window: Real-Time Monitoring

- Track immediate response and sales.
- First 24-72 hours.
- Monitor web traffic, social media, sales.
- Website traffic, conversion rates, hashtag performance.
- Adjust based on early feedback for optimal visibility.

Short-Term Review: Initial Impact

- Evaluate early engagement and sales.
- 1 week post-launch.
- Analyze conversion data, social media sentiment.
- Sales volume, social media metrics.
- Fine-tune strategy and address challenges.

Long-Term Review: Comprehensive Analysis

- Measure campaign ROI and long-term impact.
- 3 months post-launch.
- Review sales, customer feedback, brand sentiment.
- ROI, long-term sales, brand perception.

DEFINE AD DIAGNOSTICS

Ad Awareness :

- Indicates the reach and visibility of the campaign, ensuring the product is top-of-mind for potential buyers.
- Through surveys, recall tests, social media mentions, and search interest for the Rolex Hybrid Watch.

Strong Brand Associations :

- Strengthens the Rolex brand's identity, reinforcing its reputation for high-end craftsmanship and cutting-edge technology.
- Through consumer perception surveys, social media sentiment, and brand association studies.

Purchase Intentions :

- A direct measure of how effectively the ad motivates consumers to act and invest in the high-end product.
- Through post-ad surveys, website traffic analysis, click-through rates, and tracking conversion or sales data for the Rolex Hybrid Watch.

OUTCOME MEASURES



1. Visibility

- Impressions & Reach: Social media, digital ads, influencer coverage.
- Search Volume: Track terms like "Rolex hybrid watch."
- Media Coverage: Mentions in tech and luxury press.

2. Engagement

- Social Interactions: Likes, shares, comments on Instagram, TikTok, YouTube.
- Video Views & Completion Rates: Engagement with product videos.
- Engagement Rate: Interactions/followers x 100.
- Customer Sentiment: Positive/negative feedback analysis.

3. Revenue

- Sales Volume: Total units sold.
- Average Transaction Value (ATV): High-value luxury sales.
- Online Revenue: Digital sales from website and e-commerce.

4. Quality Social Leads

- Lead Conversion Rate: Percentage of interactions converting to leads.
- CTR: Clicks from ads/influencer content to product pages.
- Follower Growth: Increase in social media followers.
- Influencer ROI: Conversions from influencer campaigns.

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