

client Maurice **Lacroix**

project evaluation of visuals and endorsers

the brand

Maurice Lacroix was founded as part of Desco von Schulthess of Zurich in 1975, a company that produced private label watches for third parties. The Maurice Lacroix brand was named after a board member of Desco von Schulthess and is headquartered in Saignelégier, Switzerland.

By 1980, Maurice Lacroix had become so successful that it ceased production for third parties. In 1989 Maurice Lacroix acquired the casemaker Queloz S.A., also based in Saignelégier, which enabled the brand to produce watch cases in-house.

During the 1990s, Maurice Lacroix experienced a "rocket-like ascent" with the launch of their high end "Les Mécaniques" line, later renamed the "Masterpiece" line. During this time, the company elevated itself to the high ranks of Swiss watch manufactures, by both maintaining traditional 'Swiss watch-making art' and by creating their own movements for its Masterpiece Collection.

Today Maurice Lacroix employs around 200 people, and its products are available in around 4'000 stores in 60 countries.

the campaign

The brand's new Your Time Is Now campaign (first launched in 2013) shows individuals (anonymous models) dressed and portrayed in ambiances and situations that ought to appeal to the ambitious and success-oriented target group. The ads focus on visuals and provide very little ad copy, thus they are quick and easy to comprehend by ad viewers and convey the message very fast.



Exemplary visuals and advert used in Your Time Is Now campaign

the study

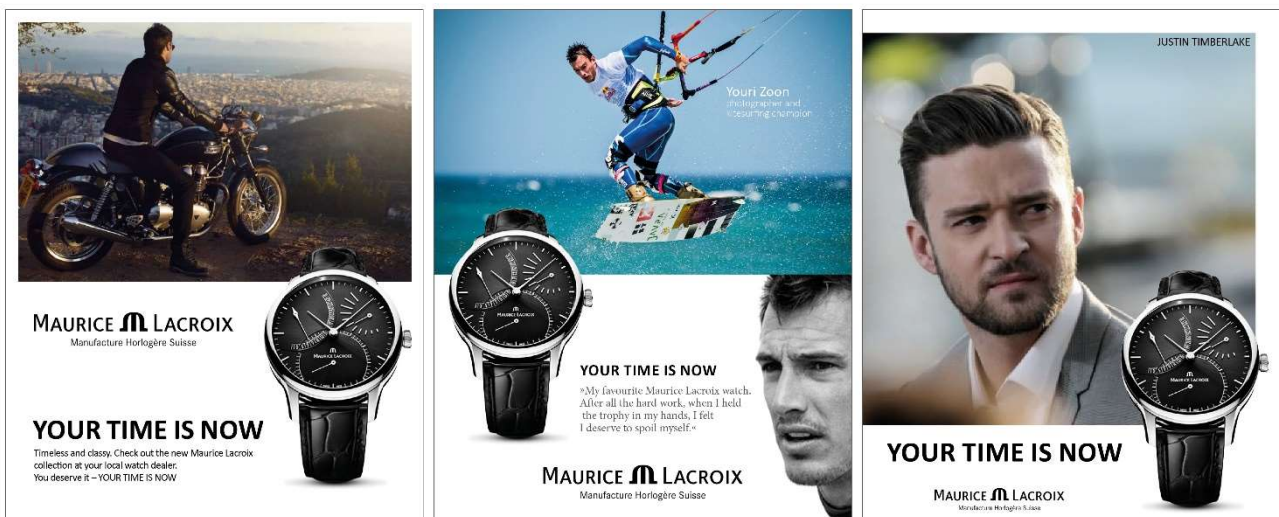
Maurice Lacroix intended to have the various visuals used in the Your Time Is Now campaign evaluated to make sure they are liked and appreciated by the target group. Moreover, it was investigated if visuals are perceived as appropriate and meaningful in an advertisement for a luxury watch brand.





Mock-up advertisements designed my BRAND LAB team included in the study to learn respondents' evaluations of appropriateness for a luxury watch brand

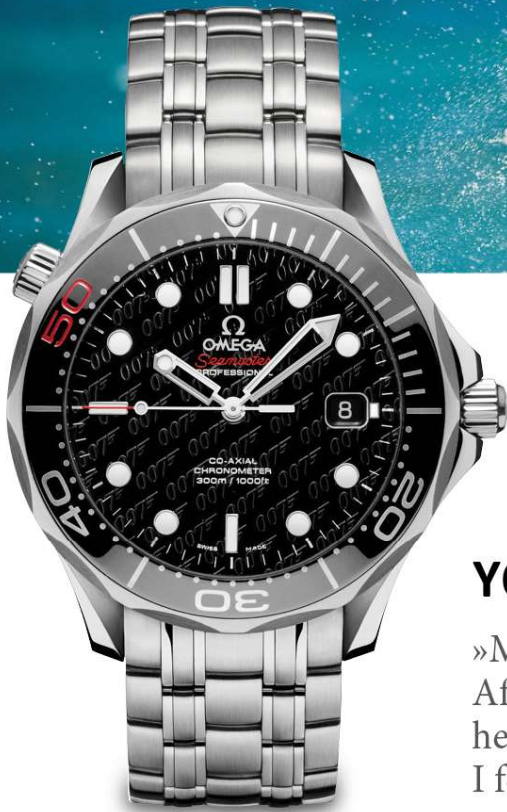
Another aim of the study was to examine whether the targeted consumers would more positively respond to other individuals than anonymous models as used in the existing adverts, such as famous celebrities or lesser known fringe sport athletes that provide powerful stories.



Mock-up advertisements designed by BRAND LAB team featuring different individuals [anonymous model, fringe sport athlete, famous celebrity]



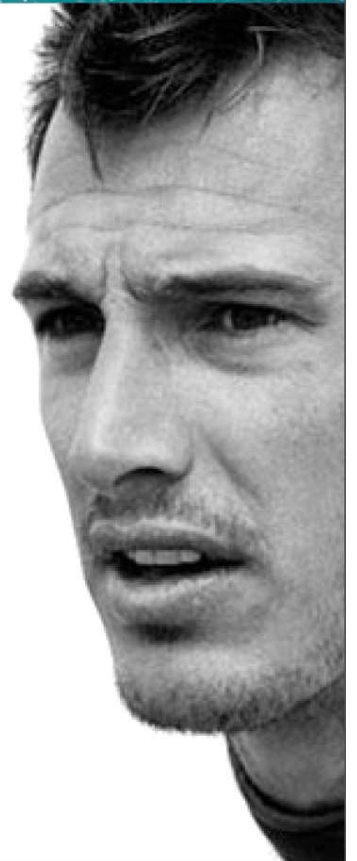
Youri Zoon
photographer and
kitesurfing champion



YOUR TIME IS NOW

»My favourite OMEGA watch.
After all the hard work, when I
held the trophy in my hands,
I felt I deserve to spoil myself.«

Ω
OMEGA





Mock-up advertisements with celebrity designed by BRAND LAB team featuring different ad copy

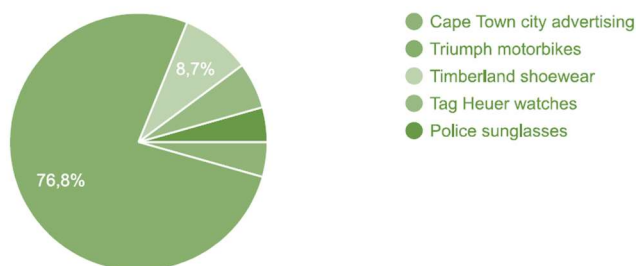
methodology

type of study: empirical, online questionnaire, n=150

panel: individuals that represent the brand's target group [different national backgrounds, aged between 30 and 50, well educated, international mindset, above average income]

results

Results and socio-economic details of the respondents are presented in appropriate diagrams. Summaries of important respondent comments compiled. Recommendations based on findings proposed.



Exemplary diagrams of result presentation.



insights

Maurice Lacroix's decision makers got a better understanding of how the target audience perceives various visuals, and if targeted watch enthusiasts would perceive the brand more favorably when other types of endorsers are featured.

Disclaimer: please note that the collected data and results of the study are property of Maurice Lacroix and therefore cannot be disclosed in detail.

**BRAND
LAB**

contact

Christian Schimmelpfennig
Müllerstrasse 4
8280 Kreuzlingen
Switzerland

christian@brandlaboratory.ch
www.brandlaboratory.ch