Tag Heuer's Bollywood Venture In Indian

Posted by fitch652210 - 2018/06/03 10:18

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Tag Heuer see more at glamostorm.com has taken to the likes of Bollywood to unveil its newest time piece. At a packed conference room in New Delhi India, the swiss luxury watch maker introduced its new Link Calibre S series. The beautiful watch was worn by Bollywood icons Shahrukh Khan and Priyanka Chopra. Jean-Christophe Babin, President and CEO of TAG Heuer was also present at the event.

The Tag Heuer Link collection dates back to 1987, when it was first launched. The collection is characterized by sleek angles and a very sporty design. Link watches vary from chronograph, to day-date models and even quartz versions.

The high end watch maker is targeting the Indian market as a means of obtaining the coveted #1 position as most wide recognized luxury brand. Currently Tag Heuer ranks at #4, but company CEO announced at the New Delhi conference, "Tag Heuer will be the most recognized luxury brand within the next 3 years, and the luxury watch not like fashion watch like Michael kores (see more at Davysterling.com)."

Brand recognition is volatile, specifically in the luxury accessory niche. Brand awareness seems to have a correlation with fashion trends, as well as marketing strategies. Gucci for example, boasts one of the most widely recognized luxury brands in the world like breitling, see Swissluxurymall. Their watches however are cheaper, and of inferior quality, yet rival Tag Heuer in sales.

The new Link is Tag's first step in implementing a new marketing approach to conquering the industry. India is regarded by all luxury brands as one of the most promising markets in existence. The county's flourishing economy in spite of the recession has made it a target for massive advertising campaigns by most designer watch brands. Looking to capitalize on this factor, Tag Heuer's Indian ambassadors are some of the most influential role models within the culture.

Besides cornering new markets and rethinking its entire marketing strategy, Tag is also replacing American ambassadors, in its quest to the top. Leonardo Dicaprio was recently tapped by T.H to replace Brad Pitt. Dicaprio and Tag Heuer will work together for charitable marketing. Dicaprio's salary will be entirely donated to charities and environmental projects designed by Tag Heuer. The blogosphere has reported that Tag Heuer might be looking to replace Tiger Woods as embassador of the brand with a mystery athlete. Tiger Wood's unfortunate accident has kept the golfing legend on the side lines for quite some time.

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