

A MATTER OF TIME A MASTERPIECE FOREVER

MARKETING STRATEGY PROPOSAL FOR GRAND SEIKO

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NTU - MSC MARKETING
SCIENCE



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RESEARCH METHODOLOGY

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MACRO DATA RESEARCH

- Statista
- Deloitte
- BCG
- FH
- ...
- Chrono24
- CNA Luxury
- Quill&Pad
- ...

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- Grand Seiko Boutiques

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- Tudor
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- 6 interviewees

IN-DEPTH INTERVIEW

RECAP OF CURRENT SITUATION - MARKET OUTLOOK

MARKET SIZE



Market Size: Singapore stands as a significant player in both the Asian and global luxury goods markets. In terms of revenue, it currently holds the **5th position** as one of the world's largest luxury watch markets.

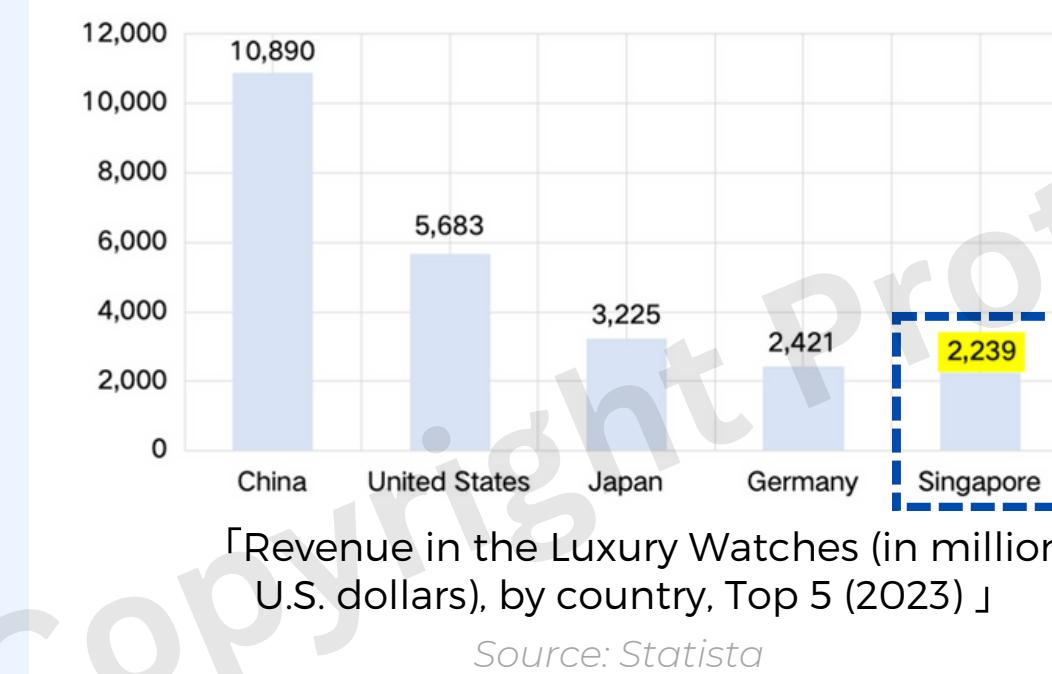
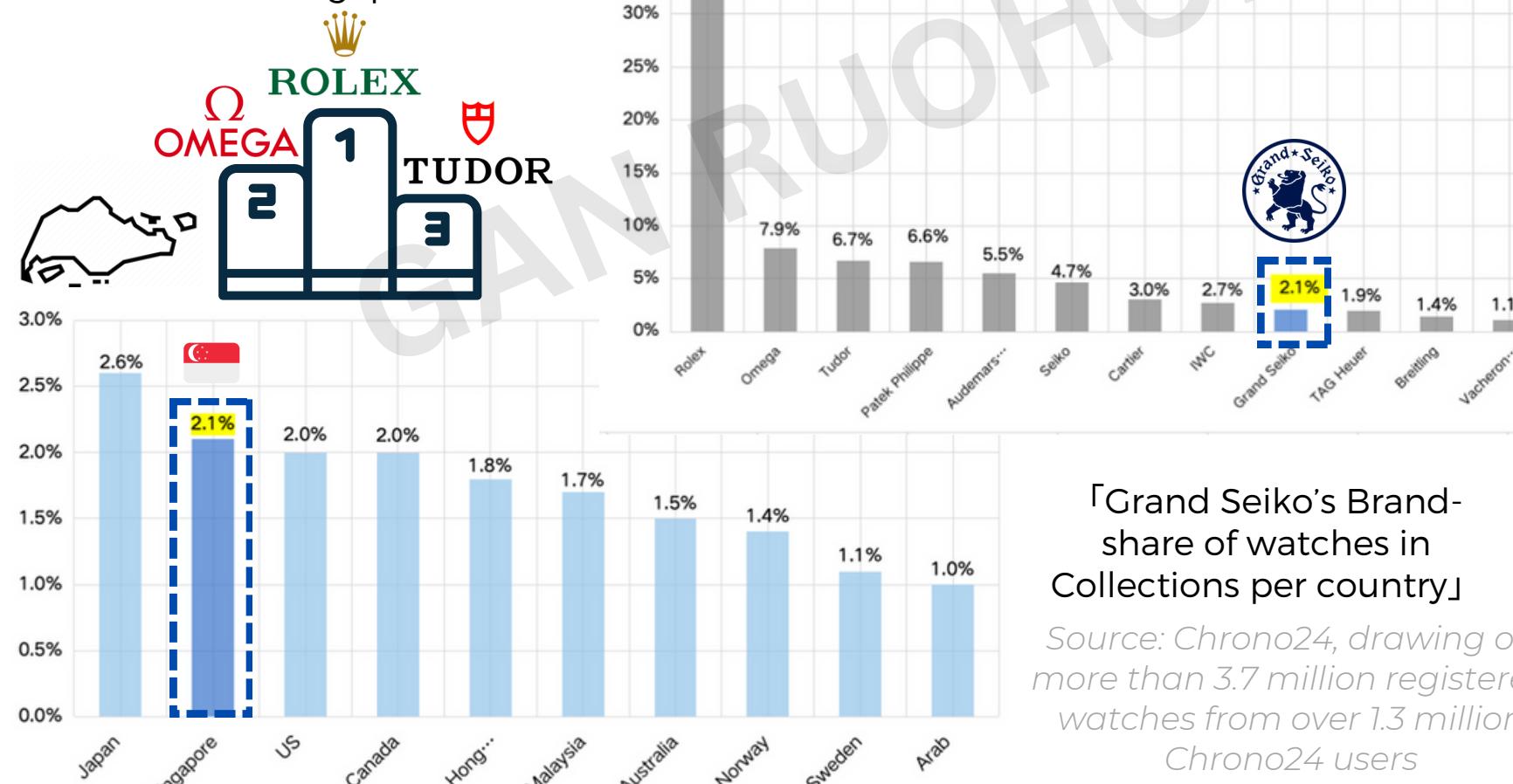


Market Growth: Singapore's luxury watch market exhibits substantial growth potential, with the market growth rate surpassing that of China, the largest market, in 2021, securing the **top rank**.

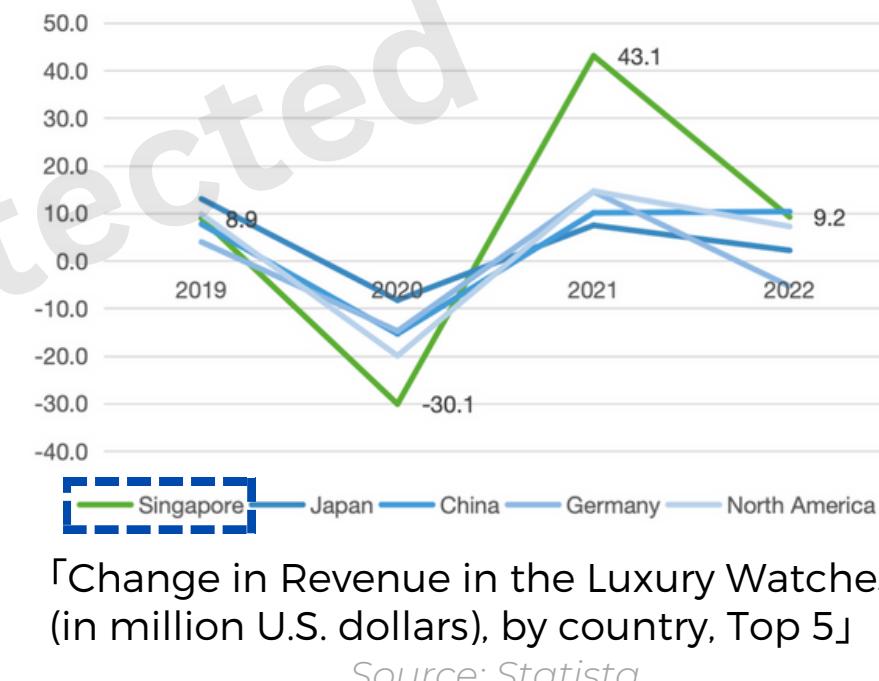
- Christie's: Asia-Pacific buying in its global watch live and online auctions contributed over **50%** in value in 2020.



「Brand-share of watches in Collections in Singapore」



Source: Statista



Source: Statista

MARKET PERFORMANCE

Disadvantaged position in a highly competitive market, particularly when compared to some industry leaders.



Grand Seiko's share is relatively modest in Singapore market, facing fierce competition from numerous high-end watch brands; need to overcome strong competitors to gain market share.

- In Singapore market, Grand Seiko's market share is only 2.1%, significantly below industry-leading brands such as **Rolex (34.9%)**, **Omega (7.9%)**, **Tudor (6.7%)**, and **Patek Philippe (6.6%)**, even lower than **Seiko (4.7%)**.



From brand perspective, Grand Seiko exhibits a commendable performance in Singapore, ranking as the brand's **2nd-largest market**, following only Japan.

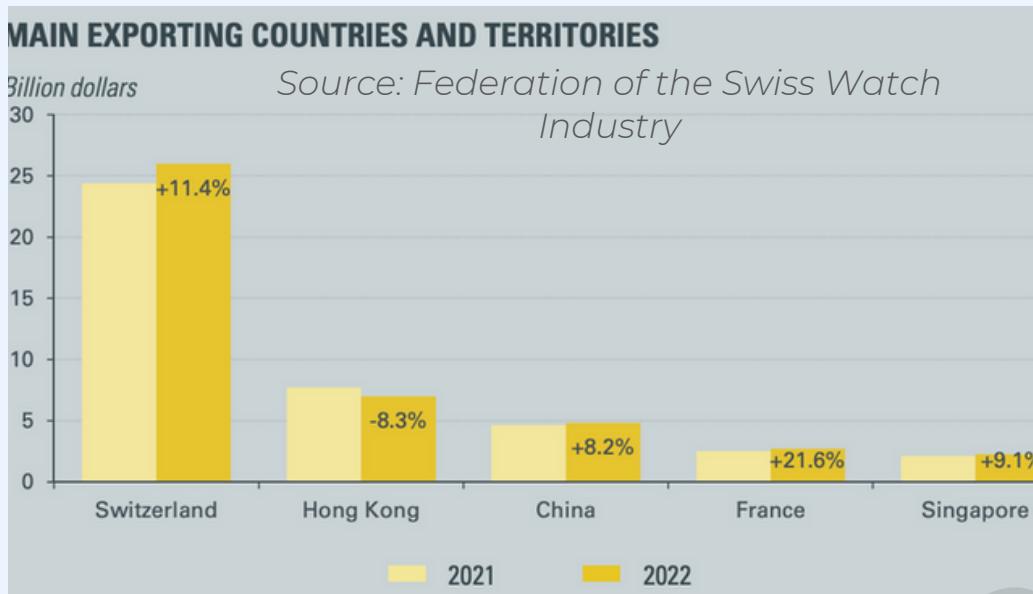
RECAP OF CURRENT SITUATION - COMPETITIVE LANDSCAPE

STRONG COMPETITION FROM SWISS WATCH

Prominent Importer of Swiss Watches:

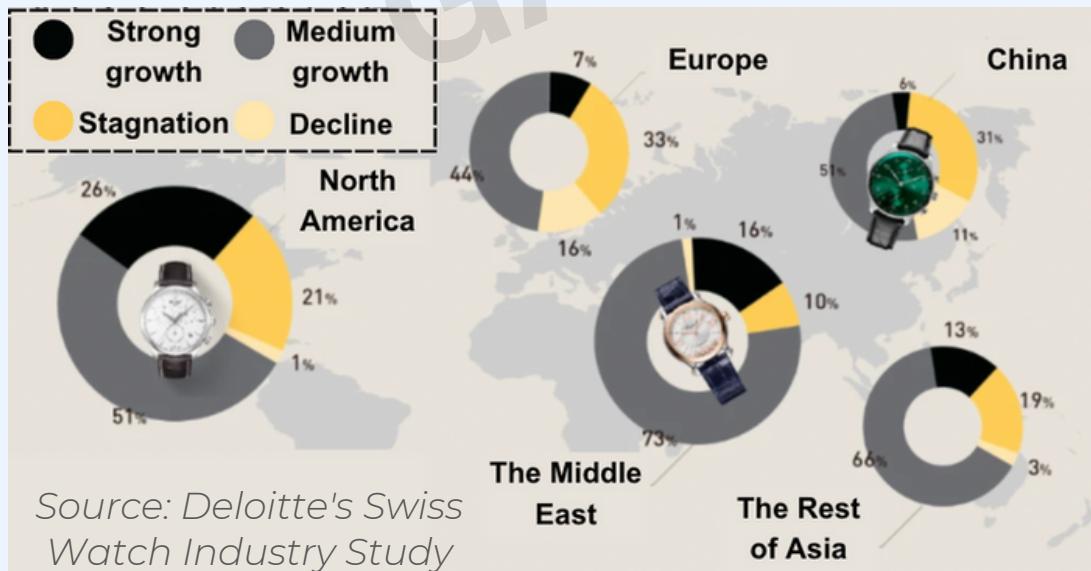
World's **6th** largest Swiss watch market.

Exports of Swiss watches to Singapore rose to 676.4m CHF in 2023 H1, an 8.6% increase YoY.

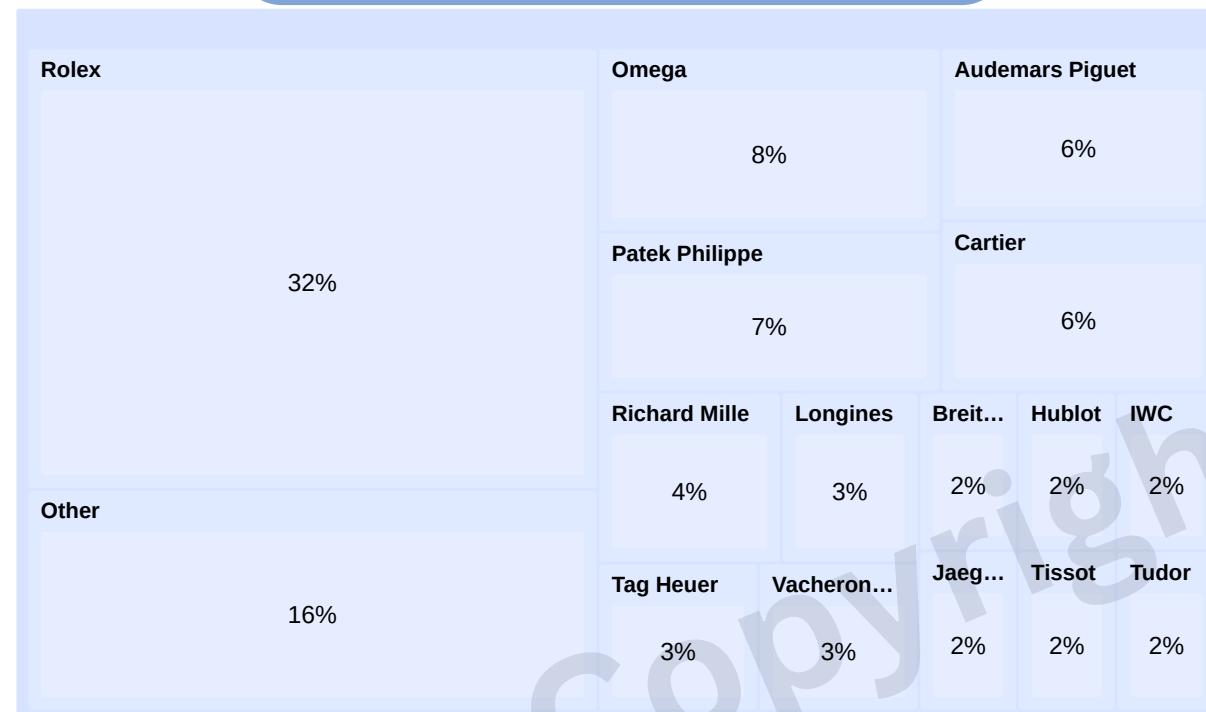


Optimistic Growth Prospects:

Over **79%** of industry insiders expect Swiss watches to see strong growth in non-Chinese Asian markets, ranking **1st** globally



MAIN COMPETITORS



Necessity to Expand Market Presence:

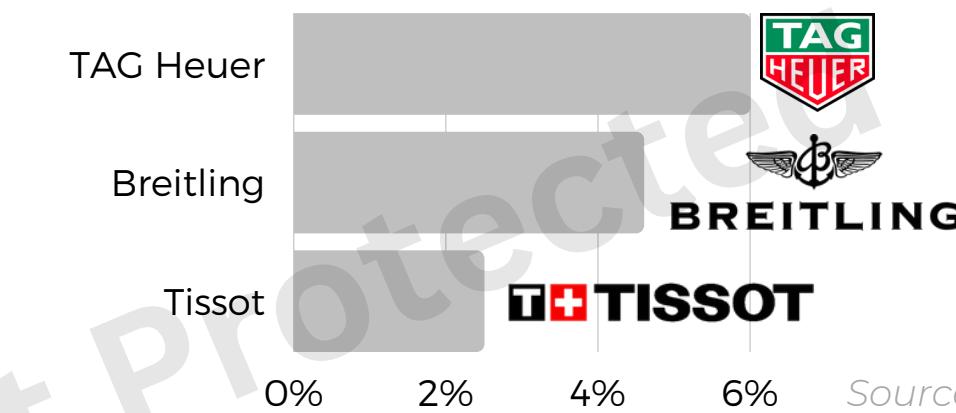
GS's share is relatively modest in Singapore market, presenting competitive challenges.

Competitors Are Accelerating Innovation:

Many traditional watch brands including TAG Heuer, Montblanc, Hublot, Frédérique Constant and others have been active in elevating the exclusivity and craftsmanship of wearable tech.



"ENTRY-LEVEL" BRANDS



- Consumers favor these brands for their 1st luxury watch but lose interest with subsequent purchases.

Eg. By the time they're choosing 5th watch, the likelihood of selecting Tissot **drops by 56%**.

Entry level quartz and mechanical watches also open the first door into the world of watches for many collectors. --- EuropaStar

"GROWTH" BRANDS

- Some brands require time to establish themselves, both in terms knowledge and purchasing power.
- Individuals may need to gradually build both their financial capacity and watch expertise. It's only when their passion for collecting truly ignites that their enthusiasm for the brand takes a significant leap.



RECAP OF CURRENT SITUATION - CUSTOMER PERCEPTION

STORE OBSERVATION

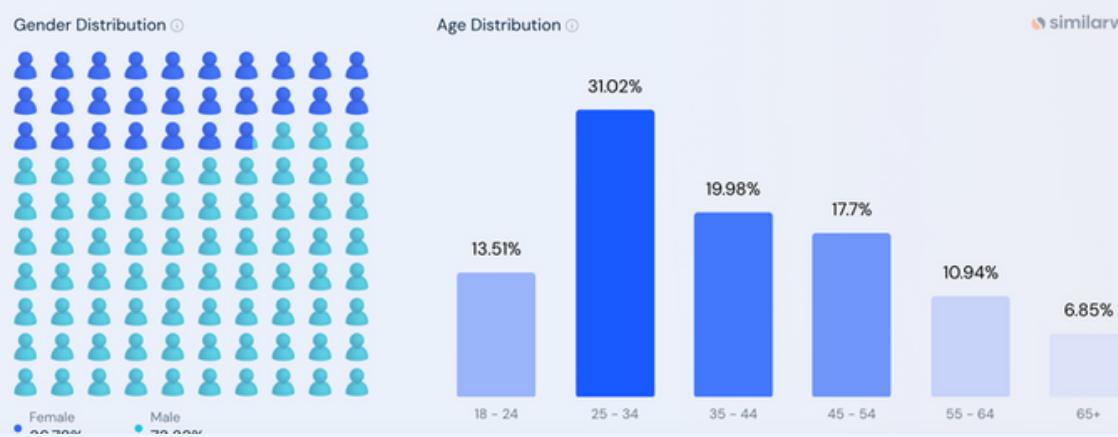


Emerging brands partner with young celebrities for consumer engagement

- **Zenith** prominently displays brand ambassador Xiao Zhan (Chinese actor).
- **IWC** and Eileen Gu's joint ads dominate ION mall's escalators.
- **Tudor**: In-store sales staff & decoration is dedicated to presenting brand's "adventurous" spirit + "sporty" watches.
- **Grand Seiko**: In-store displays and explanations fall short in conveying brand's story or its connection to Japanese culture, making it challenging for first-time customers.

DIGITAL STATUS ANALYSIS

Official website grand-seiko.com's audience: **73.22% male, 26.78% female**. The largest age group of visitors are **25 - 34** year olds.



Limited Historical Legacy:

Compared to Swiss luxury watch brands with extensive historical backgrounds, faces challenges in infusing the historical and traditional appeal.

Source: In-Depth Interview

Less Attractive Brand Story

The GS brand story is commonplace, focus on diligent craftsmen, which is not attractive enough to me. Rolex has gone beyond watches industry, becoming a social identity symbol and integrated into people's lifestyles.

Source: In-Depth Interview

CUSTOMER PREFERENCE

- In influencing the purchase of luxury watches, Singaporeans prioritize brand image over factors such as value for money and design.
- Implies that Singaporean consumers are more likely to be driven by the "reputation of brand" when comes to luxury watch consumption. Establishing a flawless brand image is of utmost importance.

COMPARISON FROM CONSUMER PERSPECTIVE



ROLEX

Accuracy

Canva



Durability

Canva

Price/Value

Canva



Ratio

Canva

Brand Awareness

Canva

Source: In-Depth Interview

Reasons for Choosing Rolex:

- From interviews and surveys Chrono24: averages a 34-38% purchase likelihood across collections of all sizes in our dataset.

Chart 19. What are the most important factors you consider when deciding to buy a luxury watch? Multiple selections possible. Consumer view

(Source: Deloitte)	China	France	Germany	Hong Kong	India	Italy	Japan	Singapore	Switzerland	UAE	UK	USA
Most important	Brand image	Price/ Value ratio	Price/ Value ratio	Brand image	Brand image	Price/ Value ratio	Price/ Value ratio	Brand image	Price/ Value ratio	Brand image	Design	Price/ Value ratio
Second most important	Price/ Value ratio	Longevity/ Circularity	Longevity/ Circularity	Price/ Value ratio	Design	Brand image	Design	Price/ Value ratio	Design	Price/ Value ratio	Price/ Value ratio	Brand image
Third most important	Longevity/ Circularity	Sustainability/ Environmental impact	Design	Longevity/ Circularity	Price/Value ratio	Self- satisfaction	Brand image	Design	Longevity/ Circularity	Design	Longevity/ Circularity	Longevity/ Circularity

RESEARCH - IN-DEPTH INTERVIEW



INTERVIEWEE'S PERCEPTION

GS Brand Perceptual Word Cloud:



source: 6 interviewees

INTERVIEWEE ARCHIVE

Demographics:

- 6 Singapore Residents
 - 5Males, 1 Female
 - Age range: 24-35
 - Some own GS watches, while others do not

- ①Mr. J, 25, Taiwanese, Singapore PR, NTU Graduate, with GS watch ‘SBGC203’ and plenty of luxury watch insights
 - ②Mr. L, 35, Singaporean, drum instructor, collector of luxury watches (owning 3+ GS watches), was once officially invited to GS9 Club
 - ③Mr. Z, 24, Chinese, recently started career in Singapore, own one “1926” watch from Tudor
 - ④Ms. O, 28, Singaporean, working as associate manager in the tech industry, one sent one Omega to her husband
 - ⑤Mr. F, 27, Malaysian, ready to have his first GS watch
 - ⑥Mr. A, 24, Singaporean, working in Fintech industry, just started to know luxury watches



STRENGTH

- 3 of 6 reflected, who well-versed in luxury watch industry, admire GS for embodying the spirit and **craftsmanship of Japanese artisans**, showcasing exceptional workmanship and an elegant, understated design.
 - 3 of 6 reflected: Everyone knows that “GS is known as **Oriental Rolex**”
 - 2 of 6 reflected: “Those with a keen understanding of timepieces will naturally appreciate Grand Seiko”

WEAKNESS

- 3 of 6 reflected: Brand's **limited awareness** hinders the creation of significant **social identity value**, lose attraction within younger consumers
 - 3 of 6 reflected: **Mix of sales channel**, lead to the **confusion** between GS and Seiko
 - 2 of 6 reflected: **Sales network** is somewhat limited, missing out on opportunities for brand promotion

RESEARCH - IN-DEPTH INTERVIEW

INTERVIEWEE'S INSIGHTS

"GS is competitive in the mid-range market but lags behind in the high-end market."--(cited from interviewee ①)

"GS brand is not well-known enough, may not appeal to novice watch enthusiasts." (②,④)

"The brand is too niche, fails to convey social status." (①,③)

AWARENESS

"Young customers prioritize other aspects over reliability and accuracy, GS lack complex functions for mechanical movement enthusiasts." (①, ④)

"Young professional prefer watches that matches their character and expresses their personality within the same budget, rather than a minimalist, understated design like Grand Seiko." (③,⑥)

STYLISH DESIGN

"The brand narrative of Grand Seiko is rather conventional, centering on dedicated and diligent artisans, lacks the allure to captivate my interest." (③)

"Inferior in story-telling, lack of a 'royal' history like some Swiss brands." (①,⑤)

STORY-TELLING

INTERVIEWEE'S RECOMMENDATION

SHORT-TERM

- Increase brand's exposure among young people, cooperate with celebrities to promote hype, referring to the cooperation between IWC and Eileen Gu. (cited from interviewee ④)
- Innovate on appearance, make more stylish watch with affordable price.(①)

A FEW REFLECTING STATEMENTS OCCURRING DURING THE INTERVIEWS

"Insufficient brand promotion and low visibility"

"Lacks a spokesperson"

"Difficult to attract young people who pursue fashion and conspicuousness with too mediocre appearance"

"GS perfectly embodies the Japanese pursuit of detail, reliability and cost-effectiveness"

"Brand influence is limited"

PROMOT

"lack of personality"

"GS is often sold in Seiko stores, potentially lowering its brand perception compared to Swiss brands with widespread standalone stores."

"Relatively few sales channels"

PLACE

"The sales network and stronghold are far weaker than those of Rolex, Patek Philippe, Audemars Piguet."

PRODUCT

"I prefer novelty, such as sports, diving, or tourbillon watches, which suit the fashionable and wealth-displaying tastes of young, affluent individuals."

"I won't choose another Grand Seiko; it looks too similar to my current one."

"Few stores carry the brand, and combining Seiko with Grand Seiko sales can dilute brand perception"

"The appearance is relatively conservative, and there have been few eye-catching new designs over the years".

SPRING DRIVE
5 DAYS

"Easy access to discounted watches at store counters may not enhance brand positioning"

#Topic: How can GS attract more young consumer?

LONG-TERM

- Crafting brand's long-term image and reputation, narratives tracing a watch's history enhance brand recall and recognition. Take Breguet for example, the brand claims it is the royal watch brand of the French royal family. (①)
- To introduce Grand Seiko to a younger audience, begin with Seiko's mid-range watches to raise brand awareness and pave the way for Grand Seiko's luxury timepieces. (②)

RESEARCH - GET TO KNOW THE TARGET CONSUMER

YOUNG WATCH COLLECTOR

54% of Gen Z & millennial buyers had increased spending on luxury watches during past 24 months

Source: BCG US Luxury Watch Survey, 2022

Top consideration

- Increased ease of buying & selling
- More investment opportunities



SEEK FOR EXPERIENCE

We're not just looking for a timepiece, we are looking for an experience.



--- Shoyo Kawamura, a #RKOI (Rich Kids of Internet), the face of a new generation collectors

Explore Stories Behind the Scenes

Drawn to stories and histories behind watches, including design philosophies and brand values

source: 6 interviewees

"I need to truly love it, and it also has to serve as a watch that can stay timeless throughout the seasons."

--Ryan Ong, a watch enthusiast residing in Singapore

Reap Benefits of Digital Shopping

Information, service, shopping, all within a single click



"Now it's all available on the web. You see a watch on Instagram and, boom, there's the price and its whole story — everything in a single click." --- Kawamura

Singaporeans watch-collecting community is getting younger in age. In 2017, 12% of Singaporean buyers were aged under 40. In 2020, this figure has increased to 29%

--- Sam Hines, global head of watches at Sotheby's



COMPANIONSHIP & COMMUNITY

- Connecting with like-minded individuals is fundamental**
 - Easy access to information, gravitates towards **social media** and **online communities**
 - Share watch collections & interact with other collectors
- Sense of belonging empowers millennials to nurture their passions**
 - Create their own community

#LangeNation

#PatekAcademy

#Shanghai Watch Gang



-- founded by youngsters, "the largest millennial watch community", 11.6k followers on Instagram

"Like with anything collectible, there are always subcultures that develop in these groups, and an active community is how it spreads." --- Kawamura

STAY IN VOGUE & LATEST TREND

Value contemporary models & limited edition

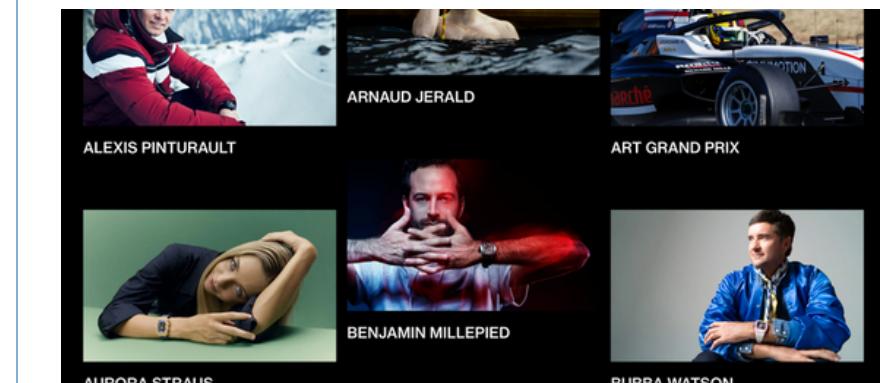
Unique collaborations and limited editions enrich collecting experience, more engaging and meaningful

source: 6 interviewees, Mr.Kawamura

Value brand collaborations with designers or artists

Brands like Richard Mille gained young fans through its **experimental and robust** case materials, **complicated yet aesthetically pleasing movements** and its **numerous sports ambassadors**.

source: 6 interviewees



The brand has its own wall of fame (Friends & partners of **Richard Mille**)

RESEARCH - NETNOGRAPHY RESEARCH & SOCIAL LISTENING



INADEQUATE EMOTIONAL APPEAL ASSOCIATED WITH BRAND

- Purchasing luxury goods is driven by emotions, fulfilling needs for social recognition and self-reward, symbolizing success and status.

The joy and satisfaction of building a remarkable collection are very often driven by the collector's passion. The luxury watch industry is one that's largely driven by emotions and stories

--- Tom Chng, founder of Singapore Watch Club

I love the idea of nature inspiring what they do, but some of the inspirations feel a little too farfetched. It would be nice to see some more 'in the wild' photos and videos to just bring the story alive.

--- Raman Kalra, founder of The Watch Muse blog

LACK OF SOCIAL RECOGNITION & APPRECIATION POTENTIAL

- GS can be a bit perplexing to those not well-versed in watches and isn't typically a purchase meant for flaunting. There is a saying – "You buy a Rolex to impress others and a Grand Seiko to impress yourself".

Thomas Spencer
Collector of exotic, high-accuracy quartz watches. · 3y
Related [How well do Grand Seikos hold their value?](#)
I have owned several Grand Seikos and generally I find they lose at least 20% just for walking out of the shop. I always try to keep them in mint condition and I have only ever

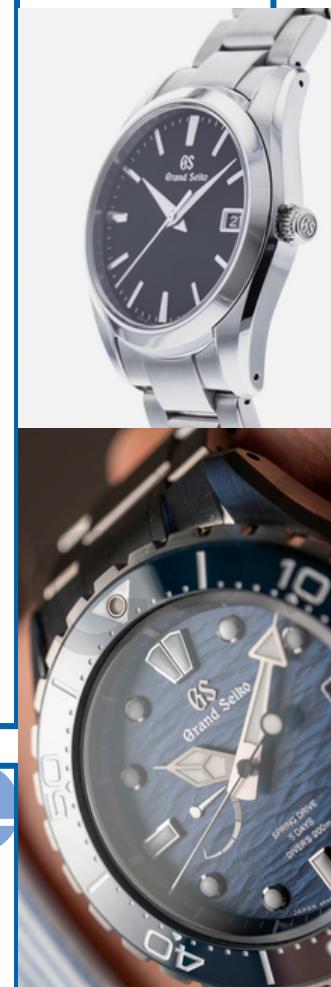
Jarbo · 12 months ago
Auspicious timing! Mine arrived two days ago. I love how low-key and simple it is. Like wearing an incognito super power watch. Hardest decision for me was to get this one or the 061, which still has "SEIKO" at the top of the dial. Visually I think I made the right choice but TBH something about having the old branding on it still make me wonder if the other would have been better.

A BLOG TO WATCH

Still def. a great value considering the quality of the product. Take a loupe to a Rolex and then look at a Grand Seiko . . . I dare you to say that a Grand Seiko is inferior. Rolex has history and marketing and kind of shitty but effective sales tactics . . . all of this helps create need for people who want luxury and brand nam. But as a product? GS blows them out of the water.

INADEQUATE FUNCTIONALITY & DESIGNS

- Consumers express discontent with the brand's shortage in product design and its efforts to responsive their needs.



uhr_wald 28w
Love the dial, Finish and Overall Design. But if i read the comments i see the consens. It is to big, to think and has a terrible clasp. If @grandseikoofficial would just make one step closer to their customers/fanbase and implement what everybody is begging for for years. I believe they would generate a bunch of happy existing customers plus some new ones as well. But hey just my two Cents...



@felixswart5986 2 years ago
I have been marvelling at these for a while on the US website. Does this mean that they will be available elsewhere too? I find the case design on these very elegant, as the usual GS cases are too chunky: imho a watch that I would want to wear everyday, but also in a more formal setting requires a sleek case.



Sat P · 4 years ago
This article is spot-on. I have several watches ranging from a \$50 Casio World-Time to a \$800 Orient Star (both of which I found on this website!). I want to buy a Rolex Yacht-Master Rolesium but will only do so when I realise my dream of getting big revenues from a self-made business. I estimate I'm 2 to 5 years away from that. I am exactly the kind of person you're describing above and I don't feel that any brand addresses me directly.

A BLOG TO WATCH

Young consumers' perspective: Long-term perception shaping starting from early-age, paves the way for future transformation.

MORE PRAGMATIC SUGGESTIONS

① Separate the brands (throughly)

Clearly distinguish high-end brands from budget brands, ensuring there's no confusion about Grand Seiko's premium identity.

② Create meaningful differentiation

Brands should shift their reserved demeanor, enrich and evoke their narratives in a more emotionally compelling manner, with greater depth, leaving a lasting impression of positivity.

--- Concluded from Tim Calkins, Clinical Professor of Marketing, Northwestern University's Kellogg School of Management, 1 DEC 2021

STRONGBRANDS

Japanese Link?

"When Toyota wanted to get into luxury cars, the brand didn't launch 'Grand Toyota'. It launched Lexus."

ALL 3 PERCEPTUAL ASPECT

AWARENESS

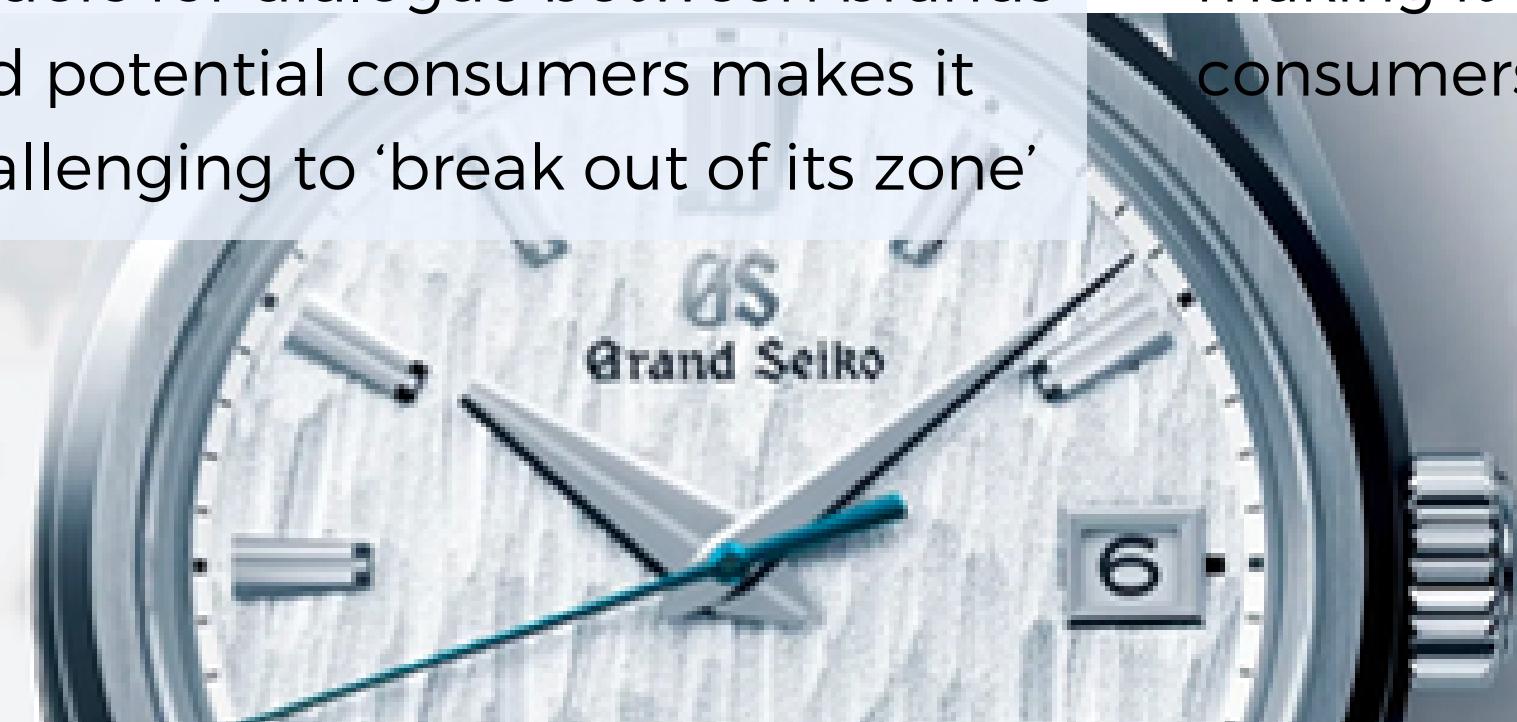
- Primarily recognized by who highly knowledgeable about luxury watches
- Yet to achieve universal recognition as identity symbols or integrate into young consumers' lives
- Gaps in sales channels and branding occasionally cause new consumers to confuse GrandSeiko with Seiko, hampering GS's distinct positioning

STORY-TELLING

- Emphasizing craftsmanship and technology, lacking a history and heritage, narrative may not resonate with younger consumers
- Distinctive style may be challenging to discern through marketing materials or in-store presentations
- Absence of influential opinion leaders for dialogue between brands and potential consumers makes it challenging to 'break out of its zone'

STYLISH

- Present design emphasize on understated luxury, may lack the engaging, diverse and functional elements needed to captivate younger consumers' interests
- Though in-store ambiance and brand promotion exude elegance, they may lack immersive interaction, making it hard to engage young consumers



ALIVE
IN TIME

 GS
Grand Seiko

PROJECT OBJECTIVE

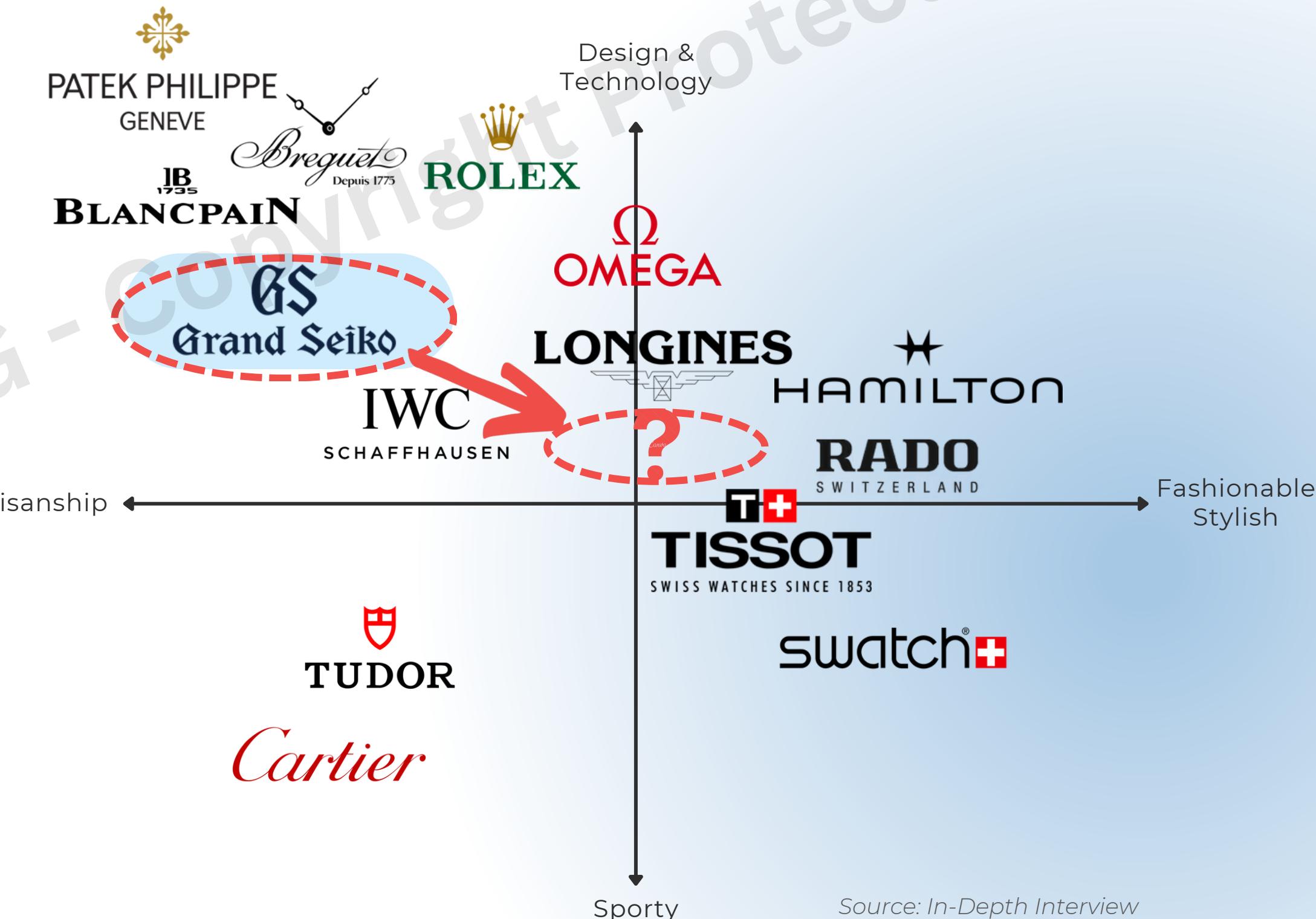
To make Grand Seiko the **1st luxury watch** that young consumers would buy when they begin their careers

How? Ideal Perceptual Evolution

- The current consumer perception of Grand Seiko is oriented more towards “Artisanship” and “Design”, which may not be the ideal choice for young consumers entering the luxury watch market at the entry level.
- Adjustments in brand perception among the young consumer segment are necessary while maintaining the existing high-end brand image.



BRAND PERCEPTUAL MAPPING

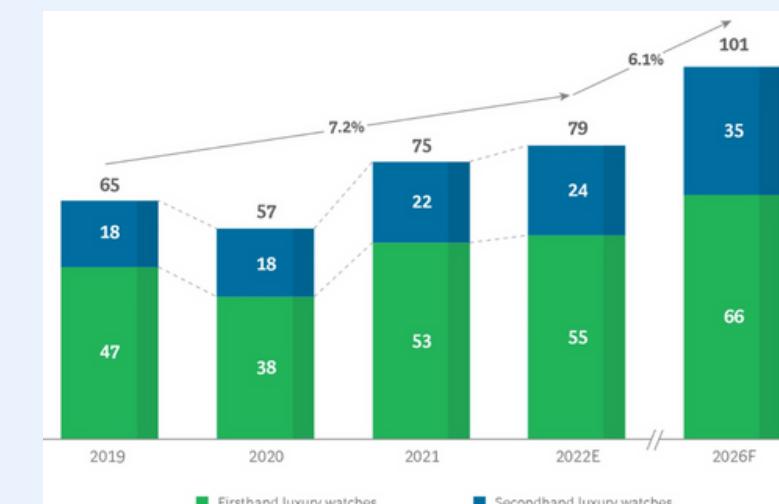


Source: In-Depth Interview

MARKET TREND - PRE - OWNED WATCH MARKET & SUSTAINABILITY

The second-hand luxury watch market is surging, with fashionable professional millennials and Gen X comprising the 2nd largest group of participants, prioritizing retained and appreciating value.

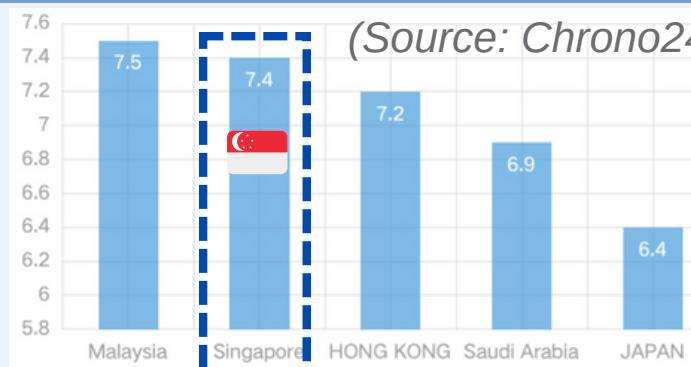
THE SECOND-HAND LUXURY WATCH MARKET IS SURGING



- BCG's projection indicates a substantial increase in the second-hand market's share of the overall luxury watch market, with an expected reach of approximately **35%** by 2026. *Firsthands and secondhand luxury watch market (\$billions); Source: FHS; Altagamma; Euromonitor; expert interviews; BCG analysis*
- 64%** industry insiders believe the secondary market can allow new types of customers to experience the brand. *(Source: Deloitte)*
- Consumers are more likely to buy a pre-owned luxury watch in the coming year than 2022 (**39% vs 32%**). *(Source: Deloitte)*

STRONG ENTHUSIASM FOR SECOND-HAND COLLECTING

- Singaporeans lead in the number of watch collections, ranking **2nd** globally.
- Reselling holds allure for 33% Singaporean watch collectors, placing the 3rd country globally, trailing only behind the UK (36%) and Italy (35%). *(Source: Deloitte)*



WATCH INVESTMENT BECOMES INCREASINGLY YOUTHFUL

- The buyers: Typical luxury watch buyer is a high-income millennial or Generation X male. *(Source: BCG analysis)*
- Youth involvement in watch investment is on the rise. **59% Millennials**, **45% Gen Z**, and 41% Gen Alpha are the top three age groups inclined to purchase secondhand items. *(Source: Deloitte)*

WHY DO THEY BUY PRE-OWNED LUXURY WATCH?

• Seek for investment opportunities

“Exceptional, unique and limited edition timepieces do have good incremental value, making them another possible asset for buyers to own.”

66% respondents: Anticipated retained value or value growth of the watch influenced decision to buy. *(Source: BCG analysis)*

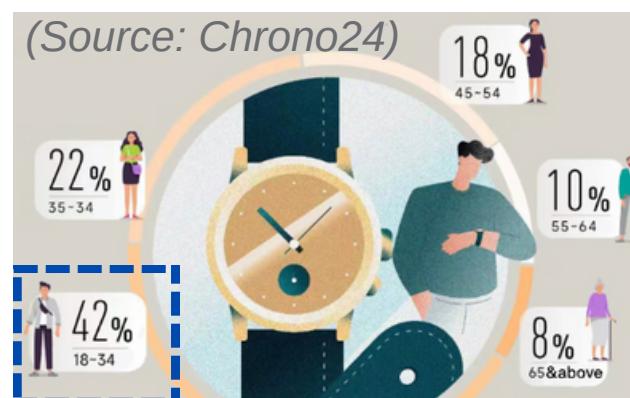
— Alexandre Bigler

An increasing number of young individuals are venturing into watch investments. According to Chrono24's survey, **42%** of respondents are in the **18-34 age group**.

• A new way to experience the brand

Young Collector Features:

- Highly educated, stylish, confident
- Purchases entry-level luxury watches
- Moderate purchase frequency, 50%+ have bought in past 24 months.



Sustainability concerns are often the reason for purchasing a pre-owned watch

- Younger generations care more about watch's sustainability impact, with Gen Alpha (**41%**), Gen Z and Millennials (both **40%**), placing more weight on a brand's sustainability credentials. *(Source: Deloitte)*
- 6 in 10** Gen Zs and Millennials are willing to pay more for sustainable products and services *(Source: Deloitte)*

MARKET TREND - CREATE IMMERSIVE & CAPTIVATING EXPERIENCES

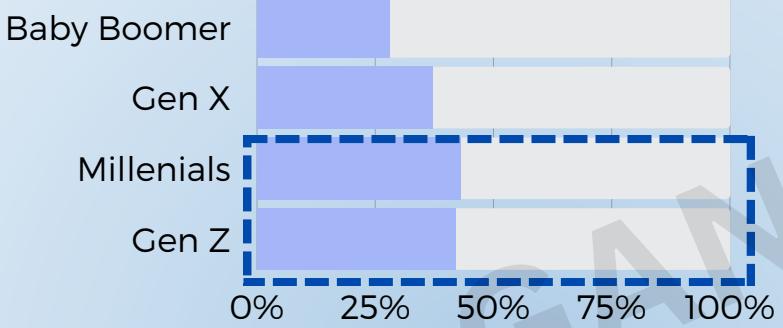
In-Store Service & Online Channel

IN-STORE

- Compared to other countries, Singapore places a greater preference on in-store purchases, ranking no.3.
- Luxury watches primarily involve emotional purchases, in-store experience is supreme. More about brand experiential than pure retail.
- Especially in the context of travel-related consumption, offline experience holds significant importance for consumers.

ON-LINE

Online Other



- It is foreseeable that **millennials** and **Gen Z** are the age groups most reliant on online consumption, with **43%** and **42%** purchasing new watches through online channels respectively. (Source: Deloitte)



- Online auctions increased with the onset of pandemic and were responsible for bringing a new and often younger clientele into the mix, particularly from Asia.
- More industry insiders are increasingly prioritizing experiential brand encounters, such as using AR for trying on watches and immersing in the brand experience.

Luxury brands are looking beyond their retail outlets and digital channels to deliver experiences

- Brands are reimagining their boutiques, shifting from traditional retail to **immersive and imaginative** spaces that build stronger customer relationships. Serve as a sort of communal **space to get to know the 'personality' of brand**.
(Source: Deloitte)
- When trying to appeal to Gen Z and Gen Alpha, **creativity, a dose of fun** and **anything deemed shareable** are the focus.
- “45% of millennials value experience over buying things”

Case Study

---McEvoy, director of Portview Fit-Out, the company behind the Tiffany Blue Box Café



Visit of the Zenith Manufacture in Switzerland



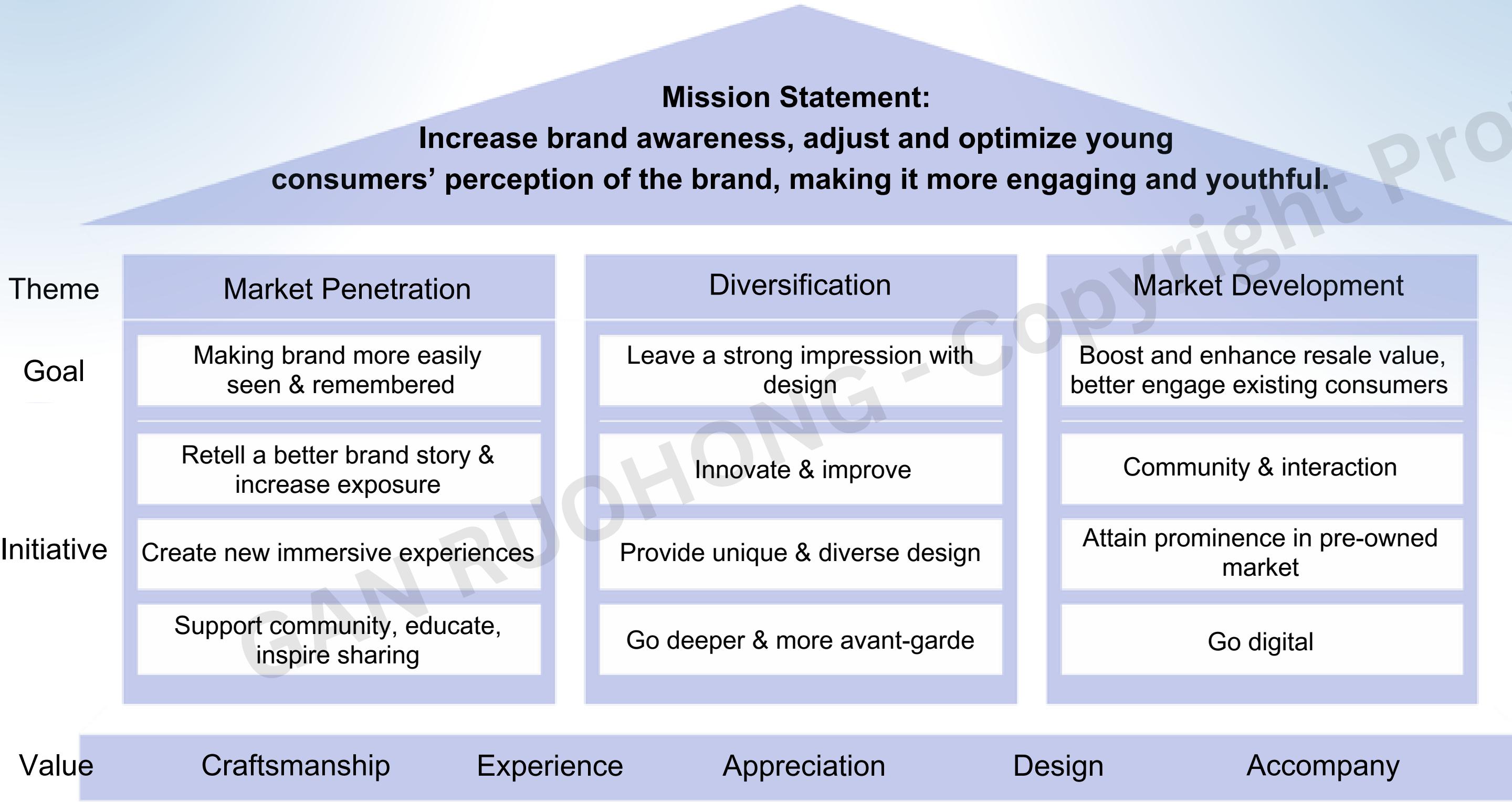
Panerai Classic Yacht Challenge



MB&F opened world's first MB&F Lab in Singapore, present a new hybrid retail experience, in a more intimate setting. These experiences **introduce brands to visitors** and highlight the intertwined **history and heritage** of watchmaking with the country's own narrative.

Geneva Tourism recommends a visit to the city's Patek Philippe Museum

STRATEGY HOUSE



Focus: Young millennial / Gen Z segment



STRATEGY ①- REVIVE BRAND WITH INNOVATE & CREATE NEW EXPERIENCES



TARGET: Making brand easily seen & remembered

TOFU (top-of-funnel):

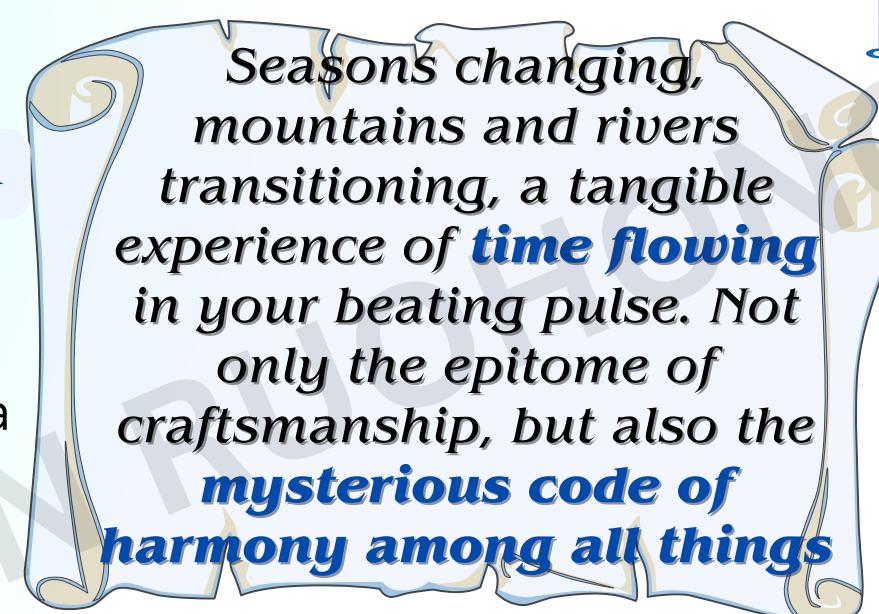
Cater to Millennials: Retell a brand story

- As a growing brand, it's vital to connect with young consumers for sustained patronage by enhancing visibility and memorability
- Shift brand perception** of young consumers.
- Shift brand storytelling to emphasize **emotional** narratives that capture hearts, rather than just quality.
- Craft a brand story as unique and compelling as Rolex's spirit of adventure and victory.

KEY WORD

Quest Equilibrium

Secrets of Nature



Retell a brand story: GS is a brand that emerged from the relentless pursuit of artisans exploring nature, aiming to capture and record the essence of the passage of time.

BOFU (Bottom of the Funnel) - Combining Online & Offline

- Combine **ease of online shopping** & **opulence of physical stores**, offer customers an unforgettable and unique experience (see and physically experience the watches)

Customers who signed up online were chauffeured in a luxury car to store to experience the watch --- Vacheron Constantin



Speak to Millennials: Brand ambassadors

- Collaborate with young celebrity endorsements - Halo Effect
 - Joseph Schooling *Outstanding Cases: IWC X Eileen Gu*
 - Khalid Slayman *Tag Heuer X Ryan Gosling (Barbie film)*
- Collaborate with watch enthusiast & professional #RKOI (Rich Kids Of The Internet)
 - Shoyo Kawamura
 - Austen Chu



Qodetiana

You really need to take a good look at how Eileen Gu uses trivial time. Today, there is this sentence engraved on her watch: Our time is not the future, our time is now.



IWC
Schaffhausen



1066

watchesinfilms

Barbie Land

Geek Music - I'm Just Ken (From "Barbie...")

Follow



Q

4,502 likes

watchesinfilms I've just seen the new "Barbie" film in a cinema and I have to say it's full of very interesting watches. For example, Ken (Ryan Gosling) wears 3

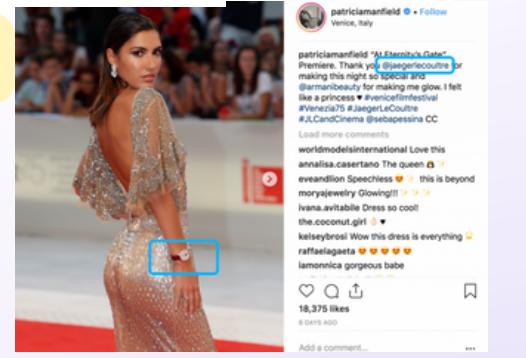


SHOYO KAWAMURA austen chu

100M+

69,009,173

Ryan Reynolds wears Omega on Met Gala



Patricia Manfield partnered with Jaeger-LeCoultre



Show to Millennials: Engagement Campaign

- Enhance "**Touchpoints**" with young consumers by participating in prominent fashion (Jaeger-LeCoultrre - Film Festival) & sports events (ROLEX - US Open).
- Integrating with influencers and consumers' lifestyles, showcase how wearing the brand's elegant watches can enrich and exemplify a sophisticated lifestyle.
- [Haute-Spitality]** Push boundaries, build engaging campaigns totally different than what people typically expect.

Cartier debuted the Santos in San Francisco at a three-day event, including concert, juice bar, panel discussions about creativity & art featuring



- Offer a communal space to connect with the brand's unique personality
 - Redesign the Grand Seiko store interior to match the brand's essence, focusing on Japan's natural aesthetics and storytelling.
 - Update the in-store introducing approach to prioritize stories over watch specifications.

STRATEGY ② - REVIVE BRAND WITH PERSONALIZATION

TARGET: Leave a strong impression with design

- Design is the pivotal factor in making a strong impression:
Brand, design and the price/value ratio were most often selected as deciding factors across the Deloitte surveyed markets in both 2021 and 2022.

(Source: Deloitte)

Diverse Styles

- Explore a wider range of functional and diverse designs as a foundational step to attract individuals with diverse aesthetics and open up opportunities for repeat purchases.

Elements:

- More **stylish**
- More **sports**
- More **ladies watch**
- Once selected the ideal brand ambassador, craft **extraordinary collaborative timepieces**

Be a good listener

- Engage with young audiences on social media platforms, actively listen to their feedback, gain insights into their preferences, and create personalized timepieces that resonate with them.

Going deeper and more avant-garde.

Introduces watches that come with captivating narratives.

- More closely align with GSs philosophy surrounding nature, emphasize the exploration of the mysteries of time and nature in design.
- Integrates environmental conservation concepts, emphasize sustainability and social responsibility to align with the increasing interest of young consumers in eco-friendly and ethically manufactured products.

Innovative & unique designs and campaigns to rejuvenate the brand

- Leveraging the brand's intrinsic Japanese culture, introduce special editions that resonate with modern sensibilities valued by the youth – encompassing themes of courage, entertainment, and even romantic.
- Complement these editions an buzzworthy marketing campaign during specific occasions (e.g., Valentine's Day, Christmas, April Fool's Day, etc.)
- The objective of introducing such a design and campaign isn't necessarily to drive sales of the special product, but rather to serve as a gateway to engage a new audience.

Case studies for reference:

- The April Fools' Day project: the Grand Seiko Ninja Watch --- The design harmoniously integrates with Japan's distinctive culture, strategically introduced at an opportune moment, make brand with a playful attitude that excites people.



herusunarto 1w
It's still too thick, has no lume and its buckle is vomit-worthy as always. When will @grandseikojapan listen to their customers and come to their mind to upgrade its buckle..? I guess that's expecting too much 😂

Reply



"Blue and white porcelain" Rolex, generated by AI Grand Seiko Ninja Watch

STRATEGY ③ - REVIVE BRAND WITH COMMUNITY & DIGITAL ATTEMPS

TARGET: To make the collecting timepieces -- an endless game

Establish passionate community for enthusiasts to share

- **Build online communities** for watch enthusiasts, where like-minded consumers can share knowledge and bond over watches at get-togethers(E.g. Instagram watch enthusiasts club)
- **Invest** in inspirational content across social media and other digital platforms

Case studies for reference:

- #patekacademy
- #langeneration
- (founded by consumers)
- Singapore Watch Club



patekacademy
186 Posts
4,327 Followers



Deliver integrated digital experience

- Make some attempts to help expand brand horizons & consumer base, connect with a younger, digitally-inclined demographic.
- Bring the brand experience, craftsmanship and story to life in a digital landscape, incorporate virtual world elements into the brand at right time (although it doesn't have to be rushed, the progress can be gradual).

“We think people are a bit bored with the usual events, all looking exactly the same, we said, ‘let’s build content beyond the product’ and create something that connects with other communities.”

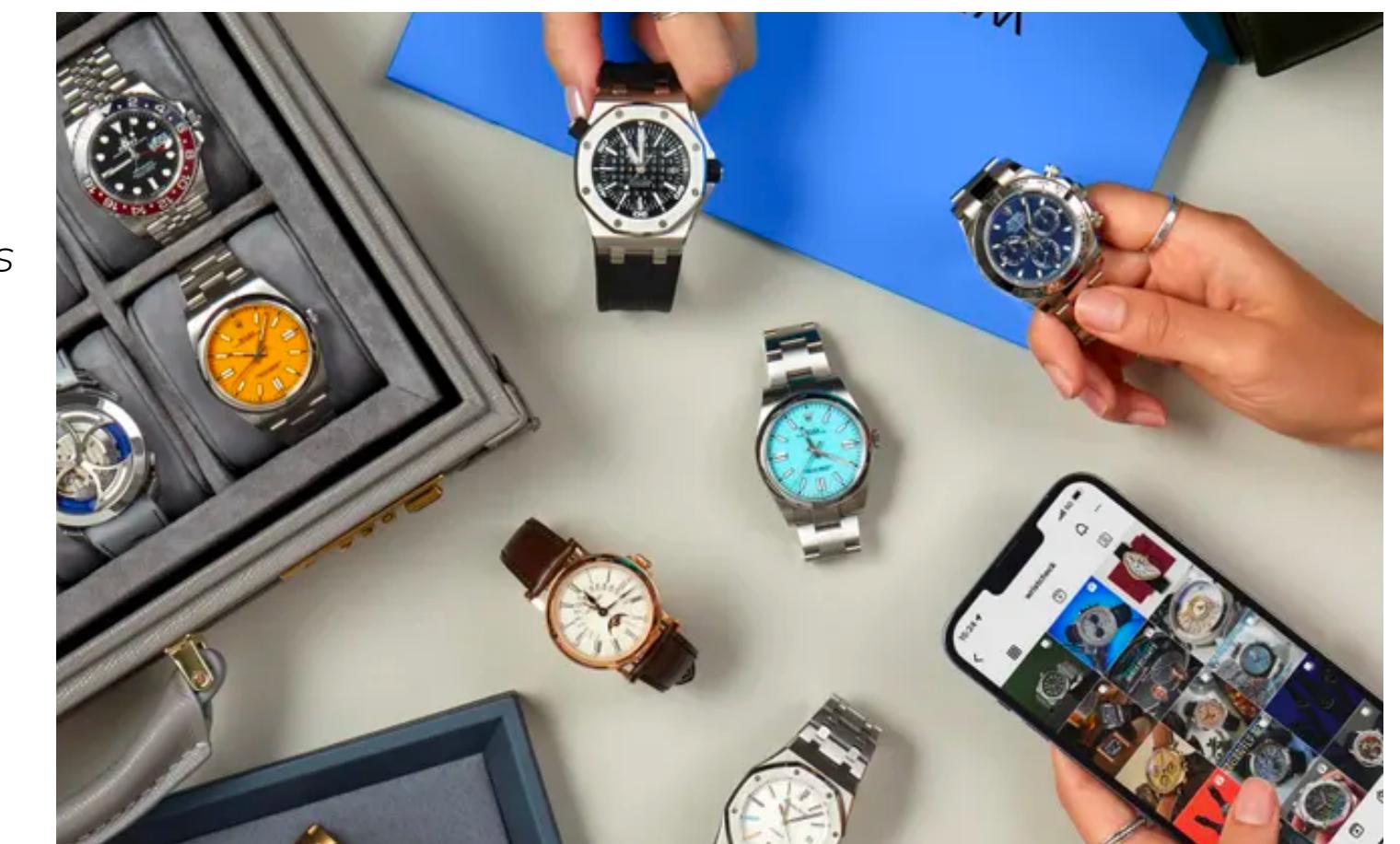
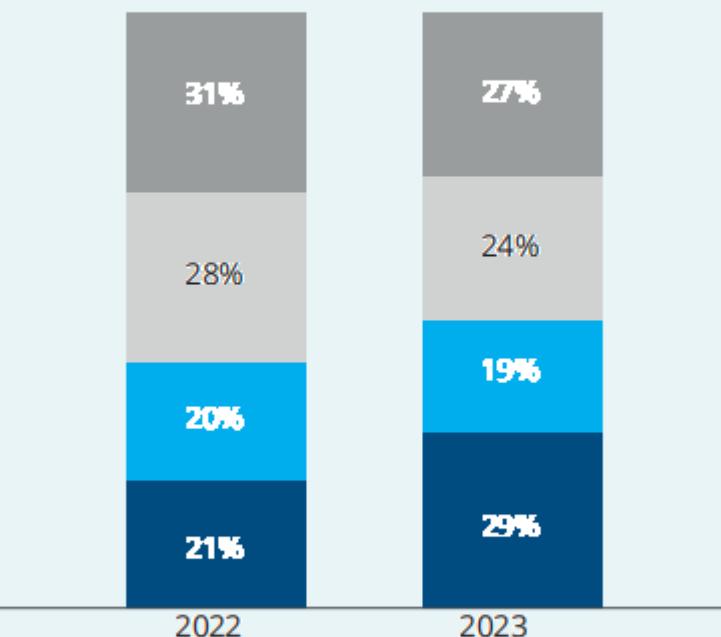
--- Arnaud Carrez, International Marketing & Communications Director of Cartier

Millennials are most interested in NFTs (47%), followed by over one third (34%) of Gen Z and Gen Alpha respondents, even without the physical watch.

(Source: Deloitte)

Consumer view

Chart 34. Watch brands have introduced NFTs (non-fungible tokens) for watches. Would you be interested in the NFT version of a watch?



Stimulate and Elevate Second-hand Value

- Aligning with young consumers' emphasis on sustainability and second-hand value
- Uphold and enhance the value of Grand Seiko watches



BENEFITS

Canvas

REFERENCE



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