

BRAND BRIEF: GLOBAL HERITAGE EDITION

Version: 3.2 | Launch Date: May 15, 2026

1. BRAND OVERVIEW

The Brand: A globally recognized luxury horology powerhouse focusing on authority, precision, and heritage.

The Product: A Limited Edition World Cup Tournament Chronograph blending mechanical excellence with modern tournament-specific complications.

Target Audience: Affluent sports enthusiasts and luxury consumers (Ages 25-45) who value cultural prestige.

2. CAMPAIGN THEME: "THE LEGACY OF THE GAME"

Reinforcing brand voice through the cultural moment of the World Cup.

- Core Message:** "Precision for the Moments that Define History."
- Visual Identity:** Cinematic photography, gold/obsidian palette, archival sports footage.

3. CAMPAIGN OBJECTIVES

OBJECTIVE	KPI TARGET
Brand Awareness	50M+ Impressions across TikTok, IG, Pinterest, and X.
Exclusive Scarcity	Limited Availability: Maintain strict global release of only 5,000 timepieces to drive market desirability and status.
Active Engagement	Viral Status Signal: Achieve high-intensity engagement through a signature "Hero Video" post campaign, measuring performance by the velocity of shares and "collection" saves.

4. SCOPE OF WORK (SOW)

End-to-end execution of premium organic storytelling, high-conversion paid media, and tier-1 celebrity/influencer partnerships.

5. PROJECT TIMELINE

PHASE	DATES	KEY DELIVERABLE
Discovery & Creative	April 15-May 15	Final Guidelines & Ad Creative
Influencer Onboarding	April 15-April 30	Signed Contracts & Briefs
The Launch	May 15	Platform Takeover & Pre-orders
World Cup Activation	June 15 – July 15	Real-time score content

6. BUDGET ALLOCATION

Budget: \$750,000 - \$1,200,000

Paid Media (45%) | Influencers (30%) | Production (15%) | Agency (10%)

7. TECHNICAL REQUIREMENTS

Proficiency in Luxury UGC Management, Real-time Analytics, and high-fidelity AR Integration (Virtual Try-On for luxury hardware).

8. PROPOSAL INSTRUCTIONS & DELIVERABLES

Agencies must provide a comprehensive proposal covering:

Strategic Elements

- Visual mood board for the "Luxury Heritage meets Global Sport" aesthetic.
- Influencer shortlist (min. 5 names, Tier-1 focus).
- Non-infringing World Cup trend strategy for a heritage brand.

Data & Hashtag Strategy

- 10 tags that drive better engagement than luxury watch benchmarks.
- 10 emerging tags with descriptions of why they are trending.
- Concentration breakdown of top 20 hashtags (TikTok vs. Instagram).
- Identification of 1 arbitrage tag per platform.
- Top 5 micro-creators (<10k subscribers) for niche authority.
- Top 10 hashtags trending in the watch industry (Last 24 hours).

Tag Combination Analysis

- 5 2-tag combinations for TikTok and 5 for Instagram.
- 5 3-tag combinations for TikTok and 5 for Instagram.

SUBMISSION DEADLINE: APRIL 15, 2026