



TIME PRODUCTS CASE STUDY

Sekonda and Accurist watches Christmas 2024 PR event creation and production

Introduction

When Accurist and Sekonda Watches, a part of Time Products, sought to distinguish their brand ahead of the busy holiday season, they turned to We Are Marble. Their goal was to secure coverage from key journalists and publications, ensuring their watches featured prominently in Christmas gift guides and pre-Christmas publications for 2024. We Are Marble was contracted to produce an unforgettable press launch event that would capture the essence of Christmas morning and create a lasting impression.

The idea

To create a memorable and engaging event, we envisioned transforming a prime location in central London into a scene straight out of Christmas morning. The concept was to make press attendees feel as if they had just interrupted a festive family gathering, with every detail meticulously designed to evoke the warmth and joy of the holiday season.

We secured a luxurious penthouse apartment opposite the iconic St Pancras Hotel. With its wrap-around balconies, floor-to-ceiling windows, and stunning views across London, this location provided the perfect backdrop for our Christmas morning theme.

Background

Accurist and Sekonda are renowned names in the watch industry, known for their blend of classic craftsmanship and modern design. As part of Time Products, these brands have a rich heritage and a reputation for quality and style. Their watches are a popular choice for holiday gifts, making the Christmas season a critical period for marketing and sales.



The Execution

Our team at We Are Marble took on the challenge of organising, producing, and dressing the entire event to deliver the desired "wow" factor. The penthouse was transformed into a Christmas wonderland, complete with:

- Christmas Decor: Every inch of the apartment was adorned with festive decorations, including Christmas trees, twinkling lights, and seasonal scents. The ambiance was enhanced by classic Christmas music playing in the background.
- Christmas Morning Scene: The living area was set up to resemble a family Christmas morning, with presents (Accurist and Sekonda watches) partially unwrapped. Each gift featured oversized branded Christmas tags explaining the product details.
- Dining Experience: The dining room was staged as if Christmas dinner had just been interrupted. Guests were treated to themed refreshments; Christmas breakfast canapés and mimosas in the morning, and Christmas dinner canapés with prosecco in the afternoon.
- Guided Tours: Each press attendee received a personalised tour of the apartment by a member of the Time Products team, who explained the unique features of each watch and why it made the perfect Christmas gift.
- The Dial Artist: A highlight of the event was "The Dial Artist," who demonstrated his craft by painting individual artworks onto watch faces using a microscope. Attendees had the opportunity to try their hand at painting and could have a bespoke watch face created for them by the artist.





The Results

The event was a resounding success, drawing attendance from all major national press titles and key fashion magazine journalists. Feedback from attendees was overwhelmingly positive, with many praising the event's unique and intriguing concept. The immersive Christmas morning experience, combined with the hands-on engagement and detailed product presentations, left a lasting impression.

As a result, Accurist and Sekonda Watches secured agreed coverage in top-tier publications, positioning their products prominently in the coveted Christmas gift guides. This strategic exposure provided a significant boost to their brand visibility and set the stage for a successful holiday season.

At We Are Marble, we pride ourselves on creating innovative and impactful events that resonate with both clients and their audiences. This Christmas press launch for Accurist and Sekonda Watches is a testament to our commitment to excellence and our ability to deliver experiences that stand out in a crowded marketplace.

Click the image to watch the video

