



ROLEX

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CREATIVE BRIEF

Rolex is the largest single luxury watch brand, world-famous for its performance and reliability, prestige and luxurious look.

Objective is to create an integrated marketing campaign for the Rolex pop-up shop event as of January 15th

Physical invitations and phone calls to VIP customer will be sent as of January 30th, in order to bring attention to the event at Ogilvy's on St. Catherine street taking place from February 10th to 14th.

The store will be open to the Greater Montreal area as of February 10th.

The official logo, colours, fonts, and slogan will be used as directed by the official Rolex Brand Guide.

The event will include the powerful couple Alexandre Taillefer and Debbie Zakaib as spokespeople

Veuve Clicquot will collaborate in order to provide an exclusive watch which will be auctioned off to support the fundraising. Champagne will be served throughout the event.

THE BIG IDEA

“ EDUCATION IS TIMELESS”

The big idea is to demonstrate the importance of education in today's society, while simultaneously promoting the new Rolex pop up shop at the Ogilvy store in Montreal. To do this, we are planning a collaborative event with Rolex and the Canadian educational foundation Pathways to Education. This will attract potential customers to the pop up shop as well as giving them the incentive to shop the collection while keeping a moral compass and participating in a good cause. The exclusive Veuve Clicquot Rolex collaboration watch will be auctioned off, with the proceeds going towards the foundation.

ADVERTISEMENT
CREATIVE & MEDIA STRATEGY

ONLINE

Facebook



Video Ad

- 2.01 billion users.
- 56% of online Seniors aged 65+ are on Facebook and 63% are between age 50-64.
- 72% of online users have an income more than \$75K
- Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.
- Reach based on your budget and target. You can target based on location, age, gender, and more.
- Pricing is based on a daily budget and duration of the ad. Reach is therefore based on your budget.

Instagram



Photo Advertisement

- 700 million users
- 32% of adults use Instagram
- The second largest Instagram age demographic is 30 to 49 years-old at 28 percent usage followed by 50 to 64 year-olds at 11 percent.
- 26% of Instagram users make over \$75,000 a year.
- Instagram Picture Ads reach is based on your objective. Reach and Frequency raises awareness. You can target based on location, age, gender, and more.
- Pricing is based on a daily budget and duration of the ad. Reach is based off budget.

YouTube



Google TrueView Video Ad

- Total number of people who use YouTube is 1,300,000,000. 76% of users are over the ages of 25.
- 35% of campaigns saw a lift in purchase intent, with an average lift of 4%.
- Video discovery ads appear alongside other YouTube videos, in YouTube search pages, or on websites on the Google Display Network that match your target audience.
- You pay only when a viewer chooses to watch your video by clicking on the ad.



ROLEX

POP-UP RETAIL EVENT
"EDUCATION IS TIMELESS"

OGILVY'S
1307 RUE SAINTE-CATHERINE,
MONTRÉAL, QC H3G 1P7

FEBRUARY 11 TO 14



10% OF ALL PROCEEDS WILL
GO TO THE PATHWAYS TO
EDUCATION FOUNDATION

Pathways
to Education



Veve Clicquot

OFFLINE

Astral Digital Column Network

- These digital columns have a 6 ad rotation maximum where each ad plays for 48 seconds
- The Digital Column network reaches nearly one million consumers per day placed in all of downtown montreal's key areas
- Your ad will run continuously for a 4 week period, during this time your ad will play within all 30 digital columns placed throughout the city



OFFLINE

The screenshot shows the Montreal Gazette website. The main headline is "Hundreds of prisoners escape from Kandahar prison". A red box highlights a Rolex advertisement for a "POP-UP RETAIL EVENT" overlaid on the page. The ad features a close-up of a hand wearing a Rolex watch. Below the ad, there are sections for "RELATED PHOTOS & PHOTOSHOPS", "PRESS DIGEST - CANADA - APRIL 23, 2011", and "More than 400 prisoners - many of them Taliban - escape from Kandahar prison".

Montreal Gazette Photo Ad

- Montreal Gazette obtains a reach of 9 million views monthly. 40% of the audience are women and 60% are men 49% of which make an annual income of 75K+. 83% of the audience is 35 years old and up
- The Gazette picture ad will be presented in the paper as well as online, included in its price, it will remain posted for a 15 day period

VIDEO AD



SOCIAL MEDIA & PROMOTIONAL ACTIVITIES

Auction for exclusive Veuve Clicquot Rolex watch

Proceeds will go towards the foundation Pathways to Education
Only for VIP february 10th

Raffle

Tickets will be given to those who give donations.
Part of the raffle money will go to a winner as a bursary.
Open to the public

Prizes

Gift Card indigo
IPad mini 4
13" Macbook pro
200\$ gift basket filled with school supplies
200\$ gift card at Ogilvy's





Instagram Campaign/Contest

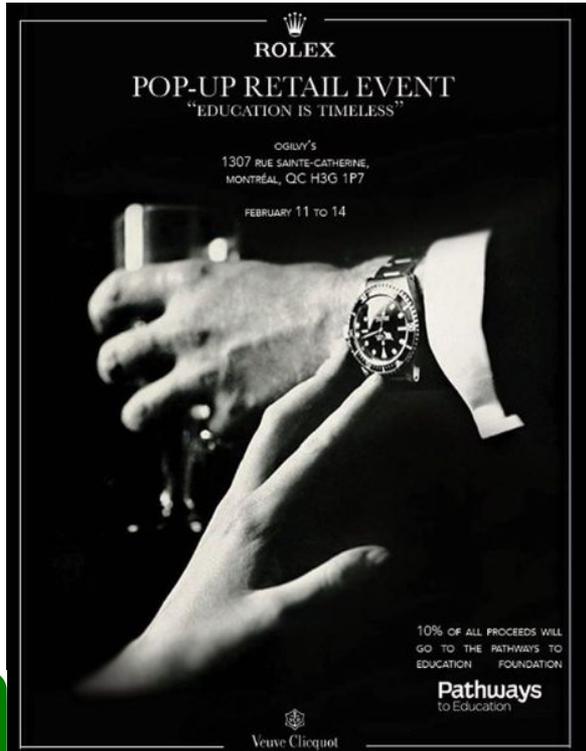
#EducationIsTimeless #RolexMTL

- Instagram users will share a favourite memory they've experienced in school
- Emphasizes the importance of education at any age
- A chance to win a meet and greet with Alexandre Taillefer and Debbie Zakaib .
- This Will begin on January 15 to launch the campaign.

Snapchat Geofilter

- A Geo filter will be created for the event
- February 10th to the 14th.
- Available to the public
- Their location services are on and they are in a” “ radius of Ogilvy's.
- It will have a gold border with Rolex written at the top and Ogilvy written at the bottom

INSTAGRAM & FACEBOOK ADS



rolexmtl Join us for the new Rolex Pop Up Shop at Ogilvy in Montréal in collaboration with Pathways to Education. Share your favourite school memory with #EDUCATIONISTIMELESS and #ROLEXMTL Open to the public February 11th 2018.

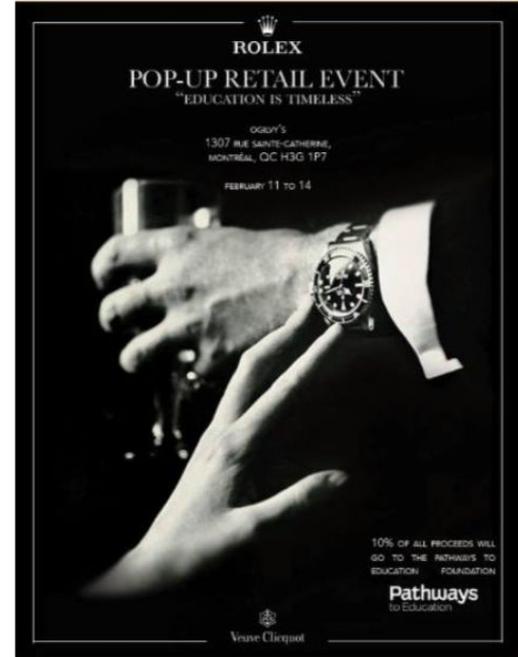


Be the first to like this.

39 SECONDS AGO

Add a comment...

Join us at the new Rolex Pop-Up Shop at Ogilvy in Montréal in collaboration with Pathways to Education. Open to the public February 11th 2018.

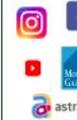


Like Comment



CALENDAR

JANUARY 2018

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15 	16 	17 	18 	19 	20 
21 	22 	23 	24 	25 	26 	27 
28 	29 	30  INVITATIONS ARE SENT TO VIPS	31 			

FEBRUARY 2018

SUN	MON	TUE	WED	THU	FRI	SAT
				1 	2 	3 
4 	5 	6 	7 	8 	9 	10   VIP EVENT & AUCTION
11  RAFFLE 1	12  RAFFLE 2	13  RAFFLE 3	14  RAFFLE 4	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

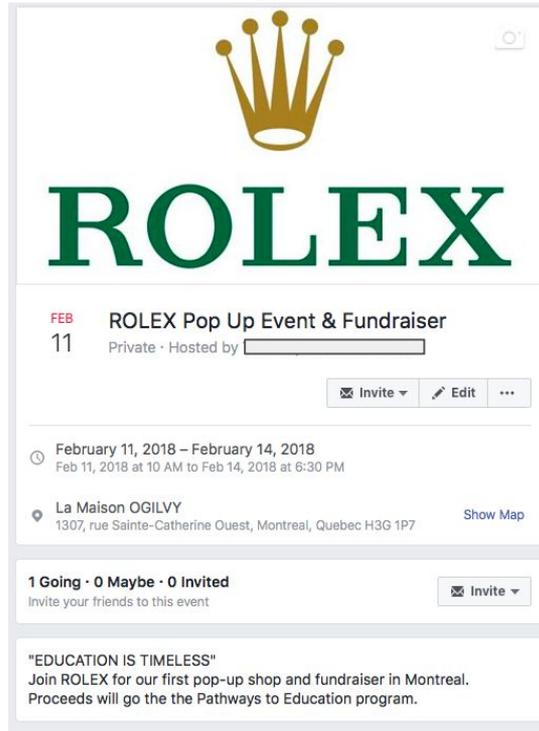
MEDIA BUDGET

	REACH	COST	JANUARY 2018	FEBRUARY 2018
OFFLINE				
Astral Media	1 Million per day	100,000= 4 weeks 1920Hx1080w	\$75,000	\$25,000
Gazette	9 Million monthly	\$116=15 days	\$116	
ONLINE				
Youtube	10,000 views	\$0.20 per click	\$2000	
Facebook	23,000 users	\$10 per day	\$170	\$100
Instagram	23,000 users	\$10 per day	\$170	\$100
Snapchat Filter		\$65.99 per day		\$329.99
TOTAL				\$102,985.99

RAFFLE BUDGET

	COST	UNITS NEEDED	PRICE
Prizes			
Gift Card (Indigo)	\$100	2	\$200
Gift Card (Ogilvy's)	\$100	2	\$200
Ipad Mini 4	\$549	1	\$549
13" Macbook Pro	\$1,729	1	\$1,729
Gift Basket	\$200	2	\$400
TOTAL			\$3,078
GRAND TOTAL			\$ 106,063.99

FACEBOOK EVENT PAGE



The screenshot shows a Facebook event page for 'ROLEX Pop Up Event & Fundraiser'. At the top is the Rolex crown logo and the word 'ROLEX' in green. Below that, the event title is 'ROLEX Pop Up Event & Fundraiser' with a date of 'FEB 11' and a privacy setting of 'Private'. There are buttons for 'Invite', 'Edit', and a menu icon. The event dates are 'February 11, 2018 – February 14, 2018' with a time range of 'Feb 11, 2018 at 10 AM to Feb 14, 2018 at 6:30 PM'. The location is 'La Maison OGILVY' at '1307, rue Sainte-Catherine Ouest, Montreal, Quebec H3G 1P7'. At the bottom, it shows '1 Going · 0 Maybe · 0 Invited' and a description: '"EDUCATION IS TIMELESS" Join ROLEX for our first pop-up shop and fundraiser in Montreal. Proceeds will go to the Pathways to Education program.'

- Open to the public
- All information is listed
- Users can indicate if they are going/are interested
- Visibility throughout Facebook

INSTAGRAM & FACEBOOK AD REACH

Locations ⓘ Everyone in this location ▾

Canada

📍 Montreal, Quebec + 25mi ▾

📍 Include ▾ | Type to add more locations | Browse



Add Locations in Bulk

Age ⓘ 18 ▾ - 60 ▾

Gender ⓘ **All** Men Women

Audience Size



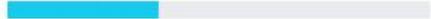
Your audience is defined.

Potential Reach: 23,000 people ⓘ

Estimated Daily Results

Reach

1,300 - 2,500 ⓘ



The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

CONCLUSION

Demonstrate the importance of education while promoting the Rolex pop up shop
Social media interaction will generate awareness and interest in the event
Chosen medias will optimize the attendance for the pop up

This event will be a success due to:

The appropriate advertisements for the target audience
Continuous interactive social media activities
The incentives to attend the event & visit the store

THANK YOU