

How a luxury Swiss watchmaker created brand salience among cricket fans in India

The background

Hublot, being the Official Timekeeper of ICC WT20 Cricket, wanted to reach out to the prospective customers in India.

The Challenge

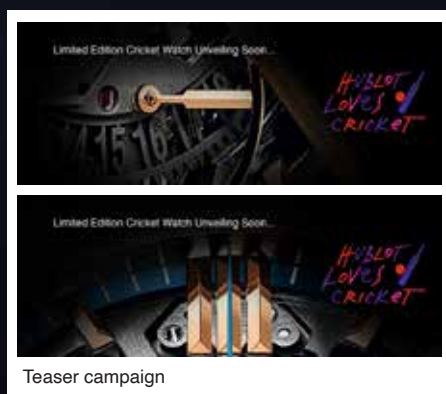
Identifying prospects among the cricket fans and engaging with them was a challenge for a luxury brand like Hublot.

The Idea

India loves cricket. So does Hublot.

The Campaign

Cricket is not just a game but a religion in India. To build and strengthen the brand's association with cricket, we worked with Hublot to create and launch a signature timepiece- Classic Fusion Aerofusion Chronograph - inspired by the game of cricket. We also roped in Rohit Sharma, the star batsman from Indian cricket team, as Hublot's brand ambassador to reinforce the campaign idea and promote the limited edition watch. To engage with the fans, we created a character called 'Thoku' and ran engagement campaigns around him on Facebook. The winners were given free tickets to ICC WT20 matches. Moreover, we also produced a digital film to spark cricket fervor among the audience.



Teaser campaign



Special Cricket Watch launch



Rohit Sharma: Brand Friend Engagement



A still from Thok de film.



A still from contest page



Topical communication



Thoku of the Day campaign



Selfie contest

The Impact

The campaign helped Hublot tap into a niche audience and expand its customer base in India.



reached over
1 million
audience in
the first week itself



Garnered
50k
likes on
campaign posts



Engaged with over
50k
audience



Campaign videos garnered over
1 lac
Views

