

WATCHES AND JEWELRY

Tag Heuer rides athletic wave in Aquaracer campaign

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Australian professional surfer Laura Enever wears Tag Heuer's Aquaracer Professional 300 Date. Image credit: Tag Heuer

By ZACH JAMES

After updating an adventure-centric product line, Swiss watchmaker Tag Heuer is launching a marketing initiative.

Australian professional surfer Laura Enever wears the Aquaracer Professional 300 Date in a new campaign. By proxy, Tag Heuer uses the slot to show how well its diver-friendly models mesh with an active lifestyle.

"The luxury consumers this campaign appears to target are performance consumers and younger consumers," said Donnie Pacheco, CEO of [Donnie P. Consulting](#), Seattle.

"This campaign will resonate with both," Mr. Pacheco said. "The campaign does a great job of featuring the watch in action (e.g. underwater).

"The comments about the ocean nod to the environment and will also appeal to a younger consumer."

Mr. Pacheco is not affiliated with Tag Heuer, but agreed to comment as an industry expert.

Riding high

Through the initiative, Tag Heuer is tapping into the high-octane world of professional surfing, with the short film showcasing the features of the Aquaracer Professional 300 Date.

In imagery, Ms. Enever rides wild waves in the ocean, the timepiece adorning her wrist as the water crashes around her. Despite the chaotic, pulse-pounding environment, the 31-year-old professional states that the Aquaracer variant calms her nerves and keeps her centered on the activity at hand.

In an environment as unpredictable as the ocean, adrenaline rides high as the waves. When conditions are overwhelming, pro surfer [@lauraenever](#) trusts the ocean to find her center, aided by the [#TAGHeuerAquaracer Professional 300 Date](#). <https://t.co/j1eFar22cw#LaNuitDeLaGlisse> pic.twitter.com/ObASQereto

TAG Heuer (@TAGHeuer) Aug. 5, 2024

By spotlighting Ms. Enever's sporty, aquatic lifestyle, the campaign could appeal to active consumers, as well as those who care for the ecosystems surfers inhabit each day.

"The campaign has a few nods to the environment without being overtly environmental," said Mr. Pacheco.

"It features the watch in action in the ocean," he said. "Additionally, it highlights the connection to the ocean when her heart rate goes up when she sees a big wave and stating the ocean itself is unpredictable.

"Many people have a response to and feel a connection with water and this campaign effectively leans into that."

Eyes on the horizon, @lauraenever stays prepared for the next swell with her #TAGHeuerAquaracer Professional 300 Date and #TAGHeuer Shield Pro sunglasses in tow.

<https://t.co/j1eFar2A24><https://t.co/5MXSYmIG6a>#LaNuitDeLaGlisse [pic.twitter.com/5JmYAf7TsX](https://t.co/5JmYAf7TsX)

TAG Heuer (@TAGHeuer) August 6, 2024

A variety of features equip the Aquaracer Professional 300 Date for underwater and seafaring uses, including water resistance up to 300 meters, "Super-LumiNova filled hands" to help legibility in dark spaces, a rubber strap and a steel folding clasp to secure the watch to one's wrist.

"By teaming with athletes and showcasing the watch in action, it is going after a sports consumer," said Mr. Pacheco.

"This doesn't mean that consumers themselves are necessarily active, but desire a more performance-based timepiece."

Alongside the marketing push, Tag Heuer introduced a series of Aquaracer Professional 300 Date models focused on deep-sea diving. Ten new variants are included in the drop, with prices ranging between \$3,600 and \$4,200.

Sporting showcase

The release of Ms. Enever's campaign comes at an opportune time for the sport. All eyes are on Tahiti for the Paris 2024 Olympic surfing events.

Other horology labels are taking advantage of The Games as well, partnering with a global selection of athletes as the stars descend on the French capital to compete on a global stage.



Professionals from across the sporting world are converging within the watchmaking space as of late. Image credit: Tag Heuer

Swiss watchmaker Breitling turned to hardwood, enlisting Greek-Nigerian basketball player Giannis Antetokounmpo to debut two bespoke timepieces (see story). Swiss jeweler Chopard took a similar approach, tapping Japanese rugby player Keita Inagaki to feature in a campaign spotlighting craft and operational excellence (see story).

Meanwhile, Swiss watchmaker Omega displayed its long-held ties to the Olympiad with a campaign spotlighting partnered athletes and the city of Paris at the same time (see story).

"Dropping this campaign during the Olympics when sports are top of mind for customers across the globe, should help Tag Heuer's messaging," said Mr. Pacheco.

“This is especially true with surfing being featured during this Olympics,” he said. “With the right social activity, it should gain more attention from people searching for surfing and other sports out.”

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