



**PATEK PHILIPPE**  
GENEVE

## Press Release

**Patek Philippe, Geneva**  
**October 2018**

### **The new Twenty~4 Automatic**

#### **Strong and innovative: the advertising campaign**

**A major international advertising campaign dedicated to the launch of the Twenty~4 Automatic is being rolled out to reach a new demographic of discerning customers. It paints the portrait of today's modern, independent, and active woman. It centers around a video and vibrantly modern ads; and it puts a strong focus on digital support.**

In terms of watch advertising and ads in general, Patek Philippe has been pursuing a unique strategy with its "Generations" campaign since 1996. The visuals show precious moments shared by fathers and sons as well as mothers and daughters. With the powerful and universally understood message "Begin your own tradition," the campaign was subtly updated in the course of the years; it established itself as shining example of continuity and success. In 1999, Patek Philippe further expanded its presence in the ladies' watch segment by launching the Twenty~4®. This totally new model was intended to accompany women in their everyday lives around the clock, as its name suggests. To underscore the significance of this realignment, the manufacture presented a campaign explicitly for the Twenty~4® with the headline: "Who will you be in the next 24 hours?"

#### **A new campaign – thoroughly feminine**

Ahead of the launch of the Twenty~4 Automatic, Patek Philippe developed an additional campaign dedicated to the specific event by focusing on the new product and illustrating the evolution of women's self-confidence across the past 20 years. The international campaign is intended to reach mainly the 30- to 40-year-olds bracket and like the "Generations" campaign was developed by Leagas Delaney agency in London. It projects the image of a watch with impressive style that accompanies the lives of modern and active women. These women move consummately in a networked high-tech world but at the same time appreciate beautiful objects of value that stand for artisanal skills and deep-rooted tradition. They represent the growing number of watch enthusiasts who prefer distinctive timepieces with mechanical movements.

The campaign is centered around a film created by Dutch photographer and cineast Anton Corbijn. He became famous with his portraits, CD cases, video clips, and films by, for, and about the great stars in music and has produced several feature-length films. The video was shot in Rome and highlights the Twenty~4 woman who stands out with great aplomb and projects the harmonious pairing of class and composure. It showcases a watch that is fitting at any time of day or night and matches any wardrobe. Rhythmically edited, the video shows a woman in constant motion in various everyday situations, striding forward with poise to meet what life has to offer. The images are accompanied by the voice-over narration of an assertive, style-conscious woman who knows what she wants and what her goals are, a woman who leads a multifaceted and vibrant life. Thus, the video paints a picture in which active and modern women automatically recognize themselves. In perfect balance with the

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“Generations” campaign, the video (in 45-, 30-, and 15-second versions) encourages viewers to “Begin your own tradition”. It is an invitation extended to future customers in the world of Patek Philippe, urging them to share the brand’s values and to express their own interpretations of style and elegance. The campaign also features print ads in the international press with themes inspired by the video and photographed by Anton Corbijn. Produced in various formats, the ads blend luxury with a fresh approach and contemporary finesse. They always feature two images, one with the woman as the protagonist, the other showing the watch on her wrist as a replacement of the conventional product packshot. The motto is a further style element that emphasizes the campaign’s underlying concept: “It lives my life.”

### **Intensive digital support**

The international launch of the Twenty~4 Automatic took place in Milan within the scope of a major event on October 10 and 11, 2018. Reflecting the multimedia affinity of modern women, the advertising campaign relies on strong digital support. The video will stream at patek.com and various other digital platforms including the Patek Philippe YouTube channel, video banners, and posts on Instagram @patekphilippe presented in a dedicated episode (with hashtag #twenty4automatic). The launch ads will be featured in many special-interest publications aligned with the preferences and activities of the women that constitute the target group (fashion, culture, music, art). Concurrently, the advertising initiative will be complemented by specially decorated show windows at the Patek Philippe Salons in Geneva, Paris, and London as well as by animation displays at points of sale throughout Patek Philippe’s selective global network.





## Credits

Advertising agency: Leagas Delaney – London  
Concept/creative director: Tim Delaney  
Art director: Pete Bell  
Media agency: Initiative Media  
Portrait photography: Anton Corbijn  
Patek Philippe Styling: Ondine Azoulay  
Watch photography: Anton Corbijn / Stefan Heinrichs  
Model: Jelena Kovacic

### **ADVERTISING CAMPAIGN FILM SCRIPT**

**As I live my life,  
I am increasingly conscious.  
Surprised by my strength.  
My determination.  
By the power of my beliefs.  
"I find reward in the honesty of my endeavors."  
"Ambitious to experience the opportunities life offers to me."  
"I feel fortunate, yet grateful."  
"Proud of what I have achieved."  
"And convinced there is much more I can do."  
"Introducing the Patek Philippe Twenty-4 Automatic"  
Begin your own tradition.**

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