

## MARVIN TAKES OUT THE PRICE OF THE JURY FOR THE WATCH ADVERTISING CAMPAIGN 2008

Marvin's **NEWTIME, NEW CODES** campaign has been singled out by the magazine 'Montres Passion' to win the Price of the Jury for the Watch Advertising Campaign 2008. The honour is all the greater given that Marvin is currently in the lead for the Innovation prize chosen by the readers of the magazine Swiss Watch Makers, and has been nominated as a finalist of the ED Awards.

The Jury of the Watch of the Year Award 2008 of the magazine 'Montres Passion' awarded the annual Price of the Watch Advertising Campaign to Marvin for its **New Time, New Codes** campaign. The watch brand, founded in 1850, was recognised for the campaign's creativity; coherence, message, the quality of its photography, and its production. It was selected from a field of 97 entries to the 'Montres Passion' magazine, published by Ringier Romandie (Switzerland).

### THE JUDGES

**Danièle Michel**, President of the Jury, Director Communications & Marketing, Nestlé Switzerland

**Jean-Marc Brandenberger**, President of the Fédération Romande de Publicité

**Frank Bodin**, President of BSW leading Swiss Agencies

**Timo Kirez**, former Art Director, McCann Erikson, Switzerland

**Rainer Kupper**, Marketing Director, Keystone

**Régis Colombo**, President of the Union Suisse des Photographes Professionnels

**Jérôme Grosse**, Director of Communications Ecole Polytechnique Fédérale de Lausanne (Switzerland)

**Stéphane Tencer**, Professor of Marketing luxury at ISTE (Ecole supérieure de Commerce et de Marketing) and at ISC (Institut Supérieur du Commerce) Paris (France)

### THE CAMPAIGN

**New Time, New Codes** is a state of mind: sober, offbeat, unexpected – because Marvin seeks to surprise those who desire an authentic brand.

It can be summarized in two words: seriously amusing. Serious like the quality and the attention that Marvin invests in the way its watches are manufactured; amusing like its state of mind.

To illustrate the Marvin philosophy, three visual images were created for the campaign. Each represents a sequence of everyday life reworked in an unexpected way.

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- 1 PLEASE DISTURB** The visual image features model M014 of our quartz collection with passing hour and the message 'please disturb', a provocative command, which incites curiosity and shows Marvin is capable of challenging itself; an invitation to look at things from a different angle, to discover who Marvin is.
- 2 BLACK TIE OPTIONAL** In this visual image, Marvin makes light of conventions and obligations. It features the model M104 with automatic movement and power reserve and the phrase 'black tie optional,' suggesting that a Marvin watch may be worn whatever the occasion. Marvin is a state of mind.
- 3 DO NOT DRY CLEAN** This visual wrong foots the excesses of obsessive hygiene by coupling the model M109 with automatic movement with the instruction 'do not dry clean.' It embraces distinctions, individual personalities, and multiple opinions.

#### THE CAMPAIGN ORIGINATORS

**Cécile Maye**, General Director, Marvin Watch Co  
**Jean-Daniel Maye**, President, Time Avenue SA  
**Dimitra Fréchélin**, Marketing Manager, Marvin Watch Co  
**Josée Bélanger-Simko**, Strategic Advisor, Toutmorrow Agency  
**Yaniv Ben Soussan**, Art director, BenBen Agency  
**Denis Hayoun**, Photographer, Diode Agency  
**Daniel Fleury**, Lithographer, Bombie Agency



### MARVIN LEADS THE INNOVATION PRIZE OF THE SWISS WATCH MAKERS COMPETITION

The M014 Marvin watch has achieved the top spot of the 2008 international competition of the readers' prize – in the innovation category – of the Swiss Watch Makers' magazine, 'The Ambassador of Timepieces.' The prize will be presented at a ceremony later this year.

The international competition of the readers' prize of Swiss Watch Makers seeks to reflect the opinion of watch lovers around the world. It comprises a selection of eight women's watches and eight men's watches and four categories.



### ED AWARDS: MARVIN REACHES THE FINAL

Marvin has reached the final of the Ed Awards competition in the 'Digital self-promotion' category for its website [www.marvinwatches.com](http://www.marvinwatches.com). For the second year running, the Ed Awards has awarded distinctions in the category of graphics, illustration and interactive design. The competition is organized by European Awards in Athens, Greece, in collaboration with Corbis, Hewlett Packard, and the support of Icoagrada and the main graphics magazines in Europe.

450 projects, emanating from 25 countries, have been entered into the competition across 27 categories. In the end, 51 agencies have been awarded prizes.

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