



Thoughts and Creative Ideas for Titan Wristwatches

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Thoughts and Creative Ideas for Titan Wristwatches

As I had [written](#) and shared in my strategy document for Titan wristwatches on my blog, the business strategy now for the company should be to move higher into the premium and luxury watch segment in order to be able to innovate and compete better with international watch brands, and to eventually take Titan itself to international markets in the near future.

I am capturing some of what I wrote in that document here, so we can refresh our memories regarding Titan's new strategy, before sharing the creative communication ideas for Titan's relaunch.

Target audience for Titan wristwatches

- Male and female wearers of premium wristwatches in India, including international watches
- People who are affluent, at the top of their professional lives and who travel overseas frequently
- They think international watch brands are better than Titan wristwatches in India and wouldn't mind paying a hefty premium to buy Swiss wristwatches here in India
- They might buy Tanishq jewellery, but for wristwatches they would probably prefer Swiss wristwatches now that they are easily available in India
- They would be owners of several watches and would wear them depending upon the occasion and their preference
- They view premium and luxury wristwatches as important accessories even as they consider a watch's functionality and performance to be necessary
- In addition to hectic professional lives, they also lead busy social lives, and therefore watches are an important part of their accoutrement
- They also probably give and receive wristwatches as presents, especially among close family members
- Their attitude to time is characterized by how much they value it, and the respect they have for other people's time

New recommended brand strategy for Titan wristwatches

The competitive framework would now include some well-known and popular international watch brands that are in India and against whom Titan can price their premium range competitively.

The bigger battle is the one for the customer's heart and mind and convincing him or her that Titan wristwatches are among the world's finest. Therefore, brand differentiation will be critical for Titan's success.

Most wristwatches in the international market operate at the rational/functional and sensory levels of differentiation. Indeed, people would always want a good and expensive wristwatch to be able to tell the time accurately no matter what or where, but the functional aspect can only be judged after purchase and usage. The sensory appeal of a watch's styling and design is what draws the customer's attention first, and is also extremely critical to being considered for purchase.

Very few international brands of watches have even ventured into the emotional area of differentiation. I can only think of a few wristwatch brands that have tried:

- Patek Phillippe – the treasured family heirloom
- Longines that speaks of elegance being an attitude
- Rolex as the reward that high achievers deserve
- Tag Heuer for not cracking under pressure

Therefore, while the functional and sensory levels of differentiation are important for Titan wristwatches, I would strongly urge the company to consider positioning the Titan brand along the emotional level of differentiation that packages all levels together in a single, imagery-led brand positioning. These differentiations are the hardest to imitate or emulate and lend themselves to longer-term brand-building across markets.

I have attempted differentiating the Titan watch brand by making customers think of time itself in a new and different way, and this could be the new brand strategy for Titan in both domestic as well as international markets. My thought process is as follows:

To interpret the "karma" concept we have in India of our actions and deeds in our lifetime deciding our next life, and our philosophy of viewing time in ages, as opportunities to make the best use of our time.

In India, we also have a well-known saying urging us to avoid procrastination: What you can do tomorrow, do today; what you can do today, do now.

Therefore, Titan wristwatches can be positioned as the brand for a particular kind of person: those who make the best use of their time. It is a benefit most customers would relate to immediately, since we are always trying to make good use of our time.

New brand positioning for Titan wristwatches

Titan wristwatches are for those who value their time and make the most of it.

The creative expression of this as strapline for the Titan wristwatches brand is:

Titan

Fine timepieces

Earn your tomorrows

Brand benefit

Titan wristwatches are exquisitely designed timepieces that help you make the most of your time and achieve better work-life balance.

Tone and manner

- Premium and international
- Elegant and tasteful
- Well-balanced understanding of time and what it means in our day-to-day lives

Now, I shall share the main creative idea for the brand as well as advertising campaigns for Titan across all media.



Creative Idea

We shall make customers perceive Titan wristwatches as fine timepieces that help them earn their tomorrows, by using aphorisms about time and making them think about time itself in a new light.

While this is the main overarching idea for the Titan brand, it is expressed differently in TV/video advert and in the print medium.

Titan Brand Campaign in Print

Print Advert #1:

Headline: When the wait seems an eternity, they tell you that patience is a virtue.

Copy:

Have you ever wondered why time drags on, when the wait is not exactly a pleasant one? And why it whizzes past, when we're engaged in something enjoyable?

It's just one of the many tricks that time plays on us.

We can learn to manage our time better. Make the best use of it, never waste a moment, and things of the kind.

In India, it isn't time itself that matters, but what we do with it. With an exquisite range of fine timepieces from Titan, India's leading watchmaker, to help you, time will always be on your side.

Titan (logo)**Fine timepieces****Earn your tomorrows****Print advert #2:****Headline: In the race against time, rush-hour gets a whole new meaning.****Copy:**

Just when we're in a hurry to get somewhere, we're caught in a traffic snarl and time itself seems to stop. And they still call it rush-hour.

Well, it's just one of the conundrums about time we will never fully understand.

But we can learn to use our time well. Make the best use of it, never waste a moment, and even lavish it on ourselves.

In India, it isn't time itself that matters, but what we do with it. With an exquisite range of fine timepieces from Titan, India's leading watchmaker, you'll be in the driver's seat. Rush hour, or not.

Titan (logo)**Fine timepieces****Earn your tomorrows****Print advert #3:**

Headline: The distance travelled is often a question of time: how much longer?

Copy:

It's a question we've all asked on long journeys, as children. How much longer? When will we get there? As if distance isn't measured in kilometres, but in hours and minutes.

Just one of the many mysteries about time, we're always trying to comprehend.

What if we learnt to manage time better? Make the most of it, never waste a moment, and that sort of thing.

In India, it isn't time itself that matters, but what we do with it. With an exquisite range of fine timepieces from Titan, India's leading watchmaker, using your time well is a breeze. No matter how far from your destination you are.

Titan (logo)

Fine timepieces

Earn your tomorrows

Print advert #4:

Headline: What long-time-no-see means in the frenzy of city life.

Copy:

Every time we run into an old acquaintance or friend we haven't seen in years, we remark at the extraordinariness of it. A chance to catch-up on lost time. But do we really think years can be compressed into an hour?

Just one of the many tricks time plays on us.

Perhaps we can learn to make time for others. Take time out for friends and people we care about.

In India, it isn't time itself, but what we do with it that matters. With an exquisite range of fine timepieces from Titan, India's leading watchmaker, you'll always be in step with time. And making time for those you care about.

Titan (logo)

Fine timepieces

Earn your tomorrows

Print advert #5:

Headline: Time flies. As if you didn't already know it.

Copy:

It's always so much to do, so little time. We lead such busy lives, that can we ever catch up with time?

Talking about flying, if you're flying east to where we are in India, or beyond, you actually gain time. Isn't that fascinating?

Of course, we can learn to manage our time better. Make the best use of it, never waste a moment and things of the kind.

In India, it isn't time itself, but what we do with it that matters. With an exquisite range of fine timepieces from Titan, India's leading watchmaker, you'll find you are master of your own time. Whether you are flying or not.

Titan (logo)

Fine timepieces

Earn your tomorrows

Print advert #6:

Headline: Sometimes time affords us luxury that has nothing to do with money.

Copy:

Like having more time on our hands. Leisure time to do what we enjoy most, or perhaps do nothing at all. Such a luxury, right?

Just one of the many conundrums about time.

We can learn to manage our time better. Make time for leisure and better work-life balance.

In India, it isn't time itself, but what we do with it that matters. With an exquisite range of fine timepieces from Titan, India's leading watchmaker, you'll be making plenty of time for yourself.

Titan (logo)

Fine timepieces

Earn your tomorrows

Print advert #7:

Headline: They say work expands to fill the time. Thankfully, a day has only 24 hours.

Copy:

In the digital age, work expands over all 24 hours. We let the lines between work and leisure blur and then we wonder why we don't have enough time.

Just one of the many modern mysteries about time that we're still trying to make sense of.

Sure, we can learn to manage time better. Make time for leisure, for quality time with family and friends and that sort of thing.

In India, it isn't time itself, but what we do with it that matters. With an exquisite range of fine timepieces from Titan, India's leading watchmaker, you'll be in better control of your time.

Titan (logo)

Fine timepieces

Earn your tomorrows

Main relaunch advert for Titan wristwatches

While the above campaign will help to establish Titan wristwatches' new brand positioning and build the brand over time, I think it is important for Titan to communicate with its audiences soon and tell them specifically about the product innovations the company has been working on.

It's been too many years of silence with no proper brand communication for Titan watches, and the company needs to reconnect with its wristwatch customers.

I have worked on a relaunch print advert with long copy that attempts to bring audiences up-to-date on Titan's product innovations and improvements, over the years.

It features Titan's flying tourbillon watch prominently and shares the kinds of product innovations that help to position Titan as a world-class wristwatch brand.

Relaunch print advert:

Headline: We do not know what tomorrow will bring, but we can help you manage today better.

Subhead: Titan lets you in on innovations that make our wristwatches truly world-class.

Copy:

The wristwatch featured above is no ordinary wristwatch. It is India's first wristwatch to feature a flying tourbillon movement. And we launched it in a limited edition recently to coincide with 40 years of Titan's watchmaking in India.

We have been so busy with our product innovations that we haven't been able to share many of them with you for several years. Time now for Titan to lift the veil on our new endeavours.

Titan now makes its own watch movements

Perhaps every third Indian wears a Titan wristwatch, but what you probably didn't know until now is that the movements that power our wristwatches are our own. Proudly and indigenously designed and made in India. This marks such a huge step forward in watchmaking in India, we had to share it with you.

Our quartz watch movements too are no longer imported from Japan. We are happy to tell you that we make those ourselves here in India.

Our newest range of premium automatic wristwatches in the country also feature movements designed and made by Titan. This is yet another huge stride forward in taking our wristwatches to worldclass standards, and one that we at Titan are very proud of.

A range of wristwatches, a variety of materials

At Titan, we are also proud to share with you a contemporary range of fine timepieces that are fashioned from a variety of new materials, in keeping with watch design trends all over the world. From titanium, ceramic and graphite to steel, gold and more, Titan wristwatches now take their place among the best in the world.

Specialised functional performance when you need it

Titan wristwatch designers and product development teams have also been busy making timepieces for certain specific high-performance functions such as maritime chronographs as well as a 500m Titan Diver's Watch more recently. The Titan Diver's Watch is also available in 300m,

200m and 100m variants and features a luminous aqua-blue dial with iridescent markings for minutes and hours, as well as a tachymeter. This represents another milestone for us at Titan, in being able to produce world-class high-performance watches and you can look forward to more such wristwatches for explorers, aviators and formula 1 race drivers.

The sky is the limit with Titan's flying tourbillon

A flying tourbillon is regarded as the highest achievement in movement-making by the international wristwatch industry. And it is only the beginning of the kind of innovations you can continue to expect from Titan.

All this, to help you make the best use of your time. Today, tomorrow and for all times to come.

Titan (logo)

Fine timepieces

Earn your tomorrows

Titan product launch adverts

There would be several occasions when Titan has to launch a new wristwatch or a new range of watches. These too should be under the same new brand strategy that I am recommending now. Below, I am sharing a few sample adverts that I have written for a few of Titan's wristwatches, to illustrate how even product adverts for Titan can form part of the same new brand strategy and yet communicate what is special or unique about the new wristwatch.

Print Launch advert for Titan Men's Yin Yang Automatic Skeletal Wristwatch:

Headline: There is nothing automatic about managing time, except a wristwatch that beats to your rhythm.

Subhead: Titan presents India's first automatic skeletal wristwatch

Copy:

Imagine a wristwatch whose parts are so attuned to your natural kinetic energy and movements that it almost ticks to your heartbeat. And, it doesn't require winding.

That's the marvel of automatic wristwatches from Titan. Also called mechanical self-winding wristwatches.

Titan is pleased to introduce the first edition of what are arguably India's finest automatic wristwatches for men. The wristwatch featured above is the Men's Yin Yang Skeletal Automatic watch with a white dial crafted out of stainless steel and rose gold. It is not only a beautifully balanced and elegant design, but an expression of our fine craftsmanship. Powered by 21 jewel bearings, vibrating at 21,600 beats per hour, and a 42-hour power-reserve, this Titan automatic watch also delivers highly accurate performance.

Automatic timepieces that not only beat to your rhythm but make the art of managing time elegantly simple.

Visit titan.co.in to explore more of our new automatic wristwatch range.

Titan (logo)

Fine timepieces

Earn your tomorrows

Print launch advert for Titan Divers 500m wristwatch:

Headline: Does time stand still 500 metres under the sea? Perhaps, it's time to find out.

Subhead: Presenting Titan Divers 500m automatic wristwatch

Copy:

Constructed out of titanium, the automatic watch features Titan's very own automatic movement with a power reserve of up to 40 hours. The Divers 500m automatic also has a helium escape valve to protect the watch under extreme pressure. Its deep-blue dial features hands and indices that use X1 C3 Swiss Superluminova for brilliant luminosity in low-light underwater conditions. All this protected by sapphire crystal glass with a three-layer arc.

Also available in 300m, 200m and 100m. Whatever mysteries you uncover under the sea, time standing still will probably not be one of them.

Visit Titan.co.in to explore more.

Titan (logo)

Fine timepieces

Earn your tomorrows

Print launch advert for new Titan Dress Watch Collection for Women:

Headline: If you've saved the date, it's time to savour the hours as well.

Subhead: Introducing Titan Dress Watch Collection for women

Copy:

Special occasions call for dressing up in your Sunday best. And that includes your wrist. Nothing like an elegant dress watch to make a statement.

Titan's new collection of Dress Watches for women enhances the party or dress look with just the right combination of stylish design and quiet elegance. Featured is the Raga Dress wristwatch from Titan in rose gold powered by Titan's own quartz movement. The simple white mother-of-pearl dial, with rose-gold hands and indices allow for easy time-telling. While the rose-gold metal strap with a jewellery clasp is held to the dial with mother-of-pearl accents reminiscent of seashells on either side.

Simple and stylish, this is an elegant Titan timepiece that says you've taken the trouble to dress well for the occasion.

Visit Titan.co.in to explore more of the new Dress Watch Collection for women.

Titan (logo)

Fine timepieces

Earn your tomorrows

Titan Brand TV advert idea (Making time):

In the television advert, we explore the idea of using time well for Titan wristwatches by capturing the frenetic pace of life in today's world. As India juggles careers with looking after family, the elderly, etc. we also see an India that is connected with the world, and is trying to make the most of its time.

TV advert script:

Film opens on an alarm clock going off inside a dark bedroom before it is quickly switched off. Hands part curtains to let the soft early morning sunshine stream in. A beaming face greets the warm sunshine.

Quick cuts of several such early morning scenes, as music fades in. Music is gentle instrumental – Indian fusion with western classical that feels spiritual - and builds up in tempo until the end of the film.

A female voice over fades in and as she speaks, we also hear snatches of conversations from scenes that unfold before us. Time, or not having enough of it features prominently in these conversation bits.

We see people exercising and meditating, parents getting children ready for school and working professionals rushing to work, including getting caught in traffic snarls and the like. A glimpse of what working India looks and feels like on a workday.

An intricate system of watch gears made to look like an Indian design motif, travels across the screen like a wipe, taking us to the next scene.

Dissolve to scenes of the workday now, with people in office, at meetings, on the phone, in their cars enroute to a meeting, all conveying a sense of being extremely busy with work and rushed for time.

A different watch-gear Indian design motif wipe travels across the screen.

Dissolve to people in cities overseas responding or talking to people from India. A visual device of a watch's hands is introduced as an overlay, which stays until the end of the film.

Here, we show scenes of recognisable city intersections, such as Trafalgar Square in London, the place de la Concord in Paris, Columbus Circle in NYC, and the Shibuya crossing in Tokyo.

A third watch-gear Indian design wipe appears, taking us to the final scenes.

Dissolve now to the sun going down across a city skyline, and the sky turning a dusky shade of deep pink and red. We see a group of friends and colleagues enjoying a drink at a bar and restaurant after office.

Elsewhere, an executive exits an airport departure lounge and steps into a taxi. And a young woman professional returns home to care for her in-laws.

Amid the twinkling city lights against the dark sky, the two watch hands have now come together to form the Titan logo.

Super: Titan

**Fine timepieces
Earn your tomorrows**

Audio script:

(Music fades in)

FVO: Another day of catching up

Background conversations: Hurry, you're late for school...

No time right now...

FVO: Of making time for work

For leisure and those we care for.

Background conversations: Oh man, this traffic!

Bye, gotta go...

FVO: Not a moment to lose

Across time zones and space

Background conversations: Give me an hour, okay...

What, your flight is delayed?!

(Music slows down)

FVO: But plenty to cherish if day

And life fulfilled.

For this is India making the most of time.



Titan launching a World Traveller Automatic Wristwatch Collection

In my thoughts and ideas for Titan wristwatches, I had also thought of a new collection that Titan could create and introduce under the World Traveller Collection. This wristwatch should be an automatic one, and ought to feature three different world time zones on the dial. This would help frequent international travellers, especially the corporate set, keep good time on their travels as well as during their daily business routine.

I thought this new World Traveller Collection of wristwatches would also help Titan position itself strongly against international competition even as the Titan brand remains Indian. And it would help Titan be seen as one that understands the needs of international business as well as different cultures around the world.

I am sharing a campaign idea for this Titan World Traveller Collection in both television and print.

Creative Idea for Titan World Traveller Collection

Dramatise the international and travel dimensions of the Titan brand through culture.

TV Advert for Titan World Traveller:

Film opens on a luxury sedan driving on a well-tarmacked road, driven by a chauffeur dressed in a white uniform and a peaked cap. We see a manager dressed in a suit in the rear seat of the car, talking on his mobile phone. He would be in his forties or fifties.

The car pulls up outside the departure terminal of an international airport and the gentleman steps out. The chauffeur hands him his executive strolley and the manager strides into the airport.

From the time the airport terminal's glass doors slide open to let the manager in, music begins to play. It is a western classical piece composed to the beat and rhythm of the manager's movements.

The gentleman waves his boarding card at the check-in counter, walks to the security check area. Before long we realise that the manager's movements are not merely to the music piece we hear, they resemble the actions of a music orchestra conductor.

The way he waves his boarding pass, looks at the time on his wristwatch – a Titan World Traveller Automatic – raises his arms at security check, orders a cup of tea at the airport lounge... all of it has the grace and precision of an orchestra director.

Inside the aircraft too, the way he stows away his luggage in the overhead bins, opens his newspaper to read, etc. is remarkably musical and orchestrated.

Dissolve to the road intersections sequence of international cities that we have in the main Titan brand TVC with the watch hands overlay. We see people in cities across the world also walk and talk in step with Titan's time.

Dissolve to a tight close up of the Titan World Traveller Automatic wristwatch.

Super appears: Titan presents World Traveller Automatic

Orchestrated to perform to your time anywhere in the world

Dissolve back to the road intersections sequence with the hands overlay. The hands come together to form the Titan logo.

Super: Titan (logo)

Earn your tomorrows

Print Campaign for Titan World Traveller wristwatch:

The print campaign features three adverts (half-page newspaper and double-spread magazine), each dealing with how business cultures differ around the world in the way they manage time and relationships.

Print advert #1:

Headline: Meetings in the Anglo-Saxon world never waste time on pleasantries.

Because here, time is money.

Copy:

It wasn't just Benjamin Franklin who thought so. Across the Anglo-saxon world, you'll find that business people value their time just as you do, yours. They not only start meetings on time, they also ensure that they end them on time.

Through your travels on work and leisure around the world, you now have a travel companion who understands your schedule perfectly well. The new Titan World Traveller Automatic, powered by our own Titan automatic movement, features three time zones around the world that you can adjust depending on where you might be travelling. It is designed and built to keep perfect time with your travels, ensuring that you are never out of step with the rest of the world.

Time to orchestrate your travels with the indispensable Titan World Traveller Automatic. And never lose a moment, because it could be money.

Sign off: Titan (logo)

Earn your tomorrows

Print advert #2:

Headline: In Europe, meetings are known to linger over 4-course lunches.

It's called getting-to-know-people time.

Copy:

There are some countries in the world where meetings are about more than transacting business. They are about getting to know colleagues and business associates from another part of the world.

And guess what? If you're doing business in Europe, you'll have all the time for long working lunch conversations. Four-course meals over wine and petit-four are the best way to know your business partners.

Through your travels on work and leisure around the world, you now have a travel companion who understands your schedule perfectly well. The new Titan World Traveller Automatic, powered by our own Titan automatic movement, features three time zones around the world that you can adjust depending on where you might be travelling. It is designed and built to keep perfect time with your travels, ensuring that you are never out of step with the rest of the world.

Time to orchestrate your travels with the indispensable Titan World Traveller Automatic. And manage your time better, because you may need to make more of it.

Sign off: Titan (logo)

Earn your tomorrows

Print advert #3:

Headline: In the East, it takes months and years to build business ties.

Meetings are only a prelude.

Copy:

It appears that as we travel west to east, not only do we gain time but we seem to need more of it in building business relationships. In the East, meetings are nothing more than a prelude, a catch-up if you like in

business. The real strength of business ties here depends on the time you're willing to invest outside of meetings in building these long-term relationships.

Through your travels on work and leisure around the world, you now have a travel companion who understands your schedule perfectly well. The new Titan World Traveller Automatic, powered by our own Titan automatic movement, features three time zones around the world that you can adjust depending on where you might be travelling. It is designed and built to keep perfect time with your travels, ensuring that you are never out of step with the rest of the world.

Time to orchestrate your travels with the indispensable Titan World Traveller Automatic. And prepare to be a long-term investor in time and people.

Sign off: Titan (logo)

Earn your tomorrows



Titan wristwatch gifting campaign

Beside the main Titan wristwatch brand campaign and the product launch adverts, there is also the need for Titan to revive its gifting communication with customers. Both corporate gifting as well as individual gifting ought to be promoted actively through specific advertising campaigns that address this need.

Below, I am sharing my thoughts and ideas for both kinds of gifting with a TV advert and a print advert each. Of course, these should also be woven into Titan's direct marketing campaign.

Individual gifting campaign for Titan wristwatches:

TV advert:

Film opens on a door of an apartment opening and a middle-aged to old lady behind it looking surprised and delighted to see who is visiting.

Cut to a young lady – in her late twenties – on the other side of the door smiling as well. It's the daughter visiting her parents, and she and mum share a warm hug at the door.

Strolling her small suitcase or carrying her bag into the flat, she asks,

Daughter: Where's Dad?

Mother wistfully asks her daughter whether she knows why tomorrow is special.

Mother: You know why tomorrow is special?

Daughter: Of course! You think I'd forget your wedding anniversary?!

Dissolve to next day, when we see the family – and a few close friends – gathered around a dining table. We see an anniversary cake with a clock-face on it.

Daughter proposes a toast.

Daughter: To the two people I know who have always made the most time for each other! Many more years of togetherness!

Parents look very moved by their daughter's words of appreciation.

Quickly she hands them their presents and asks them to open them immediately.

We see a gleaming Titan watch inside each of the boxes. They are identical – his and hers versions of the same Titan watch.

Parents look even more touched by the thoughtful presents.

Daughter: Now, I want you to put them on each other's wrists, like exchanging rings!

Mum lets out a slight gasp, as if shocked.

Father: Every anniversary I feel like we're marrying again!

Mum blushes. The rest of the small gathering applaud and cheer.

Daughter: That's the spirit! That's how you keep each other ticking!

Laughter all around the room.

Dissolve to the two Titan watches in their gift boxes on the table.

Super: Gift a future with the present of time.

Titan logo comes on with the strapline.

Titan

Earn your tomorrows

Print advert:

Headline: If there's anyone out there whose time you value, make this a present.

Copy:

No matter who the person is or what the occasion might be, nothing expresses how much you care for their time better than a Titan timepiece.

With a choice of more than thousands of designs, each watch exquisitely crafted and powered by Titan's own movements, you are sure to find the perfect present.

A precious gift that says you value every moment of the time you've known certain special people, and that you wish them a bright and fulfilling future.

Titan (logo)

Earn your tomorrows

Corporate gifting campaign for Titan wristwatches:

TV advert:

Film opens inside a well-furnished and well-lit foyer of a corporate office.

We see the foyer lined with awards and prizes of all kinds displayed inside open wooden cabinets. We hear western classical music start to play. The feel is orchestral and grand.

Camera pans the shelves from one award and trophy to another, the metal and glass of the awards glinting as they catch the light. We now hear a faint ticking of a clock along with the music.

Then, we also come upon various certifications awarded to the company that have been framed and displayed on the walls.

FVO: As your company wins accolades each year, perhaps it's time to reward the people behind them.

Dissolve to several Titan wristwatches in tight close up, some even with corporate names/logos on the dials.

The overlay of clock hands appears on the screen.

FVO: Express your appreciation with Titan's corporate gifting programme.

The hands join to form the Titan logo.

Super 1 fades in, and out: Gift a future with the present of time.

Super 2 fades in and stays: Earn your tomorrows

Dissolve back to the corporate office foyer. A gentleman seated on a sofa, waiting to see someone looks up, as we hear a female voice off camera speak to him:

Female voice off camera: Sir, he will be with you in just a moment.

Gentleman smiles in acknowledgement.

Print advert:

Headline: To be remembered as the leader who remembered the contribution of every employee must be the greatest corporate achievement.

Subhead: Express your appreciation with Titan's corporate gifting programme.

Copy:

To those who burnt the midnight oil.

And those whose brilliant ideas inspired many others.

To those who eagerly showed up at work every single day, no matter how long they'd worked in your company.

To those who clocked years of diligent service to help your company achieve great success.

To those who produced the great products your company is known for.

And the hundreds of ideas waiting to see light of day.

To those who didn't leave for more money.

But waited their time to earn what's theirs.

To these and thousands of others working in your organisation, it's time to express your gratitude and respect for their invaluable time in the service of your company.

With exquisitely crafted timepieces from Titan, each ticking to the heartbeat of millions that make companies like yours the pride of India.

It's time to say, "Thank you."

Titan (logo)

Earn your tomorrows



Titan's brand identity

Before I proceed, a word about Titan's brand identity. The company has a different logo for itself from what is used for the wristwatches brand. I have written about this before on my blog, that Titan must have the same brand identity for the company and the wristwatch brand. This is because they share the same name since inception and their brand identity ought to be one and the same.

I am not an art director or designer, but I also think that Titan, the company, must use a set of typefaces/fonts for its communication that give it the character of a luxurious lifestyle company. And across all product categories, these typefaces ought to strongly hint that these brands all belong to the same company.

Branding for Titan's watch movements

Now that Titan is manufacturing its own watch movements, I think it is necessary to brand these as well. It would help to use the brand names of these movements in advertising and other communication when speaking of Titan wristwatches, including on the website.

Just to give you an idea of the direction these can take, I have attempted a few brand names for the watch movements.

Titan's quartz movements:

- TiQua
- QuarTi
- QuarTik
- TiQuartz

Titan's automatic movements:

- TiKin
- KineTi
- KineTika
- KineTik

Titan's mechanical self-winding movements (if different from automatic)

- MechaniTik

- MecaniTik
- TiMeca
- Timeca

I am not very familiar with watch parts and terminology, so more work on the branding of Titan's watch movements may be required.

Titan's wristwatches website:

Titan has two websites, one for the [company](#) and the other for [wristwatches](#) from where online sales are also made. These need to be similar in design, communication and tone and style, and they now need to reflect the new recommended brand strategy for Titan wristwatches.

Besides, the Titan company website needs a lot of work in making it much more informative, well-designed, and elegant, as a corporate website for a consumer lifestyle products company ought to be.

The Titan wristwatches website also needs to be reorganized and better written and designed to make it world-class. Since I have confined myself to work for Titan watches in this document, I am recommending the content menu headings for the Titan watches website as follows:

- Home
- Who we are
- Our heritage of making fine timepieces
- Titan's own watch movements
- Our brands
 - Titan
 - Titan Fastrack
 - Sonata
- Titan wristwatches
 - Executive wear (Men and women)
 - High-performance chronographs (Men and women)
 - Dress/jewellery watches (Men and women)
- Corporate gifting
- On sale
- After-sales service

The home page must feature the latest designs in watches from Titan in a manner that reflects the new brand strategy for Titan: Making the most of one's time.

Raga as a brand of women's watches must be discontinued; all Titan wristwatches ought to be sold only as Titan, Titan Fastrack or Sonata which is a stand-alone brand. Therefore, Titan needs to make all models

of wristwatches across all types – executive wear, chronographs and dress watches - available for men and women.

Use of digital media by Titan wristwatches:

I think Titan must have been using digital and social media a lot these past couple of decades to advertise their wristwatches, as that is why one doesn't see too many adverts for the brand on air and in print.

I think Titan must use digital/social very carefully as the new recommended brand strategy for Titan wristwatches doesn't quite demand it. If Titan is to target buyers of premium and international watch brands in the future, this is best done through select mass media.

Titan Fastrack, if it becomes the serious fashion brand for Titan as I think it should, can have a limited presence on digital and social media. This should be timed with the launch of new season's collections and need not be advertising at all; it can instead be a fashion catalogue style fashion edit video with headings that draw the younger and trendier fashion followers' attention and interest.

I had always thought that Titan Fastrack ought to be positioned as Titan's serious fashion brand. If Titan wristwatches help customers earn their tomorrows, Titan Fastrack helps them fast-forward tomorrow.

Titan Wristwatches Showroom Concept:

As I recommended in my brand strategy document for Titan wristwatches, Titan must set up one large showroom each in the top Metros in India which becomes a place to experience the Titan wristwatch brand.

This showroom ought to be branded separately from Titan World which are the retail stores across the country. Titanarium, Titania, and Titan Universe are some of the ideas that came to mind, but more thought needs to be given to its branding.

This showroom is meant to primarily share Titan's newest watch collections, watch movements and innovations with customers. Alongside, Titan must elaborate on its new strategic theme of making the most of one's time in all its dimensions, through engaging storytelling.

Some of the ideas that occurred to me are:

- The story of space and time told scientifically and imaginatively (at launch)
- The many mysteries and conundrums about time
- How different cultures around the world view time (perhaps timed with the World Traveller Automatic launch)

- Famous stories around time-travel
- Time management techniques
- Work-life balance
- Indian mythology and time

Some of these themes ought to be explored and scripted with help from the department of astrophysics at the Indian Institute of Science in Bangalore. These should be not be more than 10-15-minute-long films projected on to a giant video wall (floor-to-ceiling) that arcs all around the inner walls of the showroom. This area is deliberately kept dark for more immersive viewing, and an audio guide can also be created that visitors can use to see and hear the entire film.

In the centre of the showroom, we have a circular display area where trained Titan sales personnel (3-4 people) will explain the new Titan innovations, watch collections, etc to customers and visitors. This central circular display area is lit from above with a flood of light pouring through a circular cavity in the false ceiling, giving the watch display counter a jewelled look and feel.

The entire showroom is meant to look like a planetarium from inside, as we explore the wonders and mysteries of time with Titan – futuristic and jewelled at the same time. I have shared a separate document on my blog, along with my blog post on these creative ideas, in which I have used stock images to give readers an idea of the visual appearance that the Titan showroom should aim for.

The ultimate aim of this Titanarium is to make it a showpiece of Titan's watchmaking prowess which also functions like a museum/planetarium attracting not just watch customers but tourists as well.

The Titanarium can also be used to stage important events for Titan watch customers, which ought to be part of Titan's direct marketing programme.

To conclude:

- Titan wristwatches must relaunch itself along the new recommended brand strategy and the creative ideas in this document
- Titan, the company and Titan the wristwatches brand ought to have the same brand identity and logo
- Titan must brand its watch movements of all types that it makes on its own now in India
- Titan must explore innovation in design and technology that it can patent and build as intellectual property
- Titan ought to launch a World Traveller Automatic and also revive the concept of corporate and individual gifting

- Titan's corporate and wristwatches website need to be rewritten and made more informative and elegant to suggest world-class
- Titan's new world-class showroom ought to offer customers and visitors a glimpse of the latest innovations and wristwatch designs the company is working on, as well as explore the mysteries of time in a futuristic fashion.



This document with thoughts and creative campaign ideas for the Titan wristwatch brand is a companion to the [brand strategy document](#) for Titan wristwatches shared earlier on my blog, and has been written and conceptualised by Geeta Sundaram, advertising professional and blogger at www.peripateticperch.com who can be reached at geetasundaram08@gmail.com and via <https://www.linkedin.com/in/geeta-sundaram-aka-wise-owl>