



# swatch

Swatch Watches used outdoor advertising as part of their wider campaign to promote the Spring Summer Collection 2008.

Swatch's objectives were to use Outdoor for awareness building, and to promote their new campaign on a national scale in Cyprus.

The formats chosen were used to create maximum impact, by a wide placement in the main arteries around Cyprus.

Our research, showed that the Swatch campaign met its objectives and achieved increased advertising awareness for its target group and a high degree of media attribution to the billboard format employed.

**Create**

**AdBoard**