



# TAG HEUER

Product Promotion Event for  
a Respected Luxury Brand

# Product Promotion Event for Professional Eyewear

TAG Heuer is a European luxury brand with a history of precision watch-making in Switzerland since 1860. Base Creative was asked to organise a promotional event for the company's eyewear product line.

## Business Strategy

## Brand Strategy

Creative Theme  
Art Direction

## Design and Touchpoints

Event Management  
Props Design  
Lighting Design  
Showcase Design  
Model Casting

## Digital & Social Media

# TAG Heuer Experiential Marketing

## Showcasing French-made High-Performance Eyewear



Base Creative's work focused on highlighting TAG Heuer's Avant-Garde Eyewear range. In keeping with TAG Heuer's renowned technical expertise, the set design featured a high-tech feel.

**Scope of Work** Business Strategy

**Brand Strategy**  
Creative Theme  
Art Direction

**Design and Touchpoints**  
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Model Casting

**Digital & Social Media**