
LEGENDARY QUARTERBACK TOM BRADY STARS IN IWC SCHAFFHAUSEN'S GLOBAL TOP GUN CAMPAIGN

Schaffhausen, 20th April 2022 – After presenting its new TOP GUN collection at the Watches and Wonders exhibition in Geneva, IWC Schaffhausen kicks off a worldwide advertising campaign with brand ambassador Tom Brady. The seven-time World Champion quarterback is shown wearing different versions of the Pilot's Watch Chronograph TOP GUN. The visuals also feature the colored cubes revealed during the teaser campaign, evoking the iconic landscapes of the Mojave Desert, Lake Tahoe, and leafy woodlands, which have inspired the creation of IWC's new ceramic colors.

IWC Schaffhausen, the inventor of colored ceramic watches, has launched a new TOP GUN collection in its iconic Pilot's Watches family. Inspiration from the world of naval aviation, such as the fascinating landscapes seen by TOP GUN pilots during training, was expressed through PANTONE® color codes. Based on these, IWC engineered completely new ceramic colors to create timepieces in a strikingly monochrome, muted design. Now, the Swiss luxury watchmaker has unveiled a global advertising campaign to accompany the new TOP GUN designs.

A CHAMPION FOR THE CAMPAIGN

The campaign stars American football quarterback Tom Brady, who has been an IWC brand ambassador since 2019. Brady has won seven World Championships, more than any other quarterback in American Football history, and 18 Division Titles so far in his unparalleled career. Yet, despite having achieved so much and having nothing left to prove, he keeps challenging himself and pushing to new heights. These character traits match the new campaign's tagline, "We're not here to try – we're here to do," making Brady the perfect choice to represent the TOP GUN mindset.

"In cinematic spots, we pair Tom Brady with selected TOP GUN chronographs. The powerful images also reference the landscapes of Lake Tahoe, forests, and the Mojave Desert, which have inspired our new ceramic colors. We couldn't have thought of anybody better than Tom to illustrate the evolution of IWC TOP GUN into a style statement and expression of a distinct lifestyle," explained Franziska Gsell, Chief Marketing Officer of IWC Schaffhausen.

In the fast-cut short films, Brady wears the Pilot's Watch Chronograph TOP GUN in black, sand-colored, green, and white ceramic. Different edits of the four films will feature on IWC's global social media channels and YouTube.

IWC SCHAFFHAUSEN

In 1868, the American watchmaker and entrepreneur Florentine Ariosto Jones travelled from Boston to Switzerland and founded the 'International Watch Company' in Schaffhausen. His visionary dream was to combine advanced American manufacturing methods with the craftsmanship of Swiss watchmakers to make the best pocket watches of his time. In doing so, he not only laid the foundation for IWC's unique engineering approach but also established the centralised production of mechanical watches in Switzerland.

Over its 150 year history, IWC Schaffhausen has developed a reputation for creating functional complications, especially chronographs and calendars, which are ingenious, robust, and easy for customers to use. A pioneer in the use of titanium and ceramics, IWC today specialises in highly engineered technical watch cases manufactured from advanced materials, such as titanium-aluminide and Ceratanium®. Preferring the principle of "form follows function" over decoration, the Swiss watch manufacturer's timeless creations embody their owners' dreams and ambitions as they journey through life.

IWC sources materials responsibly and takes action to minimise its impact on the environment, creating intrinsically sustainable timepieces that are built to last for generations. The company prides itself in training its own future watchmakers and engineers, as well as offering an excellent working environment for all employees. IWC also partners with organisations that work globally to support children and young people.

DOWNLOADS

Images of the new TOP GUN campaign are available free of charge on press.iwc.com

FURTHER INFORMATION

IWC Schaffhausen
Public Relations department
Email press-iwc@iwc.com
Website press.iwc.com

INTERNET AND SOCIAL MEDIA

Website iwc.com
Facebook facebook.com/IWCWatches
YouTube youtube.com/iwcwatches
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