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# IWC LAUNCHES GLOBAL ADVERTISING CAMPAIGN WITH BRAND AMBASSADOR BRADLEY COOPER

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Schaffhausen, 16 March 2018 – In April, IWC Schaffhausen will kick off a worldwide omnichannel advertising campaign with actor Bradley Cooper. This is the first time that the Swiss luxury watch manufacturer has produced such an extensive on and offline campaign with a single ambassador as the face of the brand. Shot in the desert outside Los Angeles, the campaign features strong imagery such as Cooper on a motorbike in front of a vintage aeroplane. It underscores IWC's appeal to free-spirited individuals who dislike borders and limits and are eager to take on challenges instead. With the Big Pilot's Watch Edition "Le Petit Prince", the advertisements also feature one of the most iconic timepieces from the Schaffhausen-based company.

At the Salon International de la Haute Horlogerie (SIHH) held in Geneva in January, IWC Schaffhausen welcomed Bradley Cooper as a new brand ambassador. Now, the Swiss luxury watch manufacturer is strengthening the partnership by rolling out a comprehensive marketing campaign with the four-time Oscar nominee. This marks the first time that IWC has produced such an extensive omnichannel campaign with one brand ambassador.

Bradley Cooper is no stranger to the IWC brand: "I have been wearing IWC watches for the past 15 years. When this collaboration was proposed and the idea of the campaign came up, it made sense and I was excited by the creative. I was happy to help bring Christoph's vision to life." With a strong personality and character traits such as a pioneering spirit, confidence and vitality, Cooper perfectly embodies IWC's core values. "With this campaign, we continue to develop the emotional storytelling around our brand. We could not have imagined a better partner than Bradley to present our high-quality mechanical timepieces, such as our Pilot's Watches, to a growing and global audience," explains Christoph Grainger-Herr, CEO of IWC Schaffhausen.

## STRONG VISUALS UNDERSCORE THE BRAND'S GROWING APPEAL

The campaign was produced during a multi-day shoot on the outskirts of Los Angeles in the Mojave Desert. It centres on Bradley Cooper, seen riding his motorbike through the desert – fuelled only by his adventurous and free spirit. With the campaign story and visuals, IWC makes a bold statement, demonstrating that, thanks to its authenticity and uniqueness, it strongly appeals to individuals who are open-minded, curious and adventurous and who live life to the fullest. Swiss photographer Marco Grob shot the impressive visuals. Grob, who lives in New York City, is famous for his portraits, having worked with some of the biggest names in the entertainment industry.

## ONE OF THE MOST ICONIC WATCHES FROM SCHAFFHAUSEN

The remarkable co-star of the campaign is the IWC **Big Pilot's Watch Edition "Le Petit Prince"** (Ref. IW501002) on Bradley Cooper's wrist. With an impressive case diameter of 46 millimetres, this timepiece features a characteristic blue dial, which has become the trademark

of IWC's special editions in tribute to Antoine de Saint-Exupéry's most famous literary work. The watch is powered by the IWC-manufactured 52110-calibre movement, featuring an efficient Pellaton automatic winding system with ceramic parts. With the help of two barrels, it builds up a power reserve of 7 days and its soft-iron inner case provides optimal protection against magnetic fields.

## IWC SCHAFFHAUSEN

With a clear focus on technology and development, the Swiss watch manufacturer IWC Schaffhausen has been producing timepieces of lasting value since 1868. The company has gained an international reputation based on a passion for innovative solutions and technical ingenuity. One of the world's leading brands in the luxury watch segment, IWC crafts masterpieces of Haute Horlogerie at their finest, combining supreme precision with exclusive design. As an ecologically and socially responsible company, IWC is committed to sustainable production, supports institutions around the globe in their work with children and young people, and maintains partnerships with organisations dedicated to environmental protection.

## BRADLEY COOPER

Bradley Cooper was born on 5 January 1975 in Pennsylvania and attended acting school in New York. He was nominated for his first Oscar in 2012 for his leading role in the movie "Silver Linings Playbook". He received his second nomination in 2014 for a supporting role in "American Hustle" and also received two nominations as an actor and producer in 2015 for his critically acclaimed role in "American Sniper". Cooper was nominated for a Tony award in 2014 for the play "The Elephant Man", which he previously performed at the Williamstown Theatre Festival and later went on to perform in London's West End. Cooper made his commercial breakthrough with the lead role in the comedy "The Hangover". This October, Cooper will make his directorial debut with "A Star is Born" playing opposite Lady Gaga. He was also responsible for the film's screenplay, alongside Will Fetters and Eric Roth. The film will be released on 5 October 2018 by Warner Brothers. In 2014, Cooper set up the Bradley Charles Cooper Foundation with a pilot programme, the Charles J. Cooper Patient Support Fund, which aims to bring care coordination, financial assistance and support to patients diagnosed with cancer and their families across the United States.

## DOWNLOADS

Images of IWC's new advertising campaign with Bradley Cooper can be downloaded free of charge at [press.iwc.com](http://press.iwc.com)

## FURTHER INFORMATION

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