

# WORLD WATCH REPORT 2009

Exclusive analysis for your strategic marketing

## A MARKET STUDY LIKE NO OTHER

The WorldWatchReport provides the luxury watch industry with exclusive analysis regarding the online demand for their brands, models, ambassadors and competitors, based on the analysis of over 300 million queries entered into search engines.

## 25 BRANDS

### HAUTE HORLOGERIE

AUDEMARS PIGUET  
BLANCPAIN  
BREGUET  
FRANCK MULLER  
GIRARD-PERREGAUX  
IWC  
JAEGER-LECOULTRE  
PATEK PHILIPPE  
VACHERON CONSTANTIN  
ZENITH

### WOMEN'S / JEWELRY

BULGARI  
CARTIER  
CHOPARD  
PIAGET

### PRESTIGE

BREITLING  
HUBLOT  
OMEGA  
ROLEX  
TAG HEUER

### HIGH RANGE

BAUME & MERCIER  
EBEL  
LONGINES  
MONTBLANC  
RADO  
RAYMOND WEIL

## 7 MARKETS







## THE WORLDWATCHREPORT WILL HELP YOU TO:

- Discover the strong and weak points of the different brands
- Better define expectations of prospective buyers by market
- Get a reference of brand exposure with respect to all other brands
- Know where they stand amongst each other
- Have a global overview of competitive positioning: by markets, brand categories models and ambassadors
- Benefit from strategic information, allowing companies to anticipate evolving trends relating to the marketing strategies and economic environment

## AN UNMATCHED AND UNBIASED REPORT THAT:

- is based on a massive sample (+300 million user intentions)
- reflects ready to buy customer intentions, compared to a "traditional" study
- is not predefined with questions to influence the user
- is internationally harmonized data

## WHAT'S NEW IN THE 5TH EDITION?

- Chinese and Japanese markets are now included  
- 25 luxury watch brands are monitored, compared to 12 in the past editions
- Social Media impact is measured  

MEDIA PARTNER

**europa star**

 **IC-Agency**  
Your 6<sup>th</sup> sense online

[www.worldwatchreport.com](http://www.worldwatchreport.com)

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## ORDER BEFORE JUNE 5TH AND GET A 10% DISCOUNT ON THE FULL VERSION

- Get key performance indicators to measure communication effectiveness
- Optimize your distribution according to the effective demand
- Encourage sales by directing more prospects to your authorized retailers
- Protect your brand and reputation

### EXTRACTS

**40 pages with brief analysis**  
**One chapter included**

#### 1. DECIPHERING GLOBAL DEMAND

*View detailed table of content*

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### FULL VERSION

**150 pages with editorial analysis**  
**All chapters included**

#### 1. DECIPHERING GLOBAL DEMAND 2. MARKETS PERSPECTIVES 3. CATEGORIES BENCHMARKS 4. BRANDS FACTSHEETS

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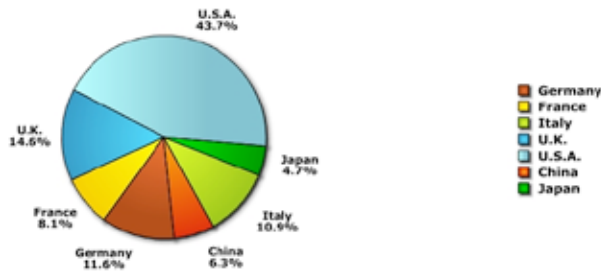
# PREVIEW REPORT - ABOUT 150 MORE CHARTS IN THE FULL VERSION

## Geographic Search Origin

January to December 2008

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Share of Global Search Volume

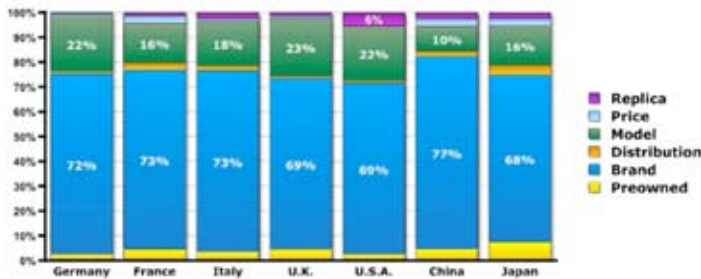


## Breakdown of Search Intentions by Market

January to December 2008

© IC-Agency 2009

Search Intentions by Market and Brand

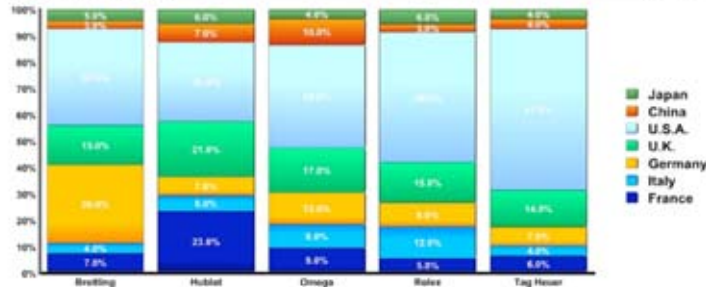


## Weighting of Global Markets in Brand Searches for "Prestige Watches"

January to December 2008

© IC-Agency 2009

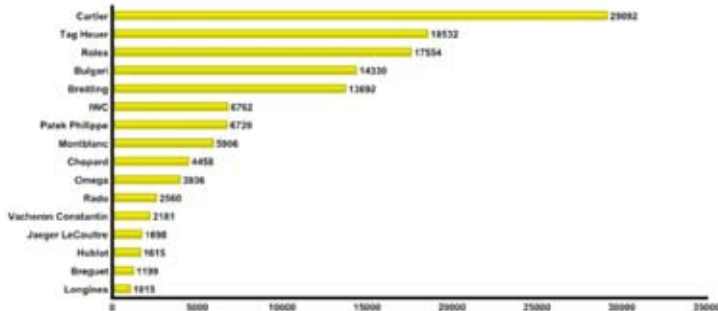
Global Demand Distribution



## Facebook Fan Pages on the 16th of March 2009

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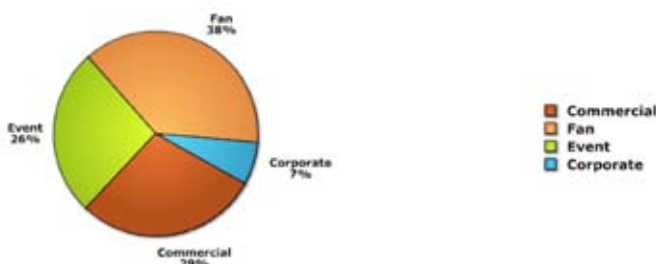
Social Media Impact



## Breakdown of the Most Viewed Videos by Source

January to December 2008

© IC-Agency 2009



+ Models and watchmaking Ambassadors most in demand, by market and brand

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The WorldWatchReport Full version will be delivered upon payment of the bill, starting from July 6th 2009.  
For any inquiry, please contact IC-Agency Geneva, +41 22 702 07 60, [geneva@ic-agency.com](mailto:geneva@ic-agency.com)

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