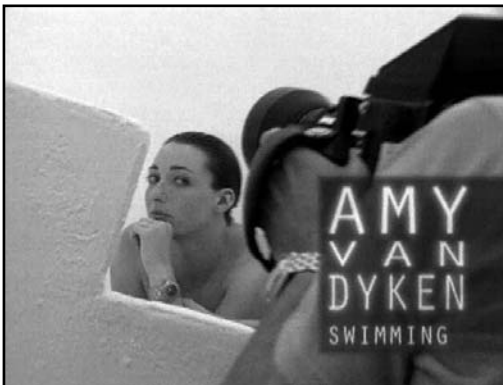


Product Launch Campaign



TAGHeuer



Legendary photographer Herb Ritts shot 13 Olympic athletes in the nude to promote the launch of TAG Heuer's watch *Kirium*.

NBN's producers went behind-the-scenes to film the extraordinary event, and the footage was used throughout the watch's marketing and PR campaign.

WE PRODUCED:

- A VNR and B-roll with graphics, footage of the photo shoot and formal interviews with Herb Ritts, each of the 13 athletes and the President of TAG Heuer USA.
- A Point-of-Sale video with state-of-the-art animation effects and commercial-quality film of the watch.
- A "Launch Video" which was shown to the celebrity attendees of the launch parties.
- A "Teaser Video" which went to the print press on short and long lead.

The videos generated unprecedented national and international TV coverage and *Kirium* became the most successful launch in TAG Heuer's history.

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