

## Client Case Study



## BREITLING

Breitling, one of the world's elite manufacturers of hand made Swiss Chronographs, came to IMM in the spring of 2003 with a strategic goal of increasing market share and brand awareness in North America. Historically known world wide as the chronograph used by Allied pilots in World War II to navigate on bombing missions launched from England to Germany, the natural focus was toward pilots and air shows.

Breitling has become the major sponsor of the Reno National Championship Air Races in Reno, NV, the Fort Worth Alliance Air Show in Ft. Worth, TX as well as presenting a significant trade show style presence at many of the major air shows across the United States.

Bentley automobiles come equipped with a Breitling time piece built into the dash on many models and therefore a natural partnership evolved allowing the two companies to access a

common demographic group at some of the most exclusive events in North America including the series of Concours D'Elegance events all over the USA. Breitling has developed a Breitling for Bentley exclusive model for Bentley owners.

IMM has helped to develop, design and manufacture along with an agency partner, the custom built and completely flexible exhibit elements that allow Breitling the ability to adapt to many different types of events.

IMM's strategic logistics planners and design experts help assure that the exponential increase of brand awareness and market share continue year after year in this, one of our treasured ongoing client relationships.