

A new communication campaign showcases the 2007 SEIKO collections Velatura and Sportura, the 2007 stars of the new "Me." campaign.

We are now seeing the launch of a new communication campaign for the entire SEIKO brand. The campaign will be implemented in all international markets and in all media, including T.V., print and digital media. This new campaign is a further expression of SEIKO's vision "Innovation & Refinement" that has guided the brand to unparalleled success since its adoption in 2003.

The campaign puts the SEIKO wearer at the heart of the communication. Each visual focuses on an individual who wears SEIKO and declares, via the headline "Me.," that this watch is the one for him or her. The advertisement then invites the reader or viewer to see, learn about and assess each SEIKO watch, and ends with the open-ended invitation "IS IT YOU?"

The new "Me." campaign will showcase the revolutionary Spring Drive collection and all SEIKO's Elite collections, Velatura, all-new series of watches for sailing and most notably Sportura, SEIKO's iconic watches for motor sport.

The campaign is the result of an international collaboration involving a brand & design consultancy in Tokyo and a communications agency in the USA. The creative expressions of the "Me." concept were made in Los Angeles and Rome.

