

The logo consists of the letters 'MWM' in a stylized, gold-colored font. The letters are bold and have a slightly irregular, hand-drawn appearance. A thin horizontal line is positioned directly below the letters.

Talking about watches

Introduction

MrWatchMaster provides an authentic and authoritative resource for committed and new watch enthusiasts and collectors, presenting unique content and points of view about watches, the watch industry, its history and its future. We aim to take readers to visit places and to meet people that they might otherwise not experience and to raise and debate key issues.



mrwatchmaster.com



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Introduction

The term 'Master' is synonymous with the world of horology. Indeed, since its inception under Royal Charter in 1631 from King Charles I, the Worshipful Company of Clockmakers has elected a Master to lead the organisation.

Throughout history, there have been 'Master' watchmakers who have shaped the industry as we know it today. Amongst the most significant achievements include, Abraham-Louis Perrelet inventing the self-winding mechanism in the 1770's for pocket watches. The extraordinary, Abraham-Louis Breguet inventing the tourbillon escapement in 1801.

MrWatchMaster is a member of:



The Worshipful Company of Clockmakers
www.clockmakers.org



The Antiquarian Horological Society
www.ahsoc.org



BRITISH
HOROLOGICAL
INSTITUTE

British Horological Institute
www.bhi.co.uk



National Association of Watch & Clock Collectors
www.nawcc.org

Our Content

From interviews with some of the world's greatest watchmakers to the people who collect the outcome of their craftsmanship, MrWatchMaster provides unique content that reaches serious watch enthusiasts and is shared with other watch publishers

(e.g. Revolution, Riddle Magazine www.riddlemagazine.com, www.billionaire.com, www.grinidgetime.com, National Association of Watch and Clock Collectors (USA) www.nawcc.org Watch & Clock Bulletin etc.).

MrWatchMaster Meets...



Collector's World...



MrWatchMaster Visits...



MrWatchMaster
Thinks



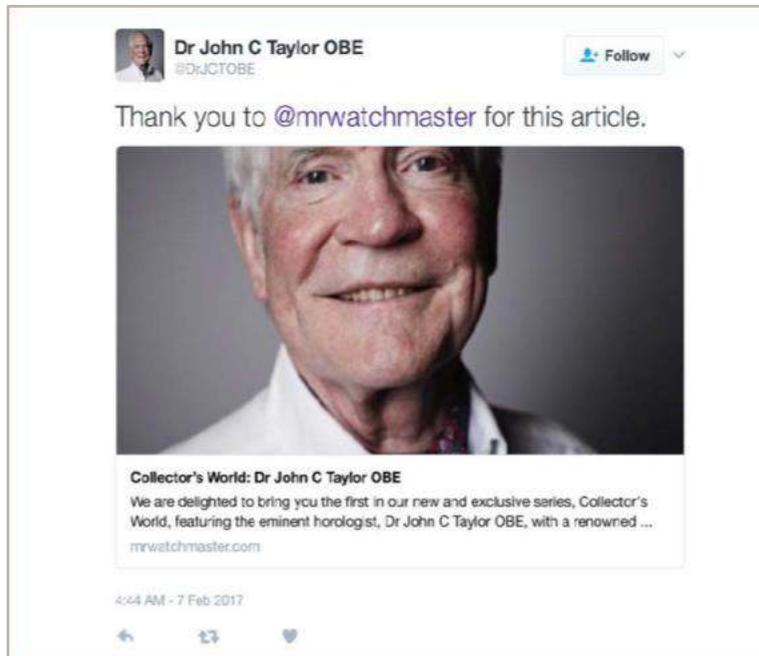
MrWatchMaster
Reviews...



Our Audience

MrWatchMaster launched in 2017 and to date has reached 2,700 watch enthusiasts each viewing, on average, 2.5 pages per session and spending three and a half minutes on the site. We are increasing our audiences by 70% per month and whilst we have

no ambition to be the biggest, we are confident that across the latter half of 2017, we will deliver a truly significant proportion of the highly sought after, serious watch buying 'Universe'. Our content extends to Instagram, Twitter and Facebook.



Our Approach

The appearance and unprecedented growth of digital platforms is driven by our desire to share. Prior to their arrival, the most powerful of all communications was 'word of mouth'. Digital 'word of mouth' has significantly amplified this channel.

To influence 'word of mouth', we need to be honest, bring some form of 'gift' and stay in touch. The exact same behaviour that you would expect when meeting new people.

Our gift is content and our objective is to get real watch enthusiasts talking about your watches.

We do not re-print Press Releases. We have ideas. We seek the stories that will engage and inspire people (see 'Communication Strategy' for examples).

Great business and communication strategies start with a brilliant understanding of the target audience.

A communication strategy is an idea that connects the consumer with the business.

In most cases content is the means to create the connection. We don't interrupt, shout, or scatter your story to irrelevant audiences. We don't carry banners or buttons etc.

What people say about you, digital 'word of mouth', has always been and still remains the most powerful outcome of your communications.

About Andrew Canter

Andrew is a hugely passionate horologist and collector of watches and clocks. His fascination with watches started at an early age and purchased his first watch when still at school. He is a member of the British Horological Institute (BHI) and The Antiquarian Horological Society (AHS).

He is also a Liveryman in the Worshipful Company of Clockmakers and has been awarded the Freedom of the City of London.

Through his connections in the watch industry, Andrew has had the privilege of meeting world renowned watchmakers, passionate collectors and horologists with fascinating stories to tell.

He has been in the presence of some of the world's most important timepieces including the legendary 'Graves Watch' (below), the stunning Patek Philippe 'Grandmaster Chime', Captain James Cook's 'Arnold Chronometer' and other fine examples by some of the greatest watchmakers including Thomas Thompion, Abraham-Louis Breguet, John Harrison, Thomas Mudge and George Daniels.



(Image courtesy of MrWatchMaster/Sotheby's)

About Greg Turzynski

Greg started work at Young & Rubicam in London, at which his roles included Broadcast Director and Executive Media Director.

He moved on, after 14 years, to become Managing Partner and eventually MD of Optimedia and MD of the merged ZenithOptimedia, the UK's largest media company with approximately £630m of media billings.

During 8 years working on BA, the agency won the prestigious Campaign Research Award for C21st Media. Greg has developed award winning media strategies for Mastercard, Renault, UIP, L'Oreal, HP, Cadbury, Heinz, COI (The Government),

Whilst performing these roles he ran the COI's centralised TV buying (during the Government privatisations and £280million of TV spend); and won Agency of the Year; developed Medusa with BMRB, which remains the basis of modern optimisation software.

Greg was also part of the team that achieved 'Investors in People' for Optimedia and launched "The ROI Agency" proposition for ZenithOptimedia. Greg has been on the IPA Training and Development Committee and the IPA Client Service Committee and presents at a wide range of industry events.

Greg currently owns a 'unique' Breitling piece and a Dunhill Dress Watch, both of which were presents and now intends to expand this small collection considerably over the next few years.

Communication
Strategy

Background

MrWatchMaster is a wholly owned subsidiary of Global Living Brands Ltd, an award winning Strategic Communications and Content Marketing Agency.

Case Study: Virgin Media Business – 2015 Pitch to Rich (2016/2017 VMB VOOM) – based on Richard Bransons’ entrepreneurial reputation and the Virgin Groups’ marketing expertise, £1m of the budget was given away in a competition to make SMEs VOOM!



THE INTERNATIONAL CONTENT MARKETING AWARDS: WINNER
B2B MARKETING AWARDS: FINALIST
THE DRUM CONTENT MARKETER OF THE YEAR: FINALIST

RESULTS:

2,667 Pitches

750,000 Votes

2.8m Website visits

50% growth in leads



Communication Strategy

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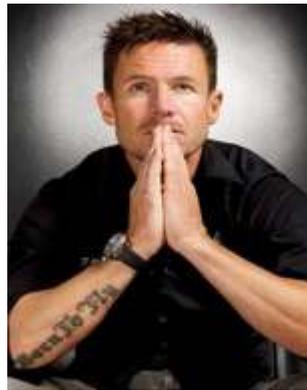
We seek the stories that will engage and inspire people.

The following are some ideas that are 'work in progress':

Urwerk: 'Felix Baumgartner meets Felix Baumgartner'

'Exploring Beyond the Traditional Horizons'

A meeting of two people who literally break the boundaries of their respective specialisms.



Born in Salzburg, Austria, in 1969, Felix is an expert Sky Diver and Base Jumper with 14 World Records to his name. In October 2012, he performed the Red Bull STRATOS project, diving from the Stratosphere, breaking the speed of sound on his descent.



Born in 1975 in Schaffhausen (Switzerland) into a watchmaking family. In 1997, with his brother, Thomas (also a watchmaker) and Martin Frei, a talented artist and designer, they found Urwerk. In 2011, URWERK's UR-110 was awarded the prize for 'Best Design Watch' at the Grand Prix d'Horlogerie de Genève.

Patek Philippe: 'The Super Complicated Art of Collecting'

The history of the battle between two men in the 'Gilded Age' to own the most complicated watch.

MrWatchMaster talks about the experience of having exclusive access to the 'Henry Graves Super Complication' created in 1933.

'Graves vs. Packard'



Our Collector friends (Paul Maudsley, Dr John. C. Taylor OBE, David Brailsford, Laurent Martinez) discuss their passion for collecting watches.

Patek Philippe will be exhibiting these and other famous watches at The U.S. Historic Room at The Art of Watches Grand Exhibition New York. The exhibition will be open to the general public and free of admission July 13th -23rd, 2017 from 10:00am to 7:00pm.



Bespoke Content: 'The extraordinary world of watch making materials'

Bremont Wright Flyer, Romain Jerome Moon Dust, Louis Moinet Jurassic, Armin Strom Cognac Watch, H. Moser & Cie Swiss Cheese Watch, Ayrta Coprolite, Romain Jerome Titanic, Werenbach Soyuz MS-02 rocket

A race has been created to find the most extraordinary materials in the universe to make a watch stand out from the crowd. These materials are inevitably extremely rare and sometimes extremely difficult to find.

This is the story of a number of these rare watches and the watchmakers' journey from inspiration to the final product.

We will sometimes stay on earth, sometimes we will not and sometimes we will be half way between.

We will delve into history and touch the future.

It is anticipated as a series of journeys, expeditions, discoveries, treasure hunting presented as 6 X 60 minute documentaries.



Charter

Status

Charter Status

The Charter Status

We will be inviting a maximum of five watch manufacturers to join MrWatchMaster on our journey. Charter Status will deliver:

- Six months from agreed date
- Content created by us, to your brief and approved by you in each of the following categories – ‘Meets’, ‘Visits’, ‘Reviews’ and Special Report, across the agreed period. Examples can be found on www.mrwatchmaster.com (alternative categories, subject to discussion). Website, Instagram, Twitter, Facebook.
- We have a great deal of experience in Communications Planning and Branded Content and we are willing to consider any format, from ‘advertorial’, Branded Content (incl. Video), audio, etc. However, we have made a decision to not carry more traditional, ‘Digital Display’ formats.

- Each feature will be trailed for a week on our Masthead and will remain on the site in perpetuity.
- In addition, we will provide added value in the form of PR for all new product launches and events.
- Invitation to exclusive events. We would like to gather our ‘Collector’ and Watchmaker ‘Friends’ to a unique environment to share our passion for all things horological (negotiated separately)
- First access to exclusive reports. We would like to use our access to data and research to further investigate the customer journey and key decisions that lead watch buyers to specific brands (negotiated separately)

Cost: £7,500 EXC. VAT

MrWatchMaster

Productions

MrWatchMaster Productions

MrWatchmaster offers a creative production team of the highest calibre made up of distinguished practitioners in the luxury goods sector with a shared passion for watches.

They also have a shared belief in the value of craft.

They offer a complete service in the creation and delivery of content across all platforms.

This could be anything from developing the core creative concept to simply supporting your team at the production stage.

Experienced in the selection of photographers and directors and offering valuable expertise when negotiating budgets.

Capable of creating and producing the highest quality content across all platforms. Always delivering on time and to budget.

The Team

Our team is lean and cost efficient. Should further expertise be needed we have access to an extensive network of specialists built up during our distinguished careers.



MrWatchMaster Productions

Andrew Canter and Greg Turzynski

The founders of MrWatchMaster both began their careers at leading US advertising agency, Young & Rubicam – making them officially ‘Mad-Men’. They offer valuable insight and ensure that the content strategy delivers the best possible outcomes for the brand. They will identify the best channels/platforms and format before the creative process even begins, in partnership with the brand.

Rupert Simonds-Gooding, Producer

A distinguished career including 11-years as Creative Services Director of M&C Saatchi. Has worked with many of the world’s leading photographers and directors of moving content and has a broad experience of the luxury sector. Passionate about the importance of quality and craft when producing content.

Peter Jackson, Designer

Peter is a graphic designer with extensive experience in the luxury goods sector built up over a long and distinguished career; clients include Cartier, Grosvenor Estates, Bentley, Lamborghini and the fine writing portfolio owned by Newell Brands. A craftsman across multiple design platforms. Specialist in the creation of brand guidelines and extremely comfortable working with existing ones.

Bill Gallacher, Art Director

Bill has worked at several leading London advertising agencies including CDP, BMP, Saatchi and Saatchi and latterly M&C Saatchi. He has won multiple awards across all media for art direction and typography, as well as the creative idea itself. He will never accept second best and will always deliver perfection.

We would love to share our portfolio with you.



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