

Live Your Legacy:
Everest Timepieces
Launch Campaign





Executive Summary

Live Your Legacy is a legacy-meets-modernity PR campaign positioning Everest Timepieces as a premium, analog watch brand with renewed appeal for Gen Z audiences. In a culture dominated by digital clutter, Everest reclaims the timeless prestige of analog craftsmanship—reframing wristwatches not as relics, but as identity statements for creators, thinkers, and legacy-builders.

This multi-platform campaign strategically reintroduces the brand using reputation storytelling, platform-native content, and influencer partnerships that elevate the symbolic power of "time well spent." Through an emotionally intelligent brand voice and elevated aesthetic, Everest becomes a tool not just to track time—but to leave a mark on it.

Differentiator

While most Gen Z brands focus on fleeting trends and digital convenience, Everest embraces intentionality. The watch becomes more than a functional accessory—it's a signal of maturity, values, and vision. This campaign repositions analog not as outdated, but as rare, deliberate, and deeply personal.





Objective

Brand Positioning

Launch Everest as a prestige timepiece brand for Gen Z, emphasizing analog as a bold choice in a hyper-digital world—one that symbolizes legacy, discipline, and personal identity.



Audience Segmentation & Personas



Legacy Luca – The Heritage Seeker

- Age: 26
- Background: Grad student or young professional in finance/law
- Values: Longevity, meaning, tradition
- Pain Points: Disconnected from digital overload
- Why Everest: Sees the analog watch as a mark of self-discipline and maturity

Audience Segmentation & Personas



Aesthetic Aria – The Style Storyteller

Age: 23



Background: Creator or design student

Values: Curated visuals, slow fashion, detail



Pain Points: Trends feel impersonal, fast-moving

Why Everest: Views the watch as a timeless visual anchor in her brand aesthetic





Audience Segmentation & Personas

Mindful Mason – The Intentional Minimalist

Age: 25

Background: Tech professional or entrepreneur

Values: Quality over quantity, digital detox, mindfulness

Pain Points: Digital fatigue, seeking authentic connections

Why Everest: Embraces the watch as a physical reminder to be present and intentional with time

Audience Segmentation & Personas



Classic Connor – The Refined Professional

Age: 47

2

Background:
Established executive
or business owner

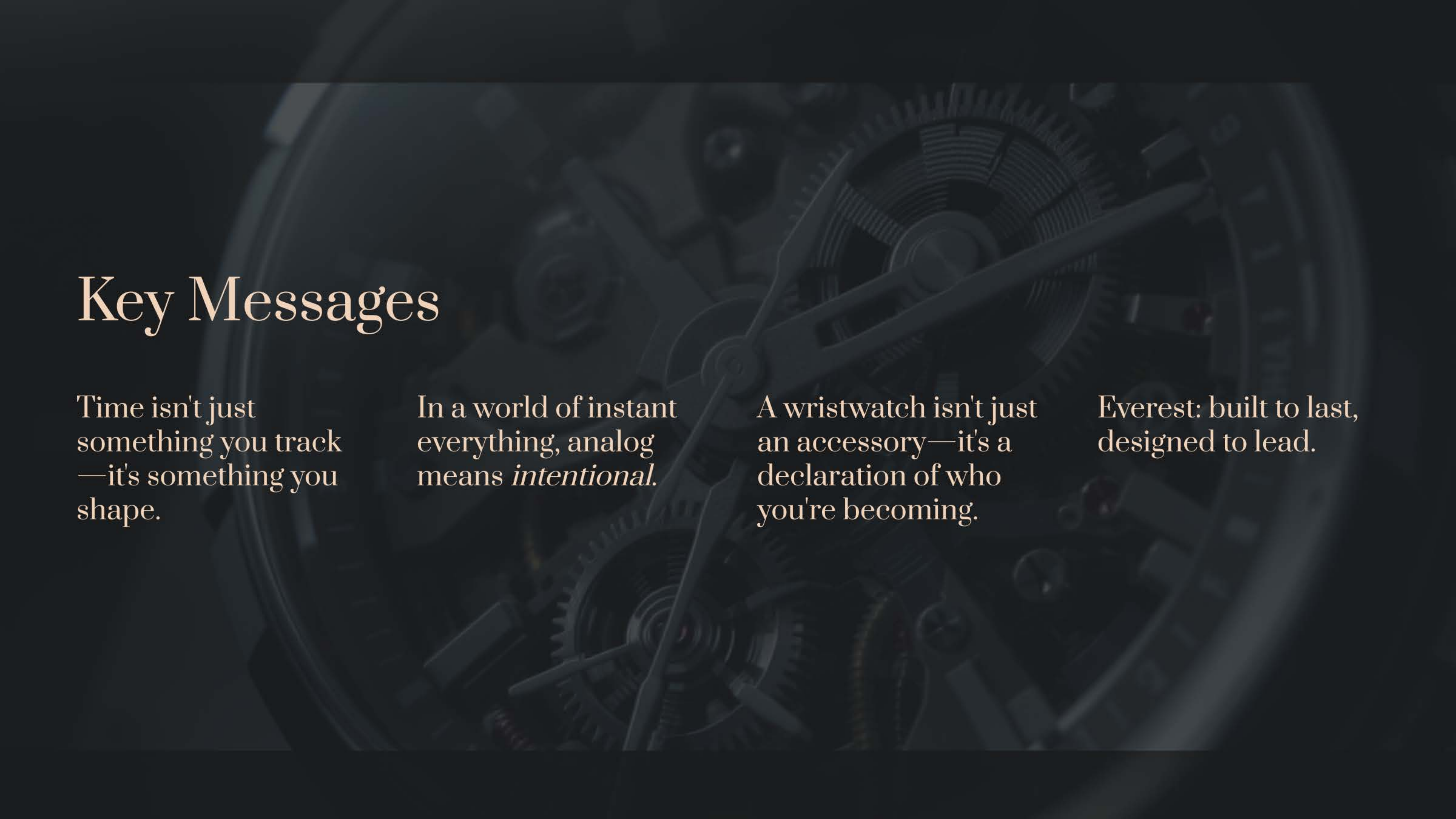
Values: Craftsmanship,
timeless luxury, deliberate
living

3

Pain Points: Yearns for the elegance and simplicity
of bygone eras

Why Everest: Views the watch as a statement of enduring quality in a
disposable world





Key Messages

Time isn't just something you track —it's something you shape.

In a world of instant everything, analog means *intentional*.

A wristwatch isn't just an accessory—it's a declaration of who you're becoming.

Everest: built to last, designed to lead.



Insight

1

Digital Burnout

Gen Z is burned out on fast content, short attention spans, and disposable tech.

2

Meaningful Connection

They crave tangible meaning, personal legacy, and aesthetic items that hold emotional weight.

3

Symbolic Rebellion

The watch becomes a symbolic and stylish rebellion against the ephemeral.

PESO Strategy

Paid

- Sponsored Instagram Reels + TikTok POVs
- Google Display Ads on productivity and creative tools sites
- Influencer mini-campaigns with journaling, career, and fashion creators

Earned

- PR placements in GQ, Esquire, HYPEBEAST, Forbes 30 Under 30 blog
- Guest features on time/lifestyle podcasts ("The Tim Ferriss Show", "Before Breakfast")
- Media partnerships with men's style and slow fashion outlets

Shared

- UGC featuring #LiveYourLegacy and "What Time Means to Me" micro-stories
- Collabs with minimalist fashion TikTokers + career influencers
- Legacy Reels reposted weekly across Instagram and TikTok

Owned

- Everest blog series: "On Time" (profiles of modern legacy builders)
- Website campaign landing page with curated bundles + engraved messages
- Email campaign: "Build Your Legacy, One Hour at a Time" series



Social Media Strategy

TikTok

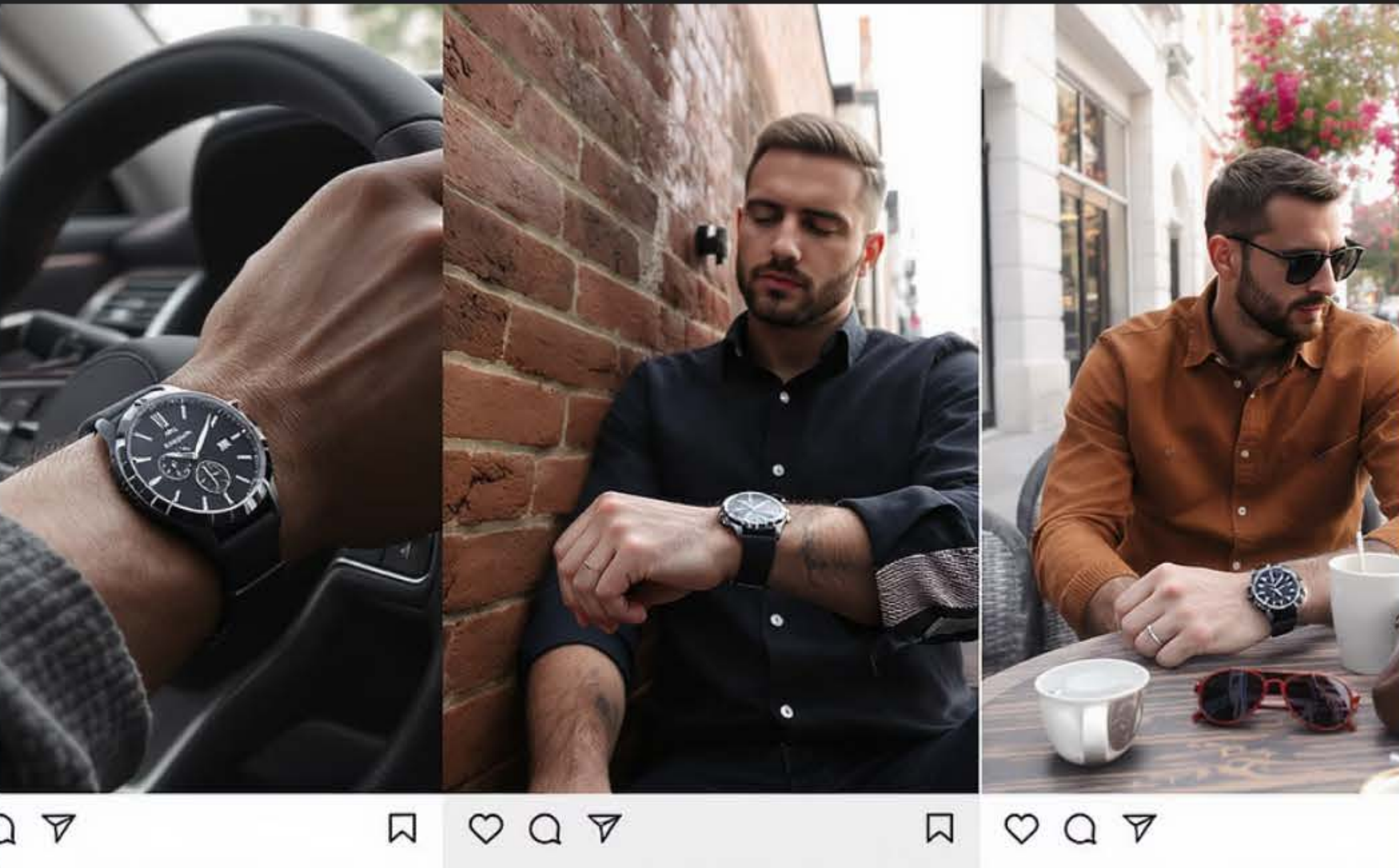
Content:

- POV Series: "Why I Wear an Analog Watch"
- 60-sec interviews: "What does legacy mean to you?"
- Visual storytelling: hands on watches, cityscapes, focus routines

Hashtags: #LiveYourLegacy #TimeWellSpent #AnalogLife

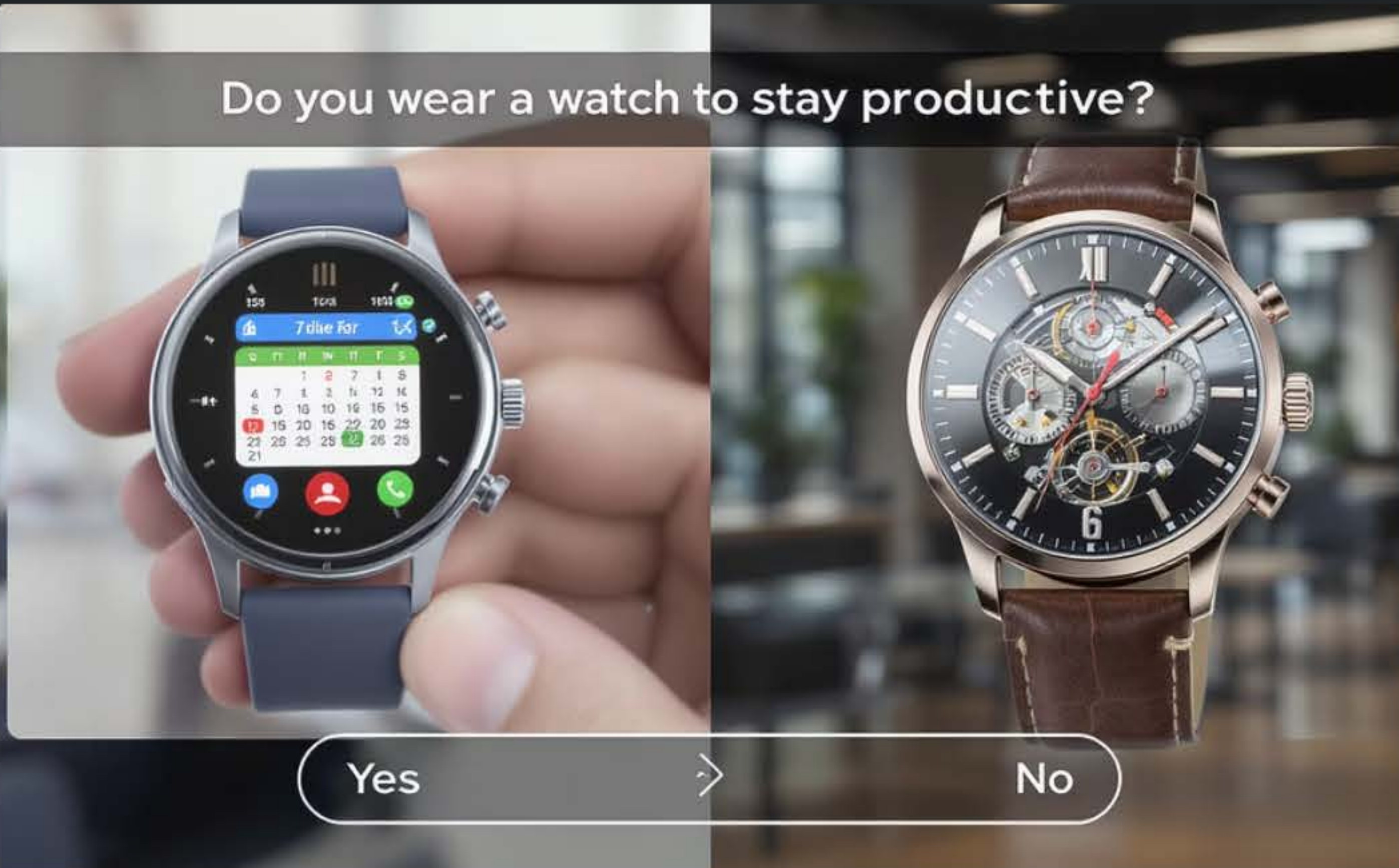
Social Media Strategy

Instagram



IG Carousels

"5 Things an Analog Watch Says About You"



Stories

Polls on value, intention, and productivity

Reels

"Wrist Check: Legacy Looks"



Visual Style

Soft neutrals, metallics, deep textures, timeless backdrops

Social Media Strategy

Our YouTube approach centers on these engaging content formats:



YouTube Shorts on WatchCrunch Platform

Quick, engaging content that highlights our timepieces in daily moments that matter.



Mini-docs: "A Day in the Life of a Legacy Builder"

Authentic storytelling that connects our watches to real achievements and meaningful journeys.



Unboxings + Engraved Gift Content

Capturing the emotion and craftsmanship behind our timepieces as meaningful gifts and milestones.



Story-led Voiceovers About Time and Discipline

Thoughtful narratives that elevate our watches from accessories to symbols of intentional living.

Influencers: Analog As A Modern Luxury

Collabs with reggaeton and rap artists such as Bad Bunny & Drake to reach Gen Z emphasizing freedom, prestige & success.





Campaign Timeline

Phase 1: Repositioning Launch

Press kit, message matrix, influencer seeding

Phase 2: Audience Engagement

TikTok storytelling series, IG + YouTube rollout

Phase 3: Emotional Anchoring

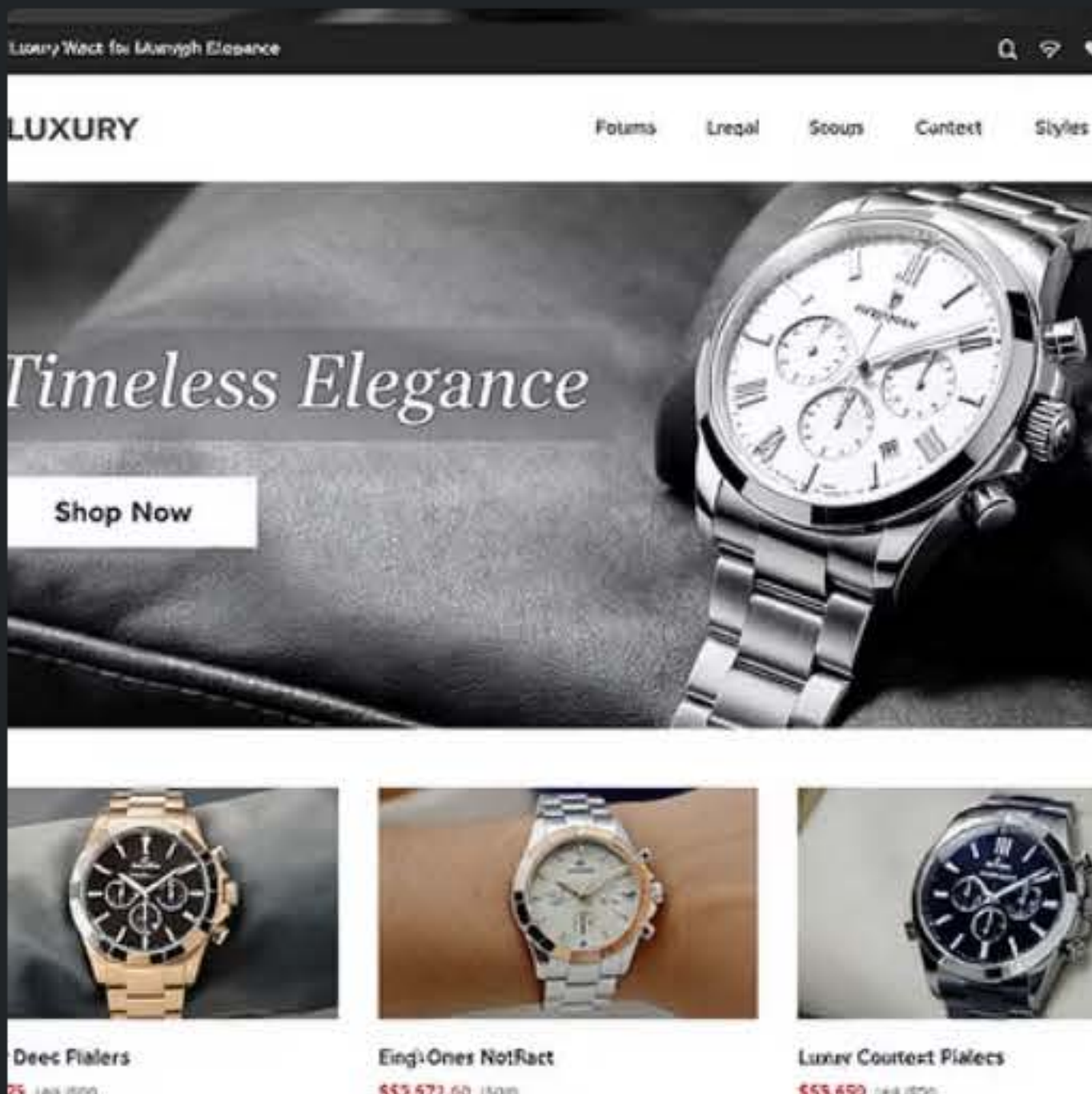
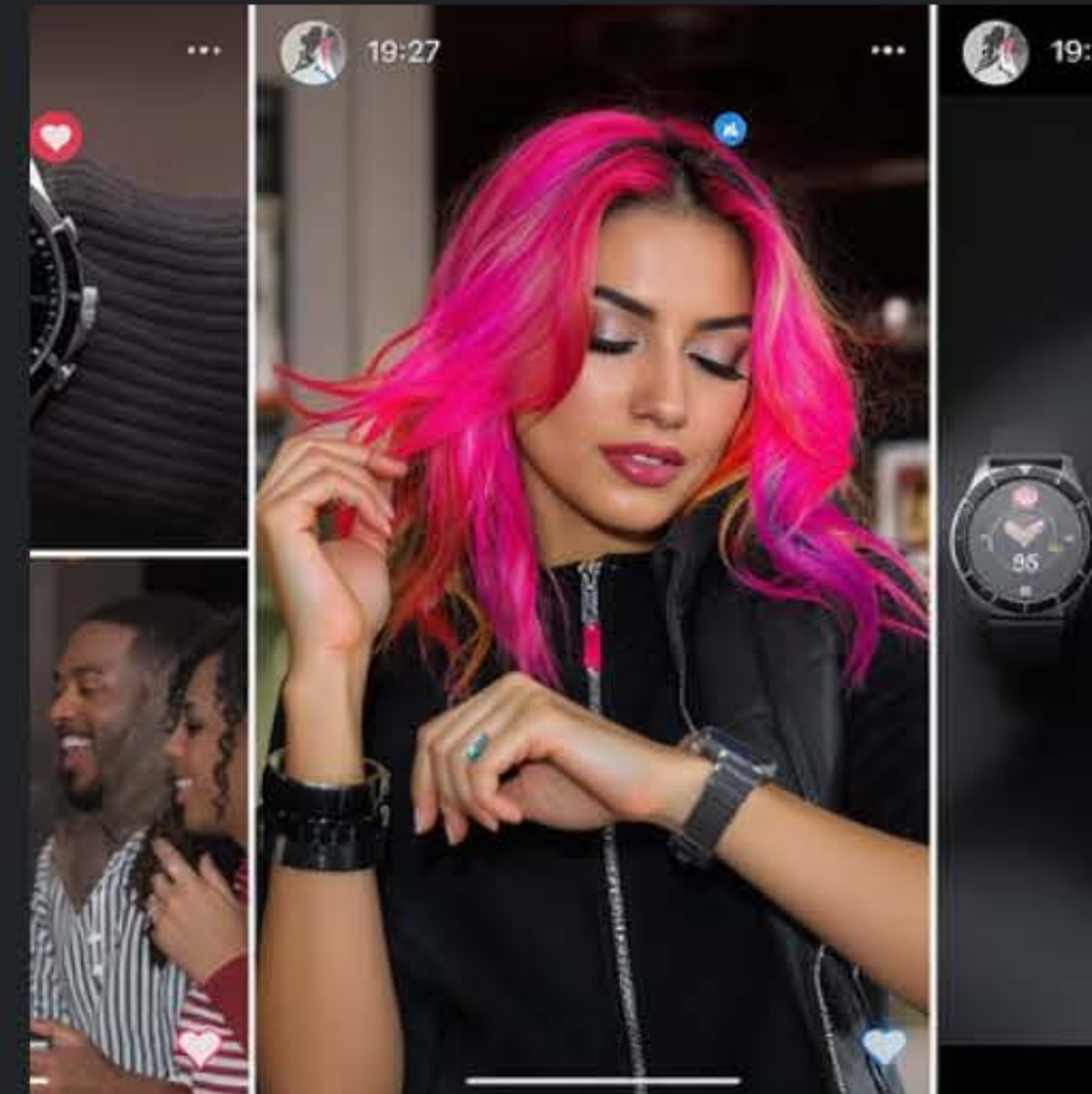
"What Time Means to Me" campaign

Phase 4: Legacy Builder Series

Longform blog, newsletter features, top UGC highlights

Creative Deliverables

Platform-Specific Visual Assets Kit (social, email, print)



Key Message Matrix

IG Reels + Carousel
Content Plan

Influencer Brief w/
legacy talking points
+ gift messaging

Short-Form Video
Storyboard (TikTok +
YouTube)



Metrics / KPIs

5M

Campaign
Impressions

Total impressions
across all platforms

150K

Hashtag Usage

Uses of
#LiveYourLegacy
hashtag

20%

Site Traffic
Increase

During campaign
period

15+

Media
Placements

Press or influencer
content

25% increase in product personalization (engraving) sales