



panerai

Project

Caribbean and North American expansion of the “Panerai Classic Yachts Challenge”; the major communication project of the company.

Panerai

Officine Panerai, a part of the Richemont Group, is an exclusive Italian watchmaker with a long lasting heritage with the Italian Navy and the sea. Panerai has established a reputable name for itself in the most prestigious and important classic yacht regatta events in Europe.

Issues and Challenges

Because there wasn't an organized circuit of classic yacht regattas in the US and the Caribbean, SM needed to develop strategies, determine and gain title sponsorship roles with the most prestigious regattas that could be included in the Panerai Classic Yachts Challenge.

Our Involvement

Starting from just an idea, SM has developed, planned and implemented the North American & Caribbean dates of the PCYC. SM secured the title sponsorship of the Classic Yacht Regatta in Antigua, West Indies; the Robert H.Tiedemann Classic Yacht Weekend in Newport R.I., the Opera House Cup in Nantucket, MA and the MoY Classic Yacht Regatta in Newport, R.I.

The classic yacht sponsorships are renowned for their great magnitude, attention to detail, and elegance. Within the yearly sponsorship calendar SM manages the program implementation and all sponsorship activations, including a high-end hospitality service for 700 people per day. As part of the initiative, SM created the Panerai Event Diary, an important instrument that links the history, heritage and core values of Panerai to yachting and targets sailors, trade, media and final consumer.

Results

In its fifth year of operation, SM has helped Panerai to establish the PCYC as the world's premiere series for classic yacht regattas. This program is fundamental for the company to prolong its work of positioning itself as the leading brand in the Haute Horlogerie sports sector with lasting values.



SPONSORSHIP ACTIVATIONS



Hospitality Lounge



Gala Dinners



Entertainment Events



One-On-One Activities



Merchandising Program



VIP Activities

BRANDING



Product Placement





On Water Branding



On Land Branding

SUPPORT MATERIALS

**2007
SUMMER
EVENTS
DIARY**

DIARIO
DIARIUM
JOURNAL

Event Diaries




2008 PANERAI EVENTS DIARY

TIMELESS CLASSICS



2009 marks the 10th annual Panera Classic Yachts Challenge, the largest and most renowned classic yacht race in the world. In 2009, Classic Yachts Challenge is sponsoring the joint-organization of the Mediterranean, Caribbean and Northeast United States races added to the annual Panera Classic Yachts Challenge in new America for giving classic yacht owners and crews from all corners of the globe.

The Antigua Classic Yacht Regatta will kick off the Challenge in mid-April. The 12th annual Antigua Regatta is a week of racing and memorable traditions. The regatta's traditional race week and clubhouse area never fail to provide the Caribbean sailing conditions.

The Mediterranean season opens in June with the 14th edition of Lee Vokes of Antigua. Later in June, in Newport, Rhode Island, the 10th annual Rolex in Tasarum Classic Yachting Weekend will mark the beginning of summer for the active of classic yacht enthusiasts launching their boats in the waters of the Cape Cod Yachting Club. The event ends the day of racing with evening festivities on the lawn of the historic Museum of Yachting.

August is the peak of the sailing season in America, Northeast, and the Northeast United States. The 20th annual Open House Cup Regatta is the most exciting time of racing with evening festivities on the lawn of the historic Museum of Yachting.

Further solidifying Panera's connection to the sea, the extensive restoration project of Elson, a 17th 10th Regatta, is nearing completion. Aligned with Panera's mission to preserve sailing history and respect the timeless value of quality craftsmanship, the historically celebrated, yet discontinued watch was acquired in 2007 and has since been in the capable hands of the Francesco del Carlo Boatyard in Viareggio, Italy. With the new case on it, Elson will be a working yacht and spend much of the year at sea representing Classic Yachts Challenge in the Mediterranean, Caribbean and eventually in the Northeast United States. Between seasons, Elson will be working with a handful of experienced sailors, to ensure the continued safety and longevity of the vessel. Elson is a true classic and will continue to be appreciated by enthusiasts, but she promises to attract and promote the value of classic yachting to a wider audience.

With the many parallels between classic yachting and the history of Panera, it's not surprising that classic yachting enthusiasts hold a special place in Panera. This new edition of the 10th Annual Open House Cup Regatta is a testament to the spirit of classic yachting, with its wooden decks and timeless design supported by the precision of yachting technology. It's a true classic, a watch that is not just a watch, but a symbol of the timeless value of classic yachting. The watch will be awarded to the overall winner of each regatta.

**LIMITED EDITION
LUMINOX 100 REGATTA
EARTHWAVE AERIAL D.L.C.**

Following with tradition, this year's limited edition LUMINOX 100 Regatta watches are dedicated to The Classic Yachts Challenge and have been produced in a limited quantity of 500 pieces. With its highly detailed dial featuring Chronograph and chronometer certificate that evokes the sea, the watch is a tribute to the spirit of the regatta. It is a genuine sailing instrument.

Offering from the 2009 edition, the case, as well as the blue dial, the watch is a true classic. The watch is a true classic, a watch that is not just a watch, but a symbol of the timeless value of classic yachting. The watch will be awarded to the overall winner of each regatta.

**PANERAI
CLASSIC YACHTS CHALLENGE**

Advertorials



INSPIRED BY THE PAST, BUILT FOR THE FUTURE.

LUMINOX 100 REGATTA AERIAL D.L.C. features a limited edition dial with a chronograph and chronometer certificate that evokes the sea. The watch is a tribute to the spirit of the regatta. It is a genuine sailing instrument.



**PANERAI
LABORATORY OF TIME**

Available exclusively at Panera boutiques and select authorized watch retailers.

Print Ads

