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Maurice Lacroix S.A.

Bob Geldof, Jimmy Wales and Justin Rose: The inspirational new ambassadors for Swiss watch brand Maurice Lacroix

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Zurich (ots) -

- Cross reference: Pictures are distributed via EPA (European Pressphoto Agency) and can be downloaded free of charge at: <http://www.presseportal.ch/de/pm/100005598/?langid=2> -

Maurice Lacroix has created an inspiring, meaningful and above all, authentic brand campaign: "Follow Your Convictions". With the help of their new world-renowned ambassadors Sir Bob Geldof, Jimmy Wales and Justin Rose, Maurice Lacroix are inspiring the world to be who they really are across a variety of media, from print and TV to online.

Just as Maurice Lacroix creates its award-winning designs and ingenious movements by hand, each world-famous ambassador was chosen because they too have never veered from their beliefs in their journey to success.

"You can't just say you're authentic or that you have substance," explains Sir Bob. "That won't wash. You've got to prove it. You've got to be it. In everything you do." And he should know. In his lifetime Sir Bob has been a music journalist, had a succession of international hit records with his punk band The Boomtown Rats, organised arguably the most successful global fundraising events of all time in LiveAid and Live8, created his own TV production company and is an accomplished businessman in his own right. "Let nobody tell you who you are."

Justin Rose is an extraordinary golfer who defied all odds by going pro at just 17 years old. "That decision was always controversial, but I don't care about controversy. I just believed in myself." And it paid off. In his career, Justin has won multiple titles and even made it to European no.1. Today, he is considered one of the most consistent competitors on the PGA Tour as well as finding time to be a devoted husband, father and charity worker.

Then there's Jimmy Wales, the incredible internet entrepreneur who founded Wikipedia. "I imagined a world where every single person on the planet was given free access to the sum of all human knowledge. Then I created it." Staying true to his convictions, Jimmy quickly turned Wikipedia into a non-profit foundation to ensure his dream of free knowledge for the world remained intact. Today, Wikipedia.org is one of the five most visited sites on the whole of the internet.

With these truly authentic and inspiring ambassadors beside them, Maurice Lacroix have the perfect partners to support their unique positioning in the marketplace. As CEO Martin Bachmann concludes, "Our ambassadors achieved greatness without the need to compromise their principles. We at Maurice Lacroix share this incredible passion, as our innovative and pioneering watches prove, time after time."

Free accessible database on: www.mauricelacroix.com, Media-Access / Database

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