

Sekonda launches video ad campaign at Stansted Airport



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Time Products (UK) has launched its first video advertising campaign for [Sekonda](#) watches at [Stansted Airport](#). Running from July 31 to August 27, the campaign covers one of the company's busiest sales periods for the summer holidays.

The Sekonda ads appear on the large digital screens situated at the airport's main departures area, as well as adjacent to the World Duty Free store location. The ad campaign features two different 20-second executions: 'Luxury looks for less' and 'Sun, sea, sand and a Sekonda.' Both versions drive a message focused on value pricing available at the airport and for inflight shopping.

"We are delighted with our first ever video ad campaign for Sekonda at the airport," said Janet Gough, head of brand marketing for Time Products (UK). "We know our customers look forward to shopping at the airport as well as onboard and we wanted to highlight the great value that's available to passengers in duty free and with our inflight partners such as Jet2."

Five Sekonda hero watches are featured in the ad campaigns: Sekonda Monica, Sekonda Airbourne Chronograph, Sekonda Taylor, Sekonda Pacific Wave Chronograph and the Sekonda Active Smart Watch, a new product launch for 2023. The Sekonda campaign visuals will be replicated via in-store promotions on shelf at World Duty Free, where the brand has expanded its range.

The Sekonda Active Smart Watch is a new product listing with Jet2 this summer and joins other popular Sekonda SKUs that the airline carries throughout the year.