

JMS 562

**Blanca Chavarri, Vanessa Maravilla and
Natalia Salvatierra**

Company: **Nordgreen.**

Product: **Watches and jewelry.**

JMS 562 - CAMPAIGN 2



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Product: Nordgreen.

Service: Watches.

Product/Service & Market Background:

Nordgreen is a Danish watch company founded in 2017 by Pascal Sivam, Vasilij Brandt, and Jakob Wagner. The brand is headquartered in Copenhagen, Denmark. Nordgreen specializes in minimalist and Scandinavian-inspired timepieces designed by Wagner, a renowned Danish designer known for his work with Bang & Olufsen, Hay, and other prominent brands.

Nordgreen offers a range of stylish and versatile wristwatches for both men and women. Their watches are characterized by clean lines, simple dials, and high-quality materials, embodying the principles of Scandinavian design. The brand's product lineup includes various collections such as the Philosopher, Infinity, Native, and Pioneer, each offering distinct styles and features. While watches are their primary field, they also feature various other jewelry pieces for both men and women.

Nordgreen operates in the competitive global watch market, which includes both traditional watch manufacturers and newer direct-to-consumer brands. The company primarily targets young professionals and fashion-conscious consumers who appreciate minimalist design and ethical craftsmanship.

Competition:

Triwa is the only brand that seamlessly merges contemporary Scandinavian design with a commitment to sustainability, offering stylish timepieces crafted from eco-friendly materials while supporting initiatives for positive global change.

Larsson & Jennings is the only brand that

effortlessly blends British minimalism with Swiss precision, delivering elegant and versatile watches that exude timeless sophistication for discerning individuals worldwide.

Miró is the only brand that captures the essence of Italian craftsmanship and heritage, producing meticulously crafted timepieces that combine classic elegance with modern flair, making a statement of refined style for the fashion-conscious.

Business/Advertising objective:

Nordgreen has a strategic goal of establishing itself as a socially responsible and environmentally conscious company within its ad campaign. This goal aims to appeal to consumers who prioritize sustainability and ethical practices in their purchasing decisions. Nordgreen's ad campaign likely emphasizes its commitment to sustainability, ethical sourcing of materials, and perhaps partnerships with charitable organizations or initiatives that promote social good. By aligning its brand with these values, Nordgreen seeks to differentiate itself from competitors and attract consumers who share similar concerns about the impact of their purchases.

Overall, their main goal on advertising could be to bring awareness and reach a community that beliefs in sustainable and ethical brands, creating a group of loyal consumers.

Target Audience:

Emma is a marketing manager at a tech startup in a busy urban city. She values style and sustainability in her lifestyle choices and seeks out brands that align with her values. Emma shops at trendy boutique stores and online retailers well-known for their eco-friendly sourced products. She is passionate about environmental conservation, social responsibility, and staying connected with the latest fashion trends. In her

free time, Emma enjoys exploring local cafes, attending yoga classes, and volunteering for community clean-up initiatives. She values quality time spent with friends and family, and she appreciates accessories that reflect her minimalist yet sophisticated style.

Tone of Voice:

Language representing Nordgreen should be authentic, engaging, and inclusive, focusing on sustainability, ethics, and quality craftsmanship. It should strike a balance between approachability and sophistication, emphasizing the brand's mission, philanthropy, and customer experiences to connect with socially conscious consumers.

Final Unique Selling Proposition (USP):

Nordgreen is not only the best, but the ONLY watch brand that seamlessly blends minimalist Scandinavian design with sustainable materials, allowing you to express your style with elegance while making a positive impact on the planet.

Q/A

What are your considerations when identifying your ideal prospect? What does your customer really need or want?

Nordgreen's ideally seeks stylish yet ethical timepieces that reflect their minimalist aesthetic and commitment to sustainability. They want watches that not only look good but also align with their values of environmental consciousness and social responsibility.

How can your solution or service solve their problem(s)?

Nordgreen's solution addresses the need for high-quality, minimalist watches crafted from sustainable materials. By offering eco-friendly timepieces through transparent and ethical

production processes, Nordgreen provides a solution that allows customers to express their style while making a positive impact on the planet.

What factors motivate their audience buying decisions?

Logical factors motivating Nordgreen's audience include the brand's transparent eco-friendly materials, and competitive pricing for the quality offered.

Emotionally, customers are drawn to Nordgreen's commitment to sustainability, which resonates with their desire to make socially responsible purchasing decisions. Additionally, Nordgreen's Scandinavian design aesthetic evokes feelings of simplicity, elegance, and sophistication, appealing to customers seeking timeless yet fashionable accessories.

Why do your existing (or new) customers choose your business over your competitors?

Customers choose Nordgreen for its stylish design, high-quality materials, and commitment to sustainability and ethical practices, including transparent operations and philanthropic initiatives, all offered at competitive prices with excellent customer service.

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Company: Nordgreen.

Campaign USP:

Nordgreen is not only the best, but the ONLY watch brand that seamlessly blends minimalist Scandinavian design with sustainable materials, allowing you to express your style with elegance while making a positive impact on the planet.

Top Concepts:

- 1. Where simplicity meets sustainability.
- 2. Preserving memories and crafting connections.
- 3. Reflections inspired by natural beauty.

Mindmap

Where minimalism meets sustainability.
Durability on every drop.
Effortless style for every moment.
Timeless beauty.
Be inspired.
Gold pieces.
Style for every journey.
Elegance for wherever your day takes you.
Glamour for every ocasion.

Preserving memories and crafting connections.
Elegant and eternal love.

Reflections inspired by natural beauty.
Tying stories toguether.
For him and for her.
Cheerful moments.
Enhacing your style, one page at a time.
Crafting art.
Sharing between generations.
Collecting memories.
For any ocasion.
Environmentally conscious accesories.
Style paired with sustainable stories.
Loving gestures.
Commitment to sustainability in every step.
Every good act matter.
Little gestures matter.
To make people smile.

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Ad Concept A

Student Name: Blanca Chavarri.

Company: Nordgreen.

Campaign USP:

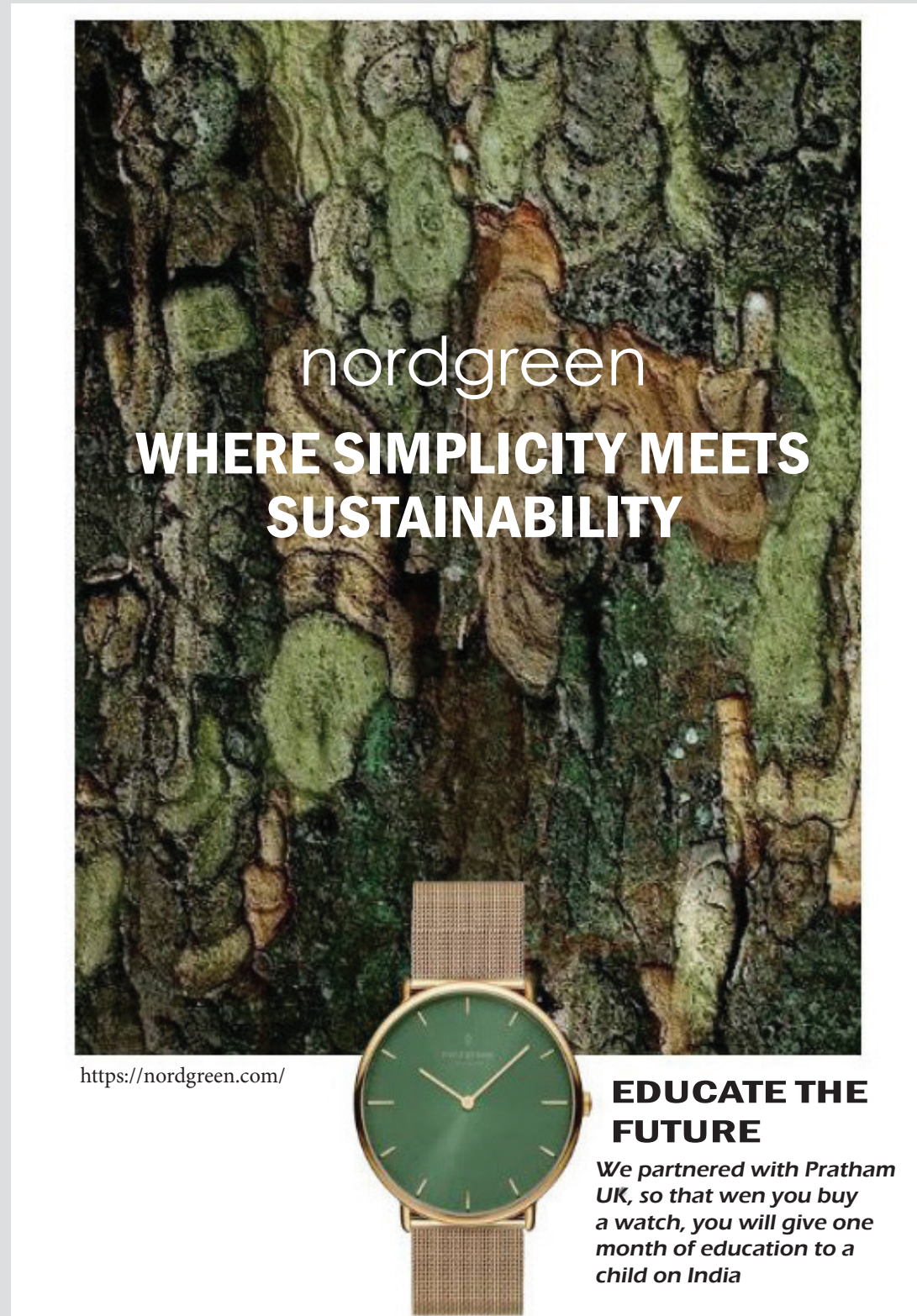
Nordgreen is not only the best, but the ONLY watch brand that seamlessly blends minimalist Scandinavian design with sustainable materials, allowing you to express your style with elegance while making a positive impact on the planet.

Ad Concept:

Where simplicity meets sustainability.

Ad Concept Rational:

The idea behind this printed magazine campaign is to show with a simple design the core idea of the brand: simplicity and sustainability. Using a background picture of a tree trunk, with one of the native watches at front. Additionally, all the campaigns show the giving back program, in this case, in educating children. The CTA of the three campaigns is the website URL.



JMS 562 - CAMPAIGN 2

Ad Concept B

Student Name: Blanca Chavarri.

Company: Nordgreen.

Campaign USP:

Nordgreen is not only the best, but the ONLY watch brand that seamlessly blends minimalist Scandinavian design with sustainable materials, allowing you to express your style with elegance while making a positive impact on the planet.

Ad Concept:

Where simplicity meets sustainability.

Ad Concept Rational:

The idea behind this second printed magazine campaign is the same as the first one. To do this, I decided to add a background picture of a leaf, that screams natural. For this design, I decided to use the watch pioneer, and in this case, the giving back program is related to providing clean water. The CTA is the same as the first one, the website URL.



<https://nordgreen.com/>

**PROVIDE
CLEAN WATER**

We partnered with Water for Good, so that when you buy a watch, you give 2 months of clean water to one person in The Central African Republic.

JMS 562 - CAMPAIGN 2

Ad Concept C

Student Name: Blanca Chavarri.

Company: Nordgreen.

Campaign USP:

Nordgreen is not only the best, but the **ONLY** watch brand that seamlessly blends minimalist Scandinavian design with sustainable materials, allowing you to express your style with elegance while making a positive impact on the planet.

Ad Concept:

Where simplicity meets sustainability.

Ad Concept Rational:

The idea behind this third printed magazine campaign is to show with the picture of the forest and the trees how nordgreen has a sustainable view, not just caring about the planet but also the people. In this case white the Unika watch. At the bottom right, this giving back program is meant to help protect the rainforest. Like before, the CTA is the website URL.



JMS 562 - CAMPAIGN 2

Student Name: Vanessa Maravilla.

Company: Nordgreen.

Campaign USP:

Nordgreen is not only the best, but the ONLY watch brand that seamlessly blends minimalist Scandinavian design with sustainable materials, allowing you to express your style with elegance while making a positive impact on the planet.

Ad Concept:

Where minimalism meets sustainability.

Ad Concept Rational:

In a world of clutter and noise, simplicity speaks volumes. With Nordgreen, the brand believes in the beauty of minimalism. With the ad featuring a serene composition it wasn't just aimed on the aesthetics but rather about the brand's values. By incorporating naturistic elements like rocks and sand, I tried symbolizing the brand's connection with sustainability. Just as these natural elements endure, so too does their commitment to responsible practices and environmental consciousness.

Ad Concept A



JMS 562 - CAMPAIGN 2

Ad Concept B

Student Name: Vanessa Maravilla.

Company: Nordgreen.

Campaign USP:

Nordgreen is not only the best, but the ONLY watch brand that seamlessly blends minimalist Scandinavian design with sustainable materials, allowing you to express your style with elegance while making a positive impact on the planet.

Ad Concept:

Where minimalism meets sustainability.

Ad Concept Rational:

In this ad, I wanted to present an invitation to immerse yourself in the serene beauty of nature. Just as each leaf is unique yet part of a larger ecosystem, the watch displayed seamlessly integrates into the natural world, embodying the essence of Nordgreen’s minimalist philosophy. The rich brown strap harmonizes with the earthy tones of the leaves, creating a captivating visual contrast that captivates the eye. But similar to the last, beyond aesthetics, I wanted this ad to speak to the brand’s unwavering commitment to sustainability. By featuring natural elements, I help reinforce the dedication to preserving the environment



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Student Name: Vanessa Maravilla.

Company: Nordgreen.

Campaign USP:

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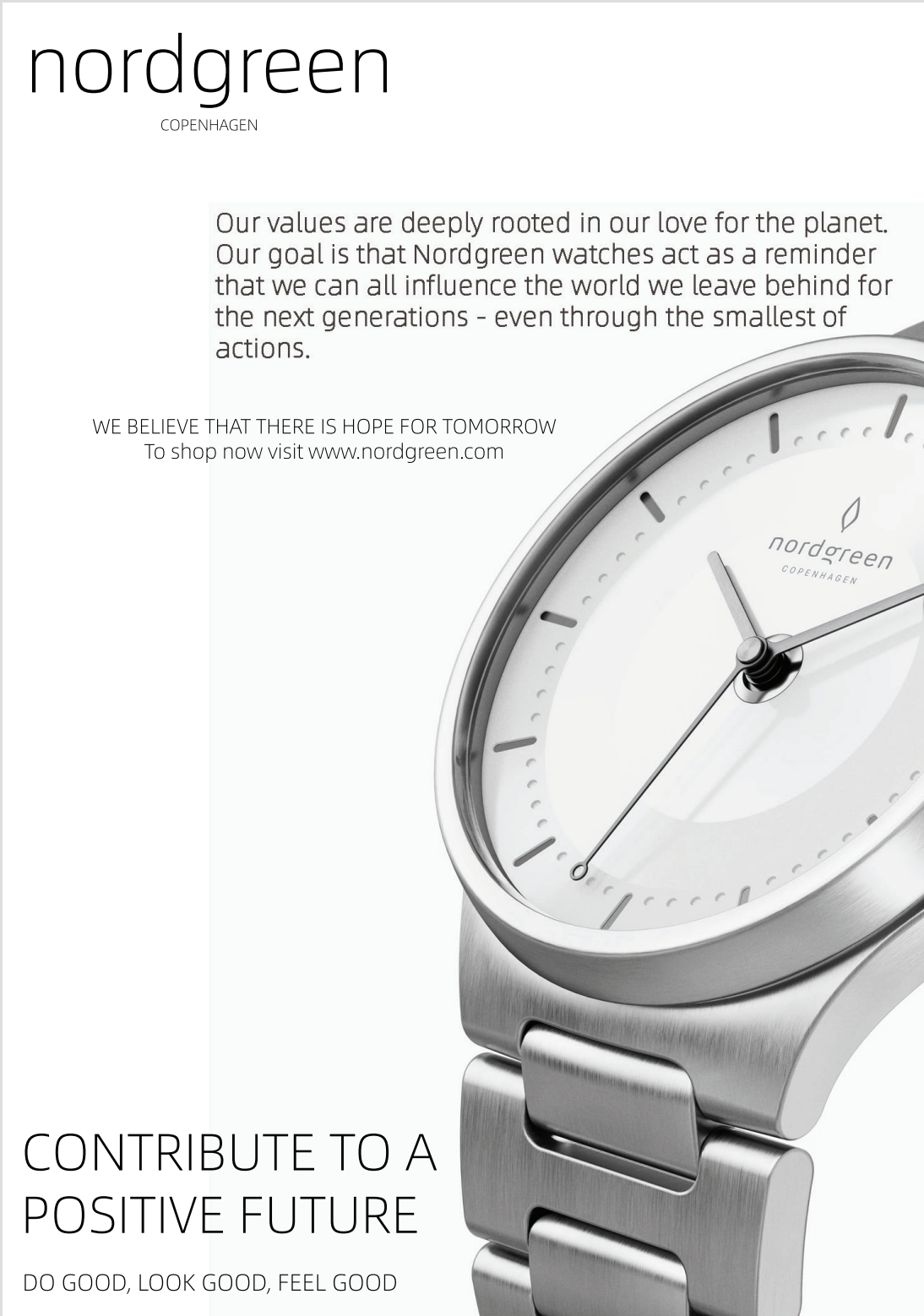
Ad Concept:

Where minimalism meets sustainability

Ad Concept Rational:

In my final ad, I zoomed in on the Guardian silver watch, a symbol of our brand's enduring commitment to sustainability and responsible stewardship of the planet. The sleek, polished design of the watch reflects our dedication to timeless elegance, while the message accompanying it speaks volumes about our values. With Nordgreen, wearing a watch isn't just about telling time; it's a statement of purpose. Our goal is to inspire individuals to recognize the power they hold in shaping the world for future generations, even through the smallest of actions.

Ad Concept C



JMS 562 - CAMPAIGN 2

Student Name: Natalia Salvatierra.

Company: Nordgreen.

Campaign USP:

Nordgreen is not only the best, but the ONLY watch brand that seamlessly blends minimalist Scandinavian design with sustainable materials, allowing you to express your style with elegance while making a positive impact on the planet.

Ad Concept:

Preserving memories and crafting connections.

Ad Concept Rational:

The idea behind this printed ad is the passage of watches from generation to generation, as Nordgreen pieces are timeless. Additionally, I wanted to reflect the happiness of those who own the brand’s products. In this case, I have chosen a father and his son to showcase one of Nordgreen’s men’s watches, *The Pioneer*. I’ve included a headline, a bit of copy discussing the product’s quality, and the call to action is the brand’s website URL.

Ad Concept A



JMS 562 - CAMPAIGN 2

Ad Concept B

Student Name: Natalia Salvatierra.

Company: Nordgreen.

Campaign USP:

Nordgreen is not only the best, but the ONLY watch brand that seamlessly blends minimalist Scandinavian design with sustainable materials, allowing you to express your style with elegance while making a positive impact on the planet.

Ad Concept:

Preserving memories and crafting connections.

Ad Concept Rational:

In this case, I have chosen a couple to advertise *The Native*, watches designed for both him and her. That’s why, following the idea mentioned in the previous printed ad, I have selected a couple who openly display happiness. I’ve included a headline, a bit of copy discussing the product’s quality, and the call to action is the brand’s website URL.



nordgreen
COPENHAGEN

Preserving memories and
crafting connections

The Native®
Watch design by Jakob Wagner for a timeless look
Interchangeable strap for effortless versatility

Nordgreen Copenhagen 2024 © <https://nordgreen.com/>

JMS 562 - CAMPAIGN 2

Student Name: Natalia Salvatierra.

Company: Nordgreen.

Campaign USP:

Nordgreen is not only the best, but the ONLY watch brand that seamlessly blends minimalist Scandinavian design with sustainable materials, allowing you to express your style with elegance while making a positive impact on the planet.

Ad Concept:

Preserving memories and crafting connections.

Ad Concept Rational:

This last ad is based on the idea of how beautiful and special is sharing jewelry among generations of women in the same family, specially the strong connection formed by wearing a necklace or earrings that once belonged to your mother or grandmother. I have painted the jewelry over the chosen photograph. However, in the final ad, the picture would feature the real products. I've included a headline, a bit of copy discussing the product's quality, and the call to action is the brand's website URL.

Ad Concept C

