**Situation:** Callanen International designs, manufactures and markets watches for Guess, Nautica and Timberland under their specific brand names. Hunter works for the International Division, which markets watches in over 70 countries around the world.

Guess, Nautica, and Timberland apparel lines are not known internationally as they are in the United States. In many markets worldwide, the watch brand opens the market and creates the brand image. For example, the Guess watch brand has created the image for the Guess apparel line in many international markets. Therefore, clearly establishing the watch brand with its concise values was critical to our communication.

Callanen attends the largest watch fair in the world once a year in Basel, Switzerland. There are over 300 brands represented, each one vying for mindshare and attention from the distributors and international press. The first step in preparing strategies and materials for the show was to develop the brands.

**Objective:** Capture and communicate each brands unique qualities.

**Strategy:** Create distinctive brand positioning and brand triangle for each of the four Callanen watch brands: Guess, Guess Collection, Nautica, and Timberland Watches, then follow through with consistent use of the brand image in every piece of communication.

**Outcome:** Distinct brand images that carried through press conferences, collateral materials, CD press kits, and a website exclusively for the international fashion press.

Over 600 press people have registered on the website and over 25,000 pages and images have been downloaded from the site.

Callanen opened distribution in 10 new countries and international sales experienced a 28% increase.