



#ONMYWRIST CONTEST

DIGITALLY YOURS - CLOSEST TO OUR CUSTOMERS

True to its pioneering spirit, Bell & Ross has developed over the years powerful digital tools combining luxury, customer experience and service, without ever losing sight of its passion for watches. The brand demonstrated its determination to progress in the digital field and has always emphasized the importance of image and design on everything it has initiated. In the manner of its Instagram account @bellrosswatches which is an elegant and effective showcase, linking the multi-facets of the brand and its community.

Always mindful to offer the best to their clientele, proximity and interactivity are the main priorities. This tool is perfect for forging closer ties with customers and fans of the brand and Bell & Ross benefits from a strong club spirit. An audience that is extremely committed and expert in watchmaking which helps the brand takes the pulse of launches and measures the relevance of its communication device.

FROM THE COCKPIT TO YOUR WRIST

Since 2017, UGC (User Generated Content) integration allows the community of aficionados to post their best pictures using the brand's hashtags - #bellross #bellandross, #fromthecockpittothewrist, #timeinstruments - and many others created for specific launches. A new way to engage its community. To feel part of the club.

On October 11th Bell & Ross continues to strengthen its relationship with its fans and throws a Photo Contest on its Official Instagram account. A great opportunity for Bell & Ross' aficionados to unveil their most beautiful photographs of their watch and express their creativity. A chance to win a Bell Ross timepiece!

On the wrist of a BR follower. More than a watch, a daily companion, a work tool, a jewel of strength.



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From October 11th to October 18th, send us your best shot of your BR watch on your wrist. Show us how you live your passions to the fullest. Put yourself in the eyes of an urban explorer. Express the urban vibe. Sightsee in your own city. Find the perfect spot. Reveal the adventurer that is deep inside you. Go off-road. Be yourself.

YOUR MISSION, SHOULD YOU CHOOSE TO ACCEPT IT!

- FOLLOW @BELLROSSWATCHES ACCOUNT ON INSTAGRAM
- PICK A BELL & ROSS TIMEPIECE
- TAKE A PICTURE OF THE WATCH ON YOUR WRIST IN AN ORIGINAL BELL & ROSS ENVIRONMENT.
- POST YOUR PHOTO ON YOUR PERSONAL ACCOUNT. YOUR PROFILE HAS TO BE PUBLIC
- TAG @BELLROSSWATCHES
- YOUR PICTURE CAN BE REPOSTED ON @BELLROSSWATCHES INSTAGRAM ACCOUNT
- BE CREATIVE!
- DON'T FORGET THE HASHTAGS #ONMYWRIST #BRPHOTOCOMPETITION2021 #URBANEXPLORER
- OUR CREATIVE DIRECTOR WILL CHOOSE THE MOST BELL & ROSS AUTHENTIC INSPIRING PICTURE.

GOOD LUCK!