



LARGE FORMAT PRINT

CASE STUDY

CITIZEN WATCH UK

A large cruise ship, the P&O Iona, is docked in a fjord. The ship is white with a red and blue stripe along the hull and a Union Jack on the funnel. The background features steep, forested mountains under a clear sky. The image is overlaid with a dark blue gradient.

CITIZEN WATCH UK

Produce graphics for a retail takeover onboard
the P&O Iona cruise ship.



CITIZEN IONA CRUISE SHIP TAKEOVER

The Brief

Citizen Watch were given the opportunity by long term cruise ship partner P&O Cruises to take over a key retail area on board the Iona Cruise ship.

Surefoot were asked to assess and produce graphics to advertise the new Tsuyosa range on board.

CITIZEN IONA CRUISE SHIP TAKEOVER

Our Solution

Having worked with Citizen Watch for over 20 years, Surefoot are well aware of all previous, current and future watch launches over the years. The Tsuyosa range, with its bold colour options and simple clean lines was chosen by Citizen to feature across the full retail area made available to them on board the cruise liner.

Having worked on the original graphics for the Tsuyosa range identity, Surefoot had the perfect understanding of the range that needed to be portrayed in the retail space. We had already supplied retail graphics to individual jewellers as well as help launch the range into national retailers with supporting POS and online with a wide range of digital assets.

The roll out on board the Iona cruise ship encompassed counter fronts, display plinths, backlit wall spaces and wall coverings. From schematics supplied we set about creating a visually stunning space that would attract attention amongst the ship's 5200 passengers. Full visuals were prepared and approved by all parties before the creation and fitting of all graphics on board.





CITIZEN IONA CRUISE SHIP TAKEOVER

The Client

Citizen, a trusted name and brand leader in the watch industry for over 100 years, is known the world over for its uncompromising values: technical precision, innovative mindset, quality craftsmanship and design excellence. Citizen's diverse portfolio of high-performance and eco-minded watches is accessibly priced and ranges from professional-grade, sport-inspired designs with advanced functions to sophisticated, timeless silhouettes that are beautiful as well as collectible.

Citizen said 'Surefoot have become an integral part of our continued success in the UK market. Their creativity and high levels of quality go hand in hand with excellent customer service and speed of turnaround. From design to print to point of sale to packaging, the Surefoot team understand what we need to make our marketing work and are always willing to go the extra mile to make it happen'.



THANK YOU

For more information and to explore how we can help you,
please contact our branding team:

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