

Selco Success Story

Anniversaries and Achievements: Commemorative Program

The Challenge

John Deere is an iconic brand with a huge following of tractor enthusiast. In 2002, the company wanted to commemorate the 50th Anniversary of its 50th and 60 Series Tractors. The set out to find products that were popular at the time of the tractor's introduction and could give the consumer the feeling of nostalgia that fit with the tractors legacies. It was important to them to capture the spirit of the 1950's and to be able to showcase an image of the tractors in a style the captured spirit of the generation.

The Solution

The distributor selected multiple items to commemorate the anniversary and they were sold through John Deere distributors throughout the country. On the high end, John Deere selected the Selco Geneve Crown Pocket watch.

The watch fit in perfectly with the theme as an item that was in high use in the 1950's and, with Selco's unique medallion application to the front of the pocket watch, the item showcased a detailed antique tone image of the company's historic tractors.

John Deere selected three pieces of art to feature on the S3446 Crown pocket watch and offered the three individually and as a set.



The Results

Throughout 2002 while the anniversary was promoted, sales of the \$169.00 pocket watches were strong. The watch was paired with an optional treasure dome for customers who wanted to display the commemorative piece offering a nice upsell to the promotion.

Since the watch ran for a limited time, it generated fast results and ensured that interested consumers jumped on the opportunity right away.

Based on the strong results of the introduction of the custom Crown Pocket Watch, John Deere continued designing limited edition pocket watches with strong success over the next several years.

To learn more about Selco Geneve visit our Brands page at selcotime.com



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In 2015 Loop, LLC, a Louisiana Oil storage and distribution company, handled their 10th billionth barrel of oil. 10 billion barrels is a massive amount of crude flowing through one location and Loop wanted to commemorate the event with all its stakeholders who were helping to make the 10th billion a reality.

For such a big accomplishment, Loop needed an item that could show off their logo, tie in the oil theme and still have room to show exactly what the milestone was.

The Solution

Loop chose Selco's best-selling W1504 men's and W1554 ladies' Remington watch. The company used a custom die struck medallion with a two-color half tone pad print to show off their distinctive logo and added two drops at the 12:00 and 6:00 markers to symbolize drops of oil.

On the caseback, Selco engraved "LOOP'S Ten Billionth Barrel of Crude Offloaded 3/28/15" towards the top of the caseback. At the bottom, they engraved "Loop Storage Futures 3/31/15".

The Results

The commemorative watch was very important to the management of Loop so Selco produced pre-productions samples of both the man's and lady's styles. Upon seeing the finished watch, the management knew they had exactly what they wanted to commemorate their incredible achievement.

Selco produced 200 men's and 50 ladies' watches to present to employees, Board of Directors and members of the management teams of the partner companies that owned Loop. The all steel watch is a lasting reminder of what these 250 people accomplished together.



Customized Caseback

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