

THE 2008 ZENITH WATCHES MICROSITE:  
OVERVIEW OF CUSTOM CAMPAIGN ON JUSTLUXÉ BY RAZAVI GLOBAL MEDIA



JustLuxé

RGM  
RAZAVI GLOBAL MEDIA

# Campaign Overview

- Zenith chose JustLuxe as the exclusive publisher to launch their first ever online advertising campaign.
- JustLuxe created all advertising for the campaign including; integrated video, standard IAB, custom units and complete microsite production.
- Zenith further challenged JustLuxe to create a store locator technology for users to find stores in their area which carried Zenith products
- Further JustLuxe provided HomePage Roadblocks of all ad units for Zenith to maximize brand exposure. Additional targeting was deployed into the Watches/Jewelry section of the site to maximize effectiveness.
- The campaign resulted in above average CTR's on all units and Zenith is looking to continue the campaign into 2009.

**JustLuxé**  
a luxury portal



Win a 5 Star Vegas Vacation!

- LifeStyle
- FineLiving
- LuxeTravel
- LuxeVideos
- LuxeShop **NEW**
- LuxeConcepts
- LuxeHotels **NEW**

728x90

Homepage Feature



300x600

**ARTICLES**

- Smooth Sailing at the Chanler at Cliff Walk**  
Historically rich Newport, RI, is known as... [READ MORE](#)
- Motorola's Aura Does Circles Around Cell Phone Market**  
Inspired by... [READ MORE](#)
- Aston Martin Announces New Luxury Supercar One-77**  
Shaken not stirred... [READ MORE](#)
- Nespresso: Coffee Perfected**  
The highest quality beverages in the comfort... [READ MORE](#)

Sponsor Button



**Featured Videos** See More Videos

- Cabana Cachaça is "Authentically Brasil"**
- Prada & Pietro Scalia Present "Alchemy"**
- Hotel AKA**

Floating Overlay

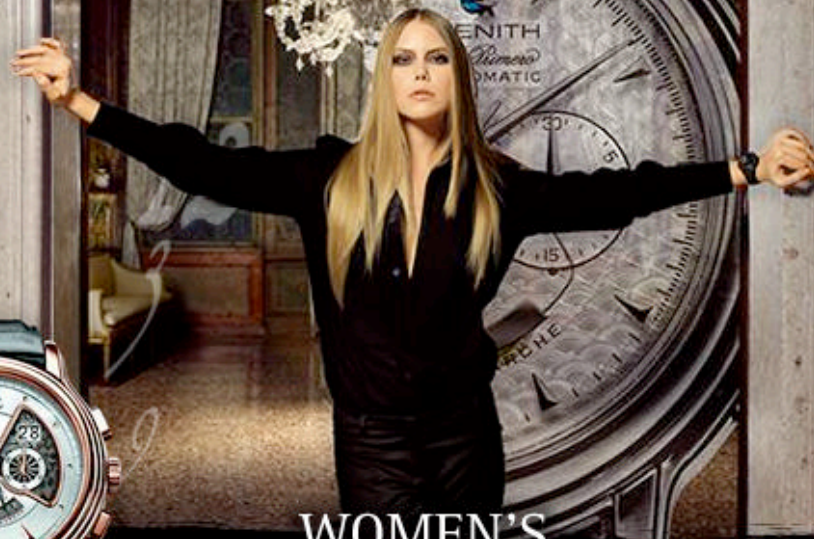


★  
ZENITH  
SWISS WATCH MANUFACTURE  
SINCE 1865



MEN'S  
COLLECTIONS *enter* ➤

Academy | ChronoMaster | Class | Port-Royal | Defy



WOMEN'S  
COLLECTIONS *enter* ➤

Baby Doll | Queen of Love | Star Rock | Starissime



FIND A STORE NEAR YOU  
*search* ➤

★  
**ZENITH**  
SWISS WATCH MANUFACTURE  
SINCE 1865

*back to  
main*

MEN'S  
COLLECTIONS

From the meticulous cut of a main plate to the patient assembly of our watches, from the plans for a mechanical movement by the construction engineer to the design of the case by the artist, beauty is eternally present.



ACADEMY  
COLLECTION  
*view*



CHRONOMASTER  
COLLECTION  
*view*



CLASS  
COLLECTION  
*view*



PORT-ROYAL  
COLLECTION  
*view*



DEFY  
COLLECTION  
*view*



FIND A STORE NEAR YOU

*search*

★  
**ZENITH**  
SWISS WATCH MANUFACTURE  
SINCE 1865

*back to  
main*

WOMEN'S  
COLLECTIONS

Zenith pays tribute to women... because women are the stars in our lives. Never completely the same, but never really a different person, today's woman has many faces. And because every woman is unique, Zenith is proposing rich and varied collections that will adapt to her every desire.



BABY DOLL  
COLLECTION  
*view*



QUEEN OF LOVE  
COLLECTION  
*view*



STAR ROCK  
COLLECTION  
*view*



STARISSIME  
COLLECTION  
*view*

FIND A STORE NEAR YOU

*search*



Zenith Store Locator

http://www.justluxe.com/zenith/locator.php?city\_id=268

ZENITH  
SWISS WATCH MANUFACTURE  
SINCE 1865

STORE LOCATOR:

Beverly Hills Outside the US

Map Satellite Hybrid

POWERED BY Google

LOCATIONS:

USA » CALIFORNIA » Beverly Hills

1. Westime  
254 North Rodeo Drive  
Beverly Hills CA, 90210  
Tel: (310)271-0000

SEE ON MAP ▶

Please contact store to confirm holiday hours, directions and product availability.