

## Key Issues

- Omega versus Rolex - "I want Omega to be Exclusive but not so exclusive it's out of reach", Simply increasing cost to make the product seem more 'exclusive' is not a sufficient tactic to compete with Rolex, gain market share or increase sales. Omega's advertising spend was three times less than that of Rolex's in 2010.
- Brand differentiation and identity
- Advanced technologies and superior quality, sales force

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## Alternative Solutions

Omega vs Rolex:

- Solution is a long term prospect
- Reposition Omega in the market, simple increasing price will not create exclusivity
- Products four specialities (Seamaster, Speedmaster, Deville and Constellation)
- Brand message and communications strategy

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**Tierra Fertil, Spanish Version**

## Most Important Situational Factors

1. Product
2. Price
3. Distribution
4. Salesforce
5. Communications

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## Selected Strategy

Omega vs Rolex

- Increase advertising and marketing spend in order to educate consumers and consequently increase market share
- Further celebrity endorsements to enhance Omega's brand equity within the US
- Further growth of Omega monobrand and Swiss multibrand stores
- Enhance communications strategy by focusing on Omega's brand message rather than it's products
- Review the Price range of products
- Continue with a heavy focus on R&D to ensure that this high-end product remains technologically advanced

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