

Watchmaker Raymond Weil Appoints Thunderbolt Digital

Submitted by: Thunderbolt Digital

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Swiss luxury watchmaker, Raymond Weil (<https://raymond-weil.com/en/>), has appointed the Thunderbolt Digital marketing agency to lead their digital strategy to coincide with their stronger push in e-commerce. Thunderbolt Digital (<https://www.wearethunderbolt.com>) is managing the brand's online marketing, including social media advertising, content management and pay-per-click activity.

Raymond Weil (<https://raymond-weil.com/en/>) crafts exquisite watches for men and women, with a select number of special editions. Most recently the brand has launched their Music Icons Campaign, which takes inspiration from unique artists and brands including Frank Sinatra, Sennheiser and Nicola Benedetti.

As part of its 40-year anniversary, Raymond Weil has created limited edition watches celebrating music icons such as Buddy Holly and the Gibson Les Paul guitar. Raymond Weil is also continuing its collaboration with The Beatles (<http://bit.ly/2svSovl>) by releasing a watch that pays homage to Abbey Road, the last album recorded by the legendary Fab Four and regarded by some as their most influential composition. They will also be launching the limited-edition Freelancer 'David Bowie' watch (<http://bit.ly/2rk4vb2>) to celebrate what would have been the singer's 70th birthday.

The brand not only takes inspiration from musical heroes, it also supports various initiatives such as VH1 Save The Music Foundation. Raymond Weil has partnerships with prestigious names including the Royal Albert Hall, Universal Music and the BRIT Awards.

Marcus Braybrook, Marketing Manager at Raymond Weil UK (<https://raymond-weil.com/en/>) said, "We are extremely impressed with the agency's speed at grasping the nature and core values of Raymond Weil. Their reflection of the brand through Facebook has helped us reach new audiences and already we are seeing a positive response with increased traffic to our website and increased sales conversions.

"Thunderbolt Digital's expertise in understanding what's needed to be done has been exceptional. Their professional team has, in just a few weeks, achieved remarkable results."

Thunderbolt Digital's Founder and Managing Director Saybhan Delilkhan said, "It's great to be working on a luxury brand that is known throughout the UK which needs greater saliency."

This follows hot on the heels of Thunderbolt Digital being appointed by the luxury wood fired grill maker Aemyrie (<http://www.aemyrie.com>), for whom they have created a new website, as well as managing the social media campaigns.

The team at Thunderbolt Digital (<https://www.wearethunderbolt.com>) are experts in web design and development, with an impressive knowledge of SEO, social media and email marketing. They work with a range of high-profile clients including Surrey County Council, British Car Auctions, and BAFTA Award-winning director Anthony Phillipson (<http://www.anthonyphilipson.com>), who is known for shows such as 24 Hours in A&E, Ross Kemp on Gangs, Our Girl and New Blood.

Thunderbolt Digital received two awards for Anthony Phillipson's website at the 2016 Surrey Digital

Awards. The website won gold in the 'Sports and Entertainment Website' category and achieved bronze in the 'Responsive Website' category. As gold winners, the website is automatically entered for a digital award on a national level.

Links:

Raymond Weil: <https://raymond-weil.com/en/>

Thunderbolt Digital: <https://www.wearethunderbolt.com>

Anthony Philipson: <http://www.anthonyphilipson.com/>

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If you would like an interview with Saybhan Delilkhan, please do not hesitate to get in touch and we will be happy to arrange this.

Further information available on request.

Media information provided by Famous Publicity. For more information please contact Adam Betteridge at adam@famouspublicity.com or 0333 344 2341 or Tina Fotherby at tina@famouspublicity.com or 0333 344 2341.

About Thunderbolt Digital

Established in 2013, Thunderbolt Digital was founded by Saybhan Delilkhan, who has more than ten years of experience in digital marketing. Having previously worked in sales, Saybhan is passionate about delivering results for clients. He manages a team of nine, including specialists in web design, social media, digital advertising and marketing. The firm's ethos is "work hard, play hard". To this end, staff members have a creative, fun work environment and receive free massages from a therapist each month.