



 **PROMASTER**
VANCOUVER MEDIA EVENT

Event Summary

In early August, the Canadian and US CITIZEN Watch teams hosted select media in Vancouver and Whistler to immerse themselves in the land, sea and sky lineup of PROMASTER watches.

Media were invited to experience a whale watching tour, glacier flight tour and UTV driving experience all over the course of 2 days. Along the way they were briefed on the capability of PROMASTER watches, and how the PROMASTER lineup embodies the true spirit of adventure.

In total, **8 Canadian media** were in attendance from across the country. The event earned a total of **90 pieces of Canadian media and social coverage** and **3,518,087 impressions**.



Earned Media Coverage

Outlet: *Vicarious*

Reach: 25,500

Link to post: [HERE](#)

VICARIOUS /
AUTO / MOTO / TRAVEL



Time Zone: Citizen PROMASTER

Benjamin Yong | Reviews | 6 September 2022

Though Citizen sometimes takes a backseat in the mid-tier timepiece conversation to the likes of Seiko, etc., the Japanese manufacturer has logged over 100 years in the game and offers a robust portfolio — cue its PROMASTER sport watches created not only for casual use but with professionals in mind facing a multitude of challenging environments.

Outlet: *NUVO*

Reach: 349,373

Link to post: [HERE](#)

NUVO

Land, Sea, and Sky Adventures With Citizen Promaster

Go further, deeper, and higher with the Citizen range of sports watches.



Citizen Promaster Nuvores A.T.

British Columbia's Sea to Sky Highway is a stretch of road whose vista is comprised of a series of fjords that stretch inland, with the Pacific Ocean on one side and towering rock on the other side. This 411-kilometre stretch of picture perfect landscape, framed by blue sea and sky that winds up in to the Coast Mountains, was the adventure playground the team at Citizen chose to go further, deeper, and higher with the range of Promaster sports watches.

Earned Media Coverage

Outlet: **VITA Daily**
 Reach: 418,000
 Link to post: [HERE](#)



Time Travel

Watches to suit adventures on land, at sea and in the air
 BY SHERI RADFORD

I found the time she has for another adventure, and you appreciate looking for gear. Citizen's Eco-Drive watches have an edge of rugged but elegant simplicity for you. The most challenging part? Choosing just one. Fortunately, the answer is available in the form of our new editorial guide. With the help of our favourite pieces, you'll find the watch that's right for you. We've rounded up the best Citizen Eco-Drive watches to suit your adventures on land, at sea and in the air. From the rugged and reliable Citizen Eco-Drive watches to the elegant and sophisticated Citizen Eco-Drive watches, we've got you covered. Whether you're looking for a watch to suit your adventures on land, at sea and in the air, or a watch to suit your adventures on land, at sea and in the air, we've got you covered. Whether you're looking for a watch to suit your adventures on land, at sea and in the air, or a watch to suit your adventures on land, at sea and in the air, we've got you covered.



After being a watch of yours from November until the moment I found it, I can't say I'm not a fan. It's the best of all worlds, combining the rugged and reliable of a dive watch with the elegant and sophisticated of a dress watch. It's the best of all worlds, combining the rugged and reliable of a dive watch with the elegant and sophisticated of a dress watch. It's the best of all worlds, combining the rugged and reliable of a dive watch with the elegant and sophisticated of a dress watch.

Although Citizen is best known for its dive watches, the company's offerings for air and land are just as covetable.



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Outlet: **SHARP**
 Reach: 14,000
 Link to post: [HERE](#)



SHARP Finds: 6 Essential Citizen Dive Watches

Jeremy Freed August 30, 2022

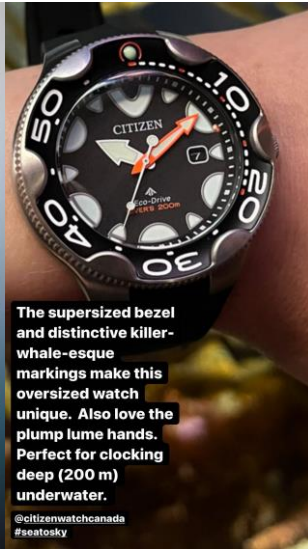
Citizen may be best known for its popular light-powered Eco-Drive watches, but it makes a mean diver, too. Established in Japan in 1918, Citizen has been a pioneer in solar-powered watch movements (its first Eco-Drive model came out in 1976) and titanium cases, both of which add value and allure to its lineup, particularly where dive watches are concerned. While Citizen may not have the luxury clout of some of the big Swiss brands, it nonetheless has been a major player in the world of water-resistant watches for decades, and has some of the best sub-\$1,000 choices on the market. Here are a few of our top picks.



Social Media Highlights



@citizenwatchcanada



The supersized bezel and distinctive killer-whale-esque markings make this oversized watch unique. Also love the plump lume hands. Perfect for clocking deep (200 m) underwater.

@citizenwatchcanada #seatosky



Ride steady (look in for the post) @citizenwatchcanada



A "Sea" focus today, though the Promaster line is focused on Land, Air, and Sea.

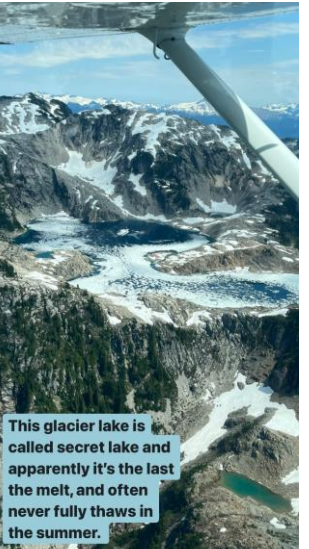
@citizenwatchcanada



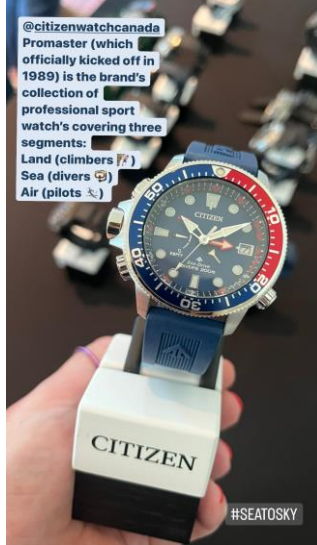
Coollest watch box ever? Citizen PROMASTER Dive Automatic "Tupper" 🐳



@citizenwatchcanada @citizenwatchus



This glacier lake is called secret lake and apparently it's the last the melt, and often never fully thaws in the summer.



@citizenwatchcanada Promaster (which officially kicked off in 1989) is the brand's collection of professional sport watch's covering three segments: Land (climbers 🏔️) Sea (divers 🐠) Air (pilots ✈️)

#SEATOSKY



Really into this relic 🐳 ✨



Ok, but now for the actual reason I'm in Vancouver. Learning about @citizenwatchcanada promaster collection. #SEATOSKY



Afternoon ride @citizenwatchcanada @citizenwatchcanada @seatosky



Taking off for adventure with @citizenwatchcanada shortly. Vancouver, here I come!



PROMASTER



This whale of a watch is the @citizenwatchcanada redesigned Promaster Dive Orca . The OG one was released in 2006.

#seatosky

Social Media Highlights



popuplights • Follow
Callaghan Valley

popuplights Haven't yet had a chance to test this Citizen PROMASTER Dive Automatic under water yet, but it held up nicely getting hammered by bumps and flying dirt and dust on a side-by-side tour of Whistler's backcountry.

Originally released in 1989, the timepiece is reimagined now featuring a 44-millimetre case that wears smaller for those of us with skinny wrists. It also sports a comfy black polyurethane strap, screw-down crown, sapphire crystal, Cherry-Coke-red bezel, black dial and some serious lume. Water resistance is rated up to 200 metres.



claudia_cusano • Follow
Explore the world

claudia_cusano Land, sea, and air of beautiful British Columbia. Thank you @citizenwatchcanada. #seatosky
Edited · 4w



sandivinc • Follow
Original audio

sandivinc Les glaciers de la C-B vue du ciel 🇨🇦 une expérience à couper le souffle que j'ai pu vivre récemment #citizenpromaster 🙌🔥
3w See translation



justinfrost • Follow
Ramonés • Blitzkrieg Bop (2001 Remaster)

justinfrost Rocking and rolling with @holafrom as @citizenwatchcanada takes us up the mountains for the "Land" component of our #seatosky Promaster excursion. (#hello? #YKYK)
4w

Event Coverage

Date	Outlet	Headline/Title	Reach
06-June-22	VITA! Daily	A Timely Collection	158,000
09-Aug-22	Benjamin Yong	Instagram Post	4,327
09-Aug-22	Justin Mastine-Frost	Instagram Reel	18,200
09-Aug-22	Claudia Cusano	Instagram Post	3,076
09-Aug-22	Justin Mastine-Frost	Instagram Video	18,200
09-Aug-22	Sharp Watch	Instagram Stories (3)	12,729
09-Aug-22	Benjamin Yong	Instagram Stories (4)	12,984
09-Aug-22	Claudia Cusano	Instagram Stories (6)	18,456
09-Aug-22	Julia McEwen	Instagram Stories (30)	135,870
09-Aug-22	Justin Mastine-Frost	Instagram Stories (9)	163,800
09-Aug-22	Natalie Langston	Instagram Stories (22)	347,600
09-Aug-22	Populist Vancouver	Instagram Stories (3)	22,086
11-Aug-22	Sandrine Vincent	Instagram Reel	482
11-Aug-22	Benjamin Yong	Instagram Post	4,328
11-Aug-22	Claudia Cusano	Instagram Reel	3,076
27-Aug-22	NUVO	Land, Sea, and Sky Adventures With Citizen Promaster	349,373
30-Aug-22	Sharp	SHARP Finds: 6 Essential Citizen Dive Watches	14,000
01-Sep-22	VITA Magazine	September Issue	260,000
06-Sep-22	Vicarious	Time Zone: Citizen PROMASTER	25,500
October	Hello! Canada	October Issue*	1,946,000
TOTAL REACH			3,518,087
Anticipated Coverage			
	Iconic Concierge	TBC	250,000
	Populist Vancouver	TBC	8,000



CITIZEN BULOVA FREDERIQUE CONSTANT GENEVE ACCUTRON Alpina 1883 GENEVE

**PROACTIVE OUTREACH &
TORONTO MEDIA DESKSIDES**

FOLLOW-UP OUTREACH & TORONTO MEDIA DESKSIDES

In June 2022, in anticipation of the Promaster media trip, we proactively began outreach to fashion, style, lifestyle and trade media to generate media coverage for the entire Citizen Watch Canada Portfolio.

On Thursday, August 18, following up from the trip, we hosted select Toronto lifestyle and fashion media for private deskside appointments. Media were able to experience the Citizen, Bulova, Accutron, Alpina and Frederique Constant collections first-hand.

Over the course of the day the team hosted **seven media** to learn about the Citizen Watch Canada Portfolio (four in-person and three virtually). Attendees included:

- Ivy Tang, *FASHION Magazine*
- Kathryn Kyte, *Sidewalk Hustle*
- Calum Marsh, *SHARP*
- Rhonda Riche, *Bay Street Bull*
- Aleesha Harris, *The Vancouver Sun*
- Steve Dolson, *LXRY Mag*
- Christian Dare, *Cityline*

To date these opportunities have generated **35 stories and 10.3 million impressions.**



Earned Media Coverage

Date	Outlet	Brand	Headline/Title	Reach
23-May-22	Watchonista	Accutron	Retrofuturism: A Closer Look at the Limited Editions of the Accutron Legacy Collection	85,000
15-Jun-22	Watchonista	Accutron	The Big Smoke: Meet the Accutron x La Palina Limited Edition Spaceview 2020	85,000
22-Jun-22	Watchonista	Bulova	As Seen on the Silver Screen: The Bulova American Girl "K"	85,000
30-Jun-22	Watchonista	Bulova	Where Stars are Born: Bulova Honors the Apollo Theater with a Timely Collaboration	85,000
12-Jul-22	SHARP Magazine	All Brand	On The Mark: The Most Accurate Mechanical Watches	793,000
14-Jul-22	Trend Hunter	Bulova	Parking Meter-Inspired Timepieces : Bulova 'Parking Meter' Chronograph	250,000
28-Jul-22	Watchonista	Bulova	Bulova Takes to the Waves with Two New Marine Star Series C Timepieces	85,000
17-Aug-22	Watchonista	Bulova	Feed the Meter: Bulova's "Parking Meter" Re-Issue Offers More Than Just Retro-Appeal	85,000
15-Sep-2022	The Bow Valley Crag & Canyon	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	7,000
15-Sep-2022	Chatham Daily News	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	7,000
15-Sep-2022	La Nouvelle Beaumont News	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	13,000
15-Sep-2022	The Edmonton Journal	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	368,000
15-Sep-2022	Toronto Sun	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	746,000
15-Sep-2022	Canoe.ca	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	273,000
15-Sep-2022	Ottawa Sun	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	272,000
15-Sep-2022	The Winnipeg Sun	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	443,000
15-Sep-2022	The Montreal Gazette	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	287,000
15-Sep-2022	The Calgary Sun	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	283,000
15-Sep-2022	The Calgary Herald	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	471,000
15-Sep-2022	Devon Dispatch News	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	8,500
15-Sep-2022	National Post	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	1,145,000
15-Sep-2022	Airdrie Echo	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	3,000

Earned Media Coverage

Date	Outlet	Brand	Headline/Title	Reach
15-Sep-2022	The Province	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	70,000
15-Sep-2022	The Financial Post	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	547,000
15-Sep-2022	The Saskatoon StarPhoenix	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	550,000
15-Sep-2022	Kenora Miner & News	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	15,000
15-Sep-2022	Ottawa Citizen	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	342,000
15-Sep-2022	The London Free Press	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	553,000
15-Sep-2022	The Edmonton Sun	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	396,000
15-Sep-2022	Regina Leader-Post	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	533,000
15-Sep-2022	The Windsor Star	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	429,000
15-Sep-2022	Canada.com	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late this season	68,000
15-Sep-2022	The Vancouver Sun	Bulova + Citizen	Keeping time: 8 stylish watches to keep you from running late	264,000
18-Sep-2022	Vancouver Province (Print Edition)	Bulova + Citizen	Keeping time; Watches to help you stay on schedule in style this season	657,000
18-Sep-2022	Bay Street Bull	Citizen	Five Watch Collaborations Made in Heaven - Bay Street Bull (baystbull.com)	20,000
TOTAL REACH				10,323,500
Anticipated Coverage				
	LXRY Magazine	Citizen + Accutron		65,000
	FASHION	TBC		681,000
	Sidewalk Hustle	TBC		314,000
	Toronto Sun	TBC		746,000
	SHARP	Citizen		807,000
	Bay Street	TBC		220,000
	29 Secrets	TBC		267,000

Pending Interviews with: *Toronto Sun, The Kit, 29 Secrets, Auburn Lane*