

## Brand Strategy in the Watches and Clocks Business

To achieve its goal of being “a global company that can survive amid international competition,” Citizen needs to strengthen its footings as a global brand.

In 2014, we formulated a new brand statement—“Better starts now”—to convey the sense of ongoing progress that we have upheld during the 96 years since our establishment. This statement expresses our conviction that the time to begin making the world a better place is now.

Taking this creed to heart, we intend to keep developing our brand of “timepieces that build a path to the future.”

# BETTER ST



# ARTS NOW

## Sending Signals to the World



Installation employing some 80,000 main plates



Trophies received at the Milano Design Award competition 2014

### MILAN DESIGN WEEK 2014

Citizen participated in the Milano Design Award Competition, an international festival of design held from April 8 to 13, 2014. At the competition, we won prizes in two categories: "Best Entertaining" and "Best Sound."

The theme of the installation Citizen revealed at the venue was "LIGHT is TIME." This installation created a magical space by employing around 80,000 main plates, which are the foundations supporting all other components of a watch.

DGT architect Tsuyoshi Tane, based in Paris, and the Citizen design team worked on this installation. Representing the elements of light and time, the installation followed Mr. Tane's concept that "Light is time. Without light, the concept of time never would have arisen."

Directing light onto the plates that are proprietary to Citizen as a company that handles all process, from manufacturing to sales in-house, produced a fantastical space filled with dynamically shifting light and sound. The display of everything from Citizen's original pocket watches to the latest watches utilizing satellite signals, including the sophisticated components used to make them, captured the attention of exhibition-goers and sent them home with a novel impression of Citizen.