
Summer Sport 2005



Swatch®
ALWAYS SURPRISING

TRY AN UNEXTREME
SPORT
AT

Swatch

© Swatch Group Ltd. - www.swatch.com

The advertisement features a scuba diver in a black wetsuit and mask, kneeling on a wooden deck next to a large, multi-layered inflatable pool with rainbow-colored rings. The diver is holding a red and black object, possibly a watch or a small device. In the foreground, a white Swatch watch with a blue dial and a white strap is prominently displayed. The background shows a modern building and lush greenery under a clear blue sky.

swatch®
ALWAYS SURPRISING

PRACTICE
SAFE SEX
AT

swatch.com

A Swatch advertisement featuring a couple in scuba gear lying on a bed. The man is wearing a blue and black wetsuit and yellow fins, while the woman is wearing a black and white wetsuit and blue fins. They are both wearing scuba masks and snorkels. A Swatch watch with a blue dial and blue strap is prominently displayed in the foreground. The watch face has three sub-dials and a date window. The background is a simple bedroom setting with a wooden headboard and light blue bedding. The Swatch logo and slogan 'ALWAYS SURPRISING' are in the top right corner. The text 'PRACTICE SAFE SEX AT' is overlaid on the bottom right, with the word 'AT' partially cut off. A small URL 'swatch.com' is visible on the left side of the image.

swatch®
ALWAYS SURPRISING

PRACTICE
SAFE SEX

AT

swatch.com

The advertisement features a photograph of two individuals in black and blue scuba diving suits, masks, and fins, lying on a bed with light blue bedding. The scene is presented as if they are in a bedroom. In the top right corner, the Swatch logo is displayed with the slogan "ALWAYS SURPRISING". In the bottom right corner, a Swatch watch with a blue dial and strap is shown. The watch dial includes three sub-dials and a date window. The word "PRACTICE" is written in large, bold, blue letters above the watch, and "SAFE SEX" is written in large, bold, blue letters below it. The letters "AT" are partially visible below "SAFE SEX". A small vertical URL "swatch.com" is located on the left side of the image.

- Summer Collection Poster Catalog**
- TV Spot 30'' and 5'' cut down**
- TV Spot 15''**