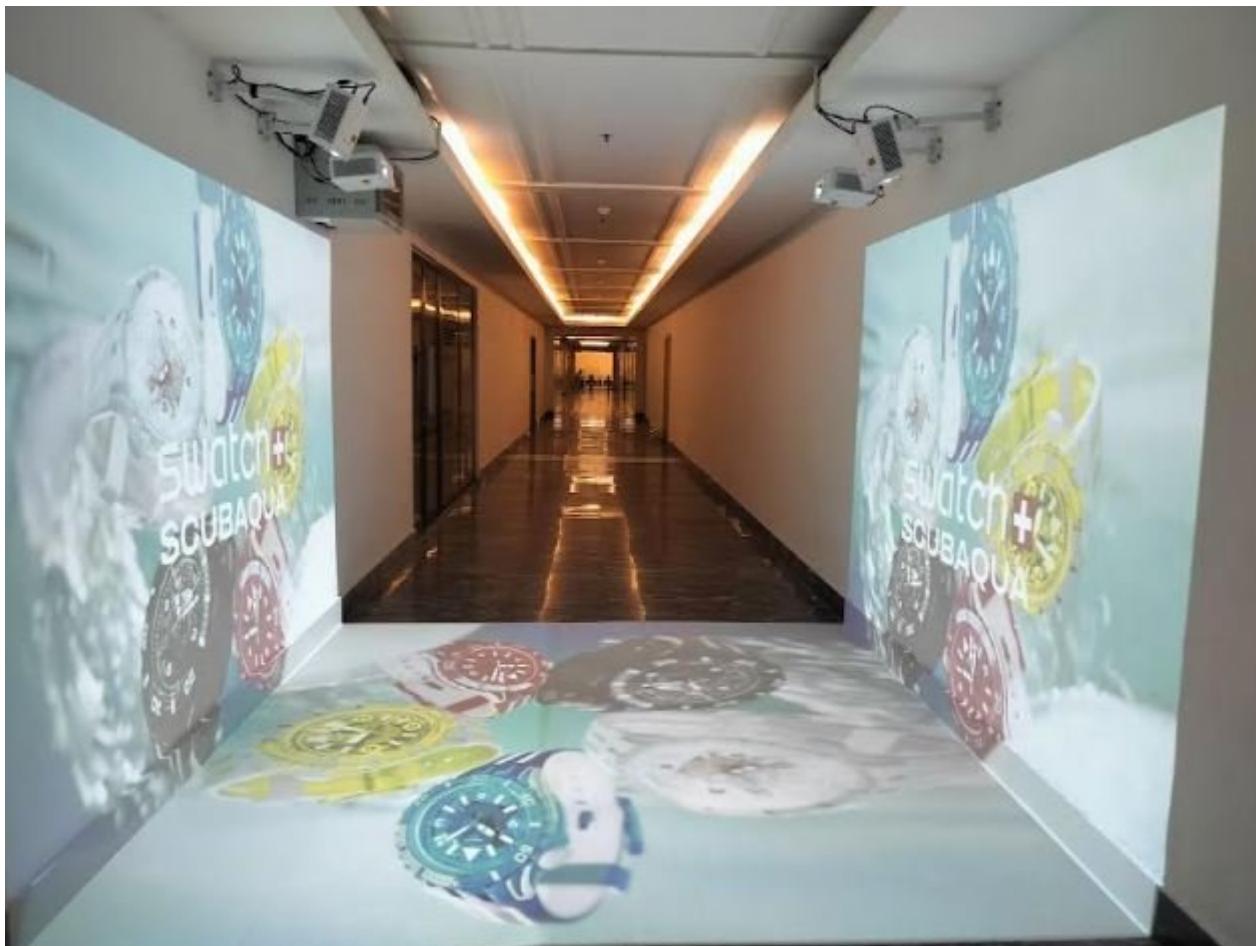


Swatch Brings an Immersive 'Scubaqua' Experience in DLF Cyber Hub, Gurugram

Category: Business

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Visitors in DLF Cyber Hub, Gurugram are in for a surprise. Swatch Watches is making waves by celebrating its "Scubaqua Collection" with an innovative and immersive experience for visitors.



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The lift lobbies of the commercial hub are showcasing the 'Scubaqua Collection' using dynamic cutting-edge projection mapping technology, by installing multiple short-throw projectors and transforming the lift lobbies of DLF Cyber hub buildings into a vibrant 'Scubaqua' world. [Swatch Scubaqua Creative](#)



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Cyber Hub is known for its everyday high footfall of professionals and visitors, which provides an ideal setting for the activation. The unexpected space setting for projection mapping in high-traffic lift lobbies ensures maximum visibility, offering an unforgettable experience. It is a refreshing twist on how products are showcased by blending technology with brand storytelling.

The logo for Swatch Scubaqua. It features the word "swatch" in a lowercase, bold, white sans-serif font. A small registered trademark symbol (®) is positioned above the letter "t". To the right of "swatch" is a red square containing a white plus sign. Below "swatch" is the word "SCUBAQUA" in a larger, bold, white sans-serif font.

Swatch Scubaqua

The Swatch campaign was launched in mid-August and the activation is one of its kind in India and goes beyond the traditional ways of product display, giving a new dimension to the world of advertising and marketing. The playful experience with striking visuals not only highlights Swatch's new collection but also sets a new benchmark of how lifestyle brands can connect with their audiences.

