



ALEXANDER AWARDS

SUBMISSIONS ARE NOW OPEN

Ready Set Enter

Geneva, June 9, 2026 – The Alexander Awards (www.alexander-awards.com) are opening a new chapter. Following the announcement of their launch, submissions are now officially open. Watch brands, agencies, content creators, photographers, filmmakers, retailers, media, influencers and emerging talents are invited to submit their work and join the inaugural edition of an award dedicated to excellence in watch communication. Through campaigns, content, experiences and collaborations, the Alexander Awards celebrate the people and teams who help shape the stories that bring watchmaking to life around the world.

For decades, watchmaking has celebrated precision, innovation and craftsmanship. Yet behind every significant launch, memorable campaign, successful experience or piece of content that captures attention, there is another form of excellence at work: communication.

The Alexander Awards were created to recognize the people and teams who give watches a voice, an image and a lasting impact among enthusiasts, collectors and the wider public.

Nine Categories. One Industry. One Crown

Applications are open in nine categories covering the various expressions of contemporary watchmaking communication.

From advertising campaigns, digital content and social media initiatives to photography, film, brand experiences, creative collaborations and innovative storytelling formats, the Alexander Awards recognize the projects that bring watchmaking to life with creativity, relevance and originality.

Campagnes publicitaires, contenus digitaux, réseaux sociaux, photographie, vidéo, expériences de marque, collaborations, initiatives innovantes ou nouveaux formats narratifs : les Alexander Awards distinguent les projets qui contribuent à faire vivre l'horlogerie avec créativité, pertinence et originalité.

At the pinnacle of the competition, **THE GREAT** will honor the most outstanding project of the year, regardless of category.

A **People's Choice Award** will invite enthusiasts and collectors to identify the project that resonated most with them, while a **Young Talent Award** will celebrate the emerging voices shaping the future of watch communication.

Are You In?

Entering the Alexander Awards is more than submitting a project. It is an opportunity to place your work among the initiatives shaping the future of watch communication.

Whether through a campaign, a film, a piece of content, a collaboration or a brand experience, the Alexander Awards recognize the creativity, vision and talent that bring watchmaking to life and make it resonate with audiences around the world.

Participants benefit from international visibility, credit from a jury of industry professionals and the opportunity to showcase the teams and individuals behind each successful project.

Beyond the competition itself, the Alexander Awards aim to become a platform for inspiration, exchange and recognition. A place where the people who tell the stories of watchmaking can come together, share ideas and celebrate excellence.

Because great watches deserve great stories.

And great stories deserve recognition.

Entries are now open at www.alexander-awards.com, where participants will find the full list of categories, judging criteria and entry requirements.

The Countdown is On. Entries Close July 31, 2026

The winners will be revealed at the inaugural Alexander Awards ceremony in Geneva on **December 2, 2026**. Conceived as a gathering for the watchmaking community, the event will bring together brands, agencies, creatives, media, retailers, photographers, filmmakers, content creators and enthusiasts for an evening of relaxed encounters and true celebration.

Informal and festive by design, built around people rather than protocol, the Alexander Awards aim to create a space where the minds behind the stories can meet, exchange ideas, reconnect with peers and celebrate the projects that have shaped the year.

Less Black Tie, More Conversation.

“Craftsmanship creates great watches. Communication makes them matter. Behind every campaign, every film, every event and every unforgettable story stand a visionary who

shapes how watchmaking is seen, understood and remembered. It's time to bring these talents into the spotlight” said Christian Wipfli, Founder of the Alexander Awards.

Download press release
(English / French)

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About the Alexander Awards

The Alexander Awards are dedicated to the talents of watchmaking communication.

They recognise initiatives that enhance the visibility, reach, and impact of watches today, across campaigns, content, collaborations, and brand experiences.

At the crossroads of brands, creators, and emerging voices, the Alexander Awards bring together a broad community – agencies, communication teams, content producers, influencers, and rising talent.

Conceived as both a demanding competition and a moment of connection and celebration, they shine a light on those who contribute to watchmaking as it lives and evolves today.

The first edition will take place in **Geneva** on **December 2, 2026**

Join the online community!



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