

# Seiko Australia Pty Ltd in Personal Accessories (Australia)

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## Abstracts

Seiko aims to invest in new product innovation to produce a continuous flow of world-first watches. In 2012, Seiko launched the world's first GPS solar watch, 'Seiko Astron', which recognises all 39 time zones on earth. The company intends to further build its brand through a strong investment in marketing campaigns and sports sponsorships. The company frequently features in national magazines covering fashion, lifestyle and sport, as well as online campaigns and outdoor billboards. Seiko's...

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