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Brand Management Spring 2023 – Prof. Sok
May 10, 2023

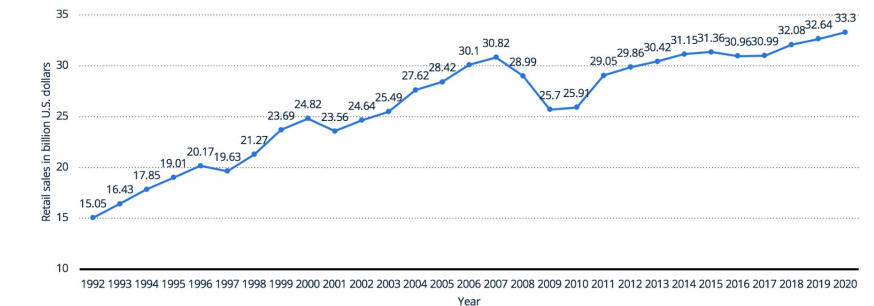
Recap

Category: Fine Jewelry Bracelets

- Bring in the third most amount of revenue in the U.S. Jewelry Market
- Jewelry market is growing at a compound annual rate of 4.6% from 2023 to 2030.
- Societal changes – increase in disposable income, acceptance for jewelry for men, innovative designs

Jewelry store sales in the United States from 1992 to 2020 (in billion U.S. dollars)

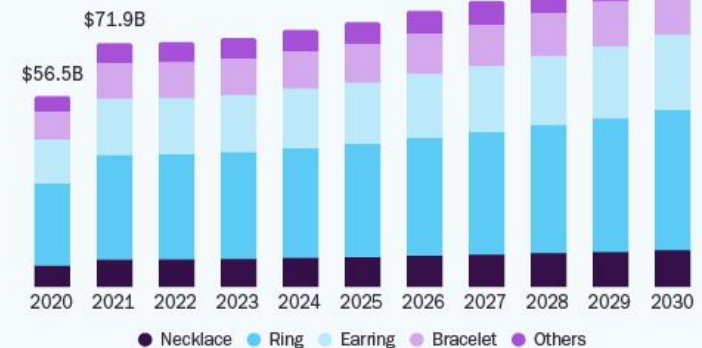
Jewelry store sales in the U.S. from 1992 to 2020



11 | Description: In 2020, U.S. jewelry store sales amounted to about 33.3 billion U.S. dollars. The jewelry industry is presently a growing and dynamic market. [Read more](#)
Source: United States, 1992 to 2021
Source: NADA, U.S. Census Bureau

statista

U.S. Jewelry Market
size, by product type, 2020 - 2030 (USD Billion)



GRAND VIEW RESEARCH

3.3%

U.S. Market CAGR,
2023 - 2030

Source:
www.grandviewresearch.com

Recap

Tiffany & Co.

- Founded in 1837 in NYC
- Acquired by LVMH in 2021
- Luxurious jewelry for America's elite
- Well-known for engagement rings

TIFFANY & Co.

Pandora

- Founded in 1982 in Denmark
- Owned by Pandora Jewelry, LLC
- World's largest jewelry brand
- Known for their collectible charms and bracelets

PANDÖRA

✦ Table of Contents

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New Brand Concept



Bijou offers a unique way to remember events through specially designed, sustainable, luxury bracelets.

We provide quality products that our trendy, young consumer will love.

New Brand Concept

- Sustainable, luxury bracelets for the 16-25 year old consumer
- Specialized bracelets individually designed for events (concerts, football games, music festivals, etc.)
 - Purpose is memorabilia of an experience
 - Luxury event merchandise experience
- Recycled + Lab-grown gemstones/diamonds



PRODUCT DESIGNS



TAYLOR SWIFT THE ERAS TOUR

Presented By

Capital One

Paramore 🌟 beabadoobee ❤️ Phoebe Bridgers 🎧 girl in red 🍷 MUNA 💎 HAIM 🎵
GAYLE 🌙 Gracie Abrams 🌸 OWENN 🌟

with special guests

Make the
friendship
bracelets,
take the
moment and
taste it.



Friendship Bracelet (Taylor's Version)



Super Bowl LVII



Engraved with
"Kentucky Derby
(Year)"



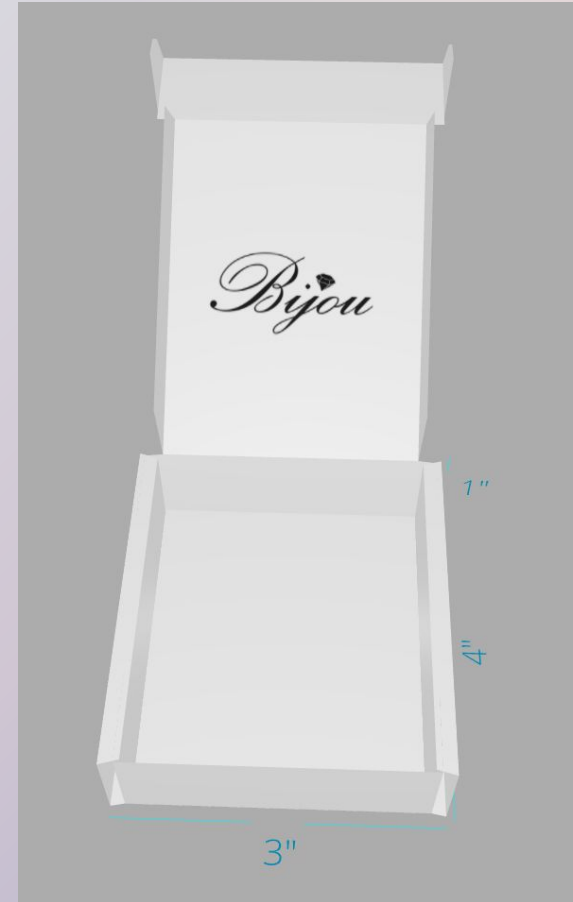
Kentucky Derby

University of Alabama Sorority Rush



Packaging

Basic Packaging (Customized with Colors, Symbols, etc. for each bracelet)



Brand Elements

Name: Bijou

Slogan: “Bejeweling one experience at a time”

Logo: Cursive, Serif font with a jewel as the dot of the j

Brand Colors: Black, White, and Purple

Packaging: Basic Jewelry Box with the Logo on the top, top is attached to the bottom

URL: bijou.bejeweled.com

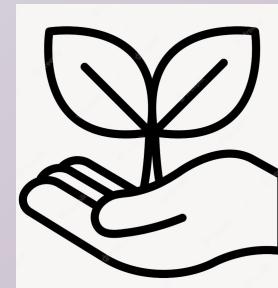
The logo for 'Bijou' is written in a black, elegant cursive script. The letter 'j' is stylized with a long, sweeping tail. A small, faceted diamond icon is positioned above the dot of the 'j', serving as a visual pun on the brand's name.

Brand Mantra

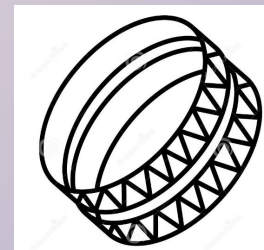
Emotional Modifier: Nostalgia



Descriptive Modifier: Sustainable



Brand Function: Accessorize



Core Values

- Provide high quality jewelry items at a reasonable price point, with little markup
- Provide jewelry that is related to an experience that's meant to be cherished
- A commitment to sustainability and transparency in the production process



Brand Positioning

- Partners with celebrities, sporting events, etc. that is aligned with what their target market is interested in or deems as “cool”
- Utilizes social media to target their audience
- Uses trendy advertising to reach target audience and captivate them



Secondary Brand Associations

France

- French Name (Bijou meaning Jewel)
- Known for luxury and rich tradition of jewelry
- Elevates the brand equity and provides value

Celebrity Endorsement

- Events with celebrities (like concerts)
- Partner with celebrities on the creation of the bracelet
- Endorse it at the event and on social platforms



Competition

Pandora

- Known for their charm bracelets
- Charms can be bought to remember and/or celebrate life events
- Targets a younger market (18-25) with their bracelets
- Has charm and bracelet options available at a lower price point

PANDÖRA

Kendra Scott

- Known for their bracelets
- Popular amongst Southern women and women in college
- Offers lower price point, fashion jewelry used to make a statement is primarily sold by them



KENDRA SCOTT

Shine Bright, Do Good

Points of Parity/Points of Difference

Brand	Bijou	Pandora	Kendra Scott
Price point of bracelet	\$100 - \$250	\$65 - \$2000	\$30 - \$3,250
Materials	Gold, rose gold, white gold, sterling silver, platinum, gold plated	Sterling silver, gold, white gold, rose gold plated, gold plated, ruthenium plated	Gold, silver, rose gold, gunmetal, mixed metal, matte white, matte red, gold plated vermeil, rose gold plated vermeil, sterling silver.
Diamonds	Lab grown diamonds	Lab grown diamonds	Mined diamonds
Gemstones	Man-made emerald, amethyst, sapphire, opal, citrine, ruby, peridot, Turquoise, garnet	Quartz, topaz, pearl, amber, zirconia, man-made and synthetic crystals	Rose quartz, labradorite, green quartz, smoky quartz, lapis, obsidian, amethyst, opal
Specializations	Ethically sourced gemstones	Jewelry charms	Gemstones, fashion jewelry
Target Market	16-25	18-25	15-65

Points of Parity/Points of Difference

PANDORA

- Accessible fine jewelry
- Largest jewelry brand
- Charms
- Collaborations with companies like Disney and Marvel



KENDRA SCOTT

Shine Bright, Do Good

- Quality styles at an affordable price
- Natural gemstones/healing stones
- Strong sense of community

Target Market (Southern)

- Women 16-25 living in Southern college towns and/or midsize to large Southern cities
- Women who like fashion and wear sentimental jewelry
- Women who like color and incorporate color into their wardrobes
- Medium disposable income
- High school students, college students, and entry-level workers



Target Personas



STACEY SMITH

- GENDER: FEMALE
- AGE: 17
- EDUCATION: HIGH SCHOOL SENIOR
- OCCUPATION: HOSTESS AT A LOCAL RESTAURANT
- LOCATION: SAVANNAH, GA

ABOUT STACEY

- SOCIAL BUTTERFLY
- VERY INVOLVED IN SCHOOL ACTIVITIES
- GOOD STUDENT
- ATTENDS CONCERTS FREQUENTLY



SAMANTHA LEE

- GENDER: FEMALE
- AGE: 21
- EDUCATION: COLLEGE SENIOR
- OCCUPATION: INTERN AT A LAW FIRM
- LOCATION: CHARLOTTE, NC

ABOUT SAMANTHA

- WATCHES SPORTS
- QUIET/CALM
- LOVES ATTENDING CONCERTS
- VALUES FRIENDSHIP
- CARES ABOUT THE ENVIRONMENT



ALICIA WRIGHT

- GENDER: FEMALE
- AGE: 23
- EDUCATION: BACHELOR IN BUSINESS MANAGEMENT
- OCCUPATION: STAFFING COORDINATOR
- LOCATION: NASHVILLE, TN

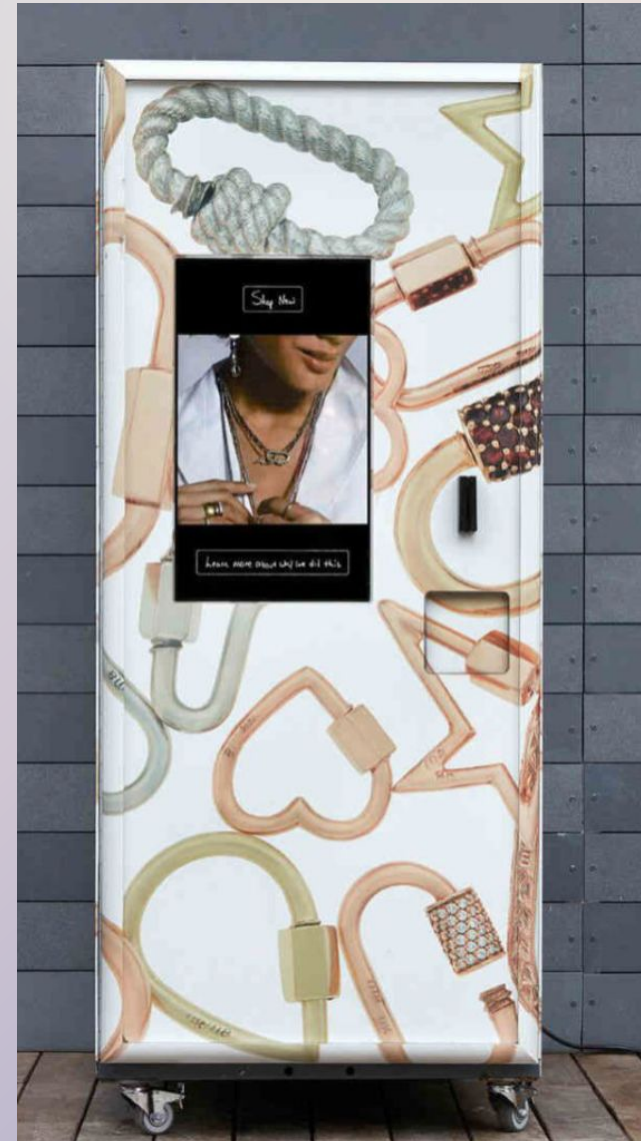
ABOUT ALICIA

- SORORITY
 - EVENT COORDINATOR
- LOVES MUSIC/CONCERTS
- VALUES HER SOCIAL LIFE



4P Overview

- Sell sustainable high quality Jewelry with designs in collaboration with artists/celebrities
- Price range \$100-\$250
- Sold online, card-only vending machines, flagship stores



4P Overview

- IMC
 - Social media (Tik Tok and Instagram)
 - Pop up (vending machines)
 - Guerilla ads (subways buses)
 - Online banner website ads (ticketmaster)
 - Public relations (VIP package, organic seeding/influencer packages)
 - Mailing lists



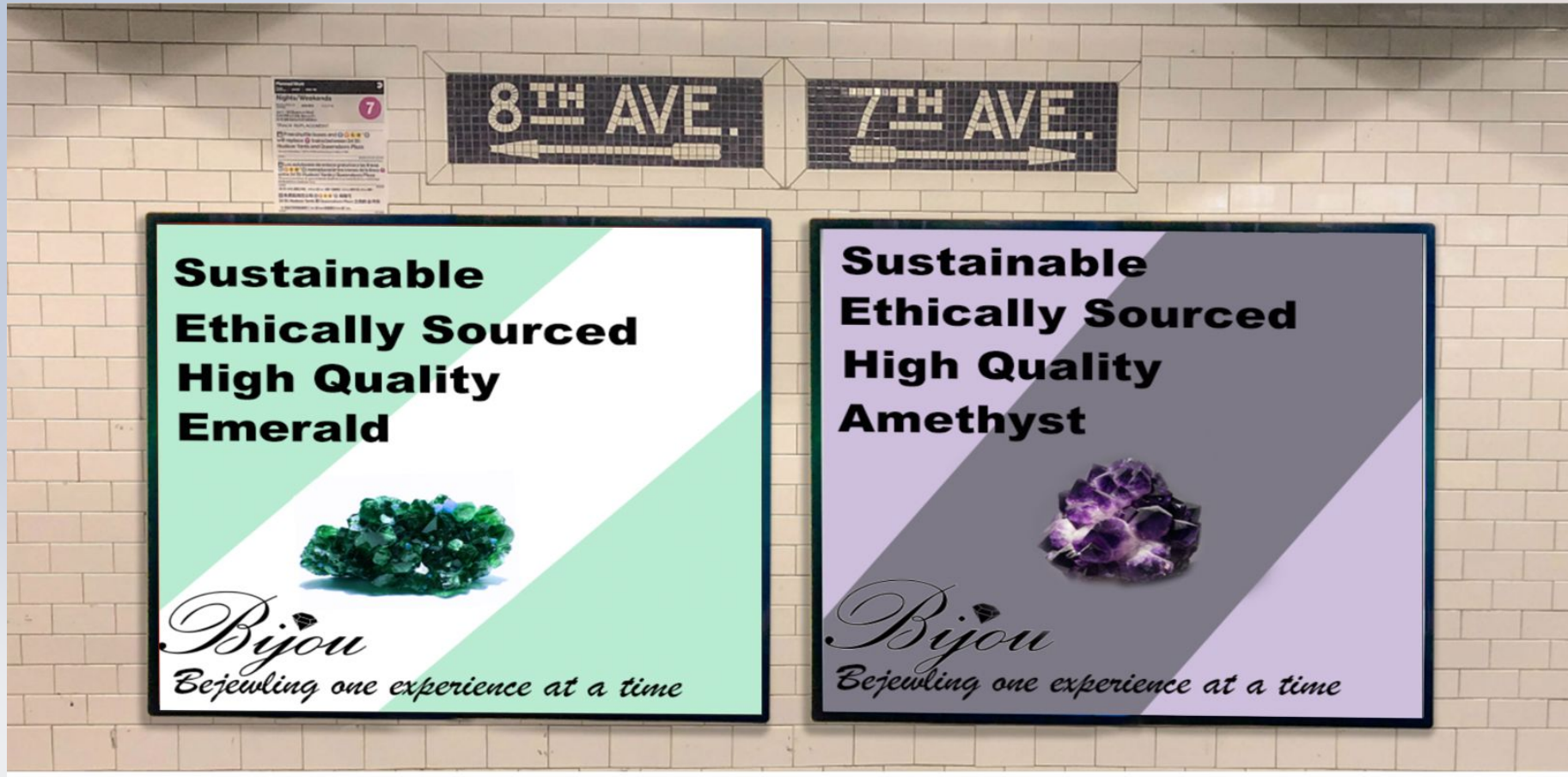
Banner ads



Social Media Ad



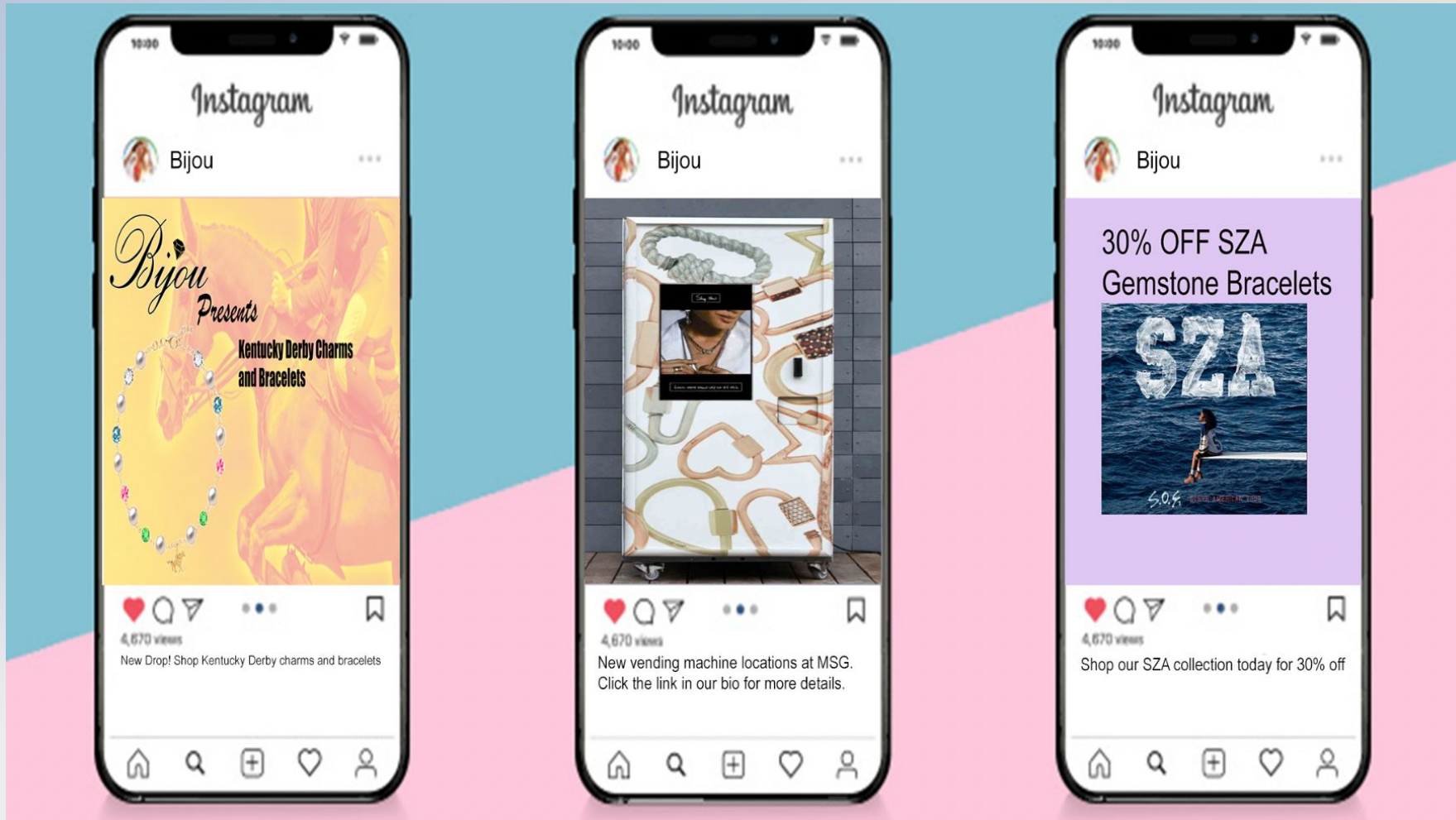
Subway Ads



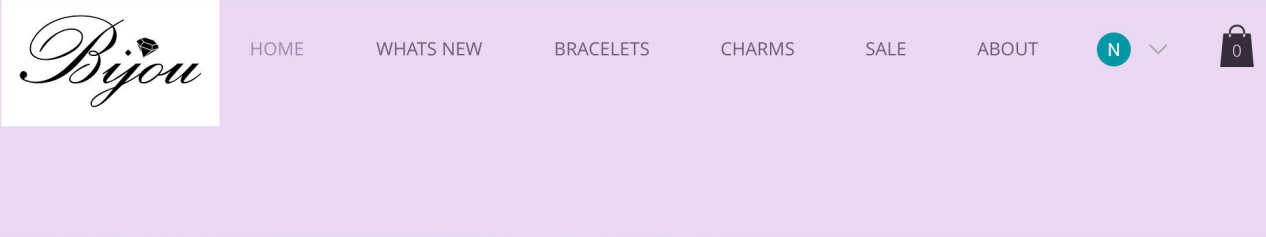
Billboard Ad



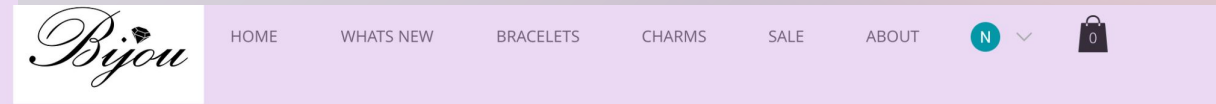
Instagram Posts



Website



OUR NEW
ARRIVALS
ARE
HERE



Hit Show Bracelet

\$120.00

Quantity

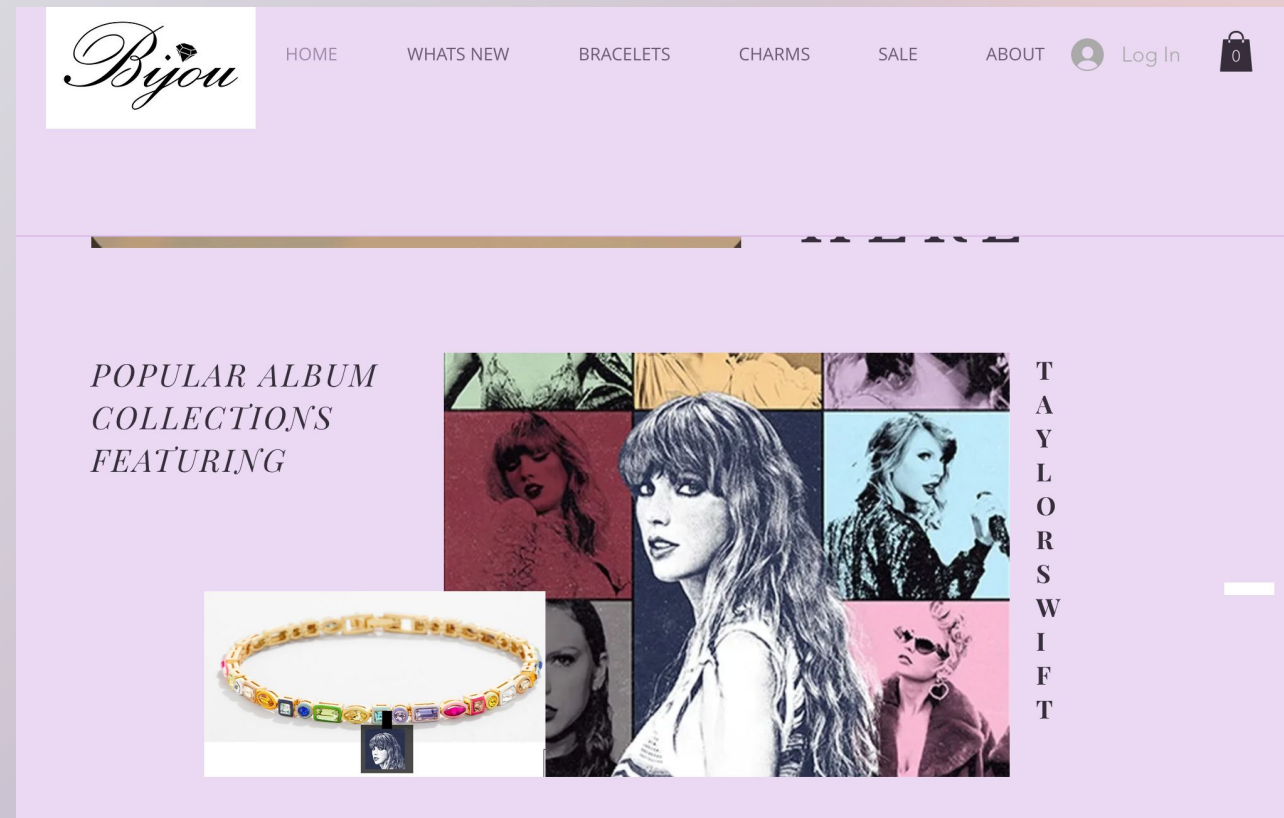
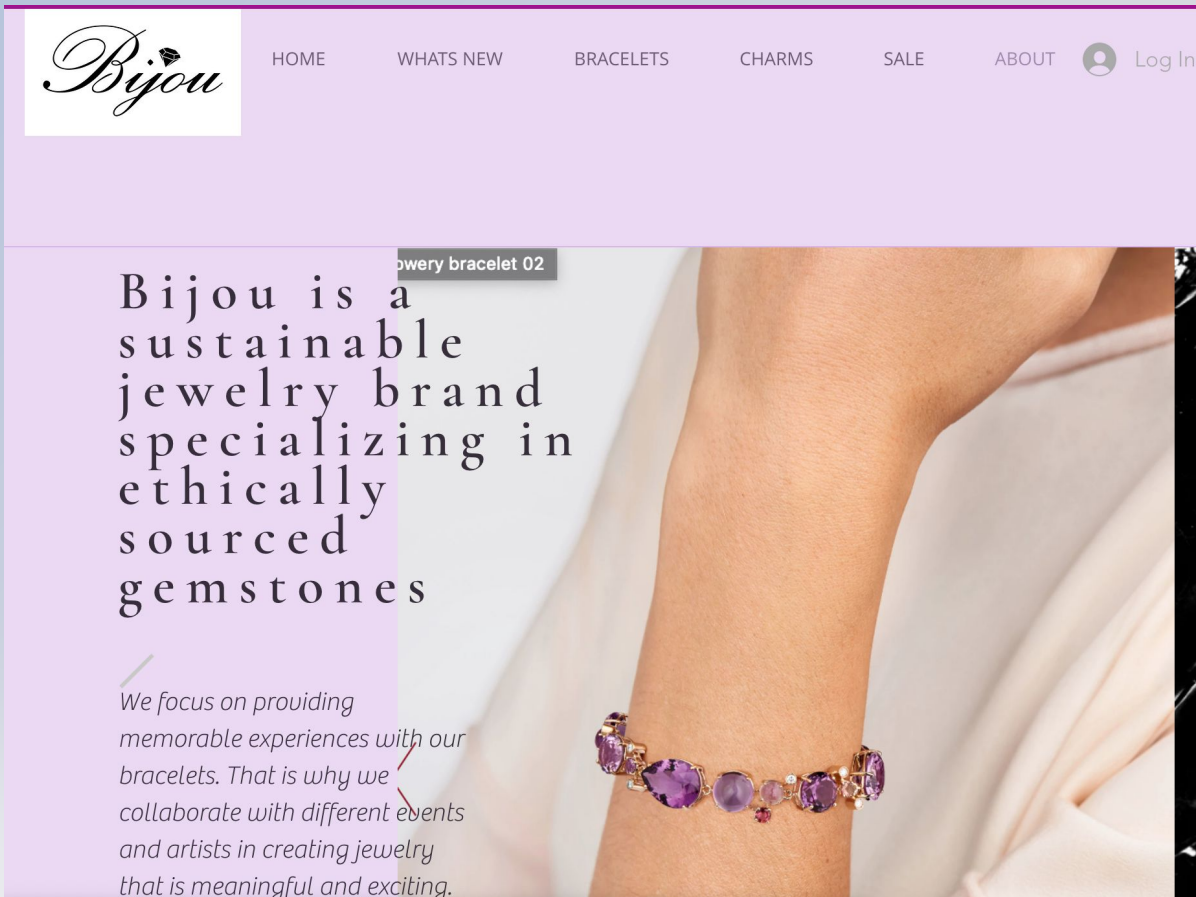
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Add to Cart

Buy Now



Website





3 Flagship Locations Nationwide:

- New York, NY
- Charleston, South Carolina
- Dallas, Texas



- Window Displays
- Luxury jewelry shopping experience
- Security Guard

Flagship Stores

Future Brand Extension

- Personalized Jewelry Service for Individual Events
 - Wedding
 - Bachelorette Party
 - Baby Shower
 - Etc.



Conclusion – Successful

Bijou has the chance to become successful due to its strong core values, emotional appeal, and unique selling point.

Bijou offers consumers sustainable luxury jewelry that is linked to a distinctive and memorable experience.



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