

**Client: Tiffany & Co.**

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### **Background:**

Tiffany & Co has been a luxury jewelry empire since 1837. They are known for their innovative designs, bold artistry, sustainability efforts, and unmatched quality. Tiffany & Co was a name synonymous with luxury until the definition of luxury started to shift.

### **Challenge:**

Position Tiffany & Co as a modern luxury brand for today's consumers.

### **Insight:**

Our target values self-expression and makes purchases to represent who they are, how they want to be, and what they value.

### **Strategy:**

Our strategy is to show consumers that Tiffany jewelry can fit in and enhance the style they desire, and that the brand aligns with their values of sustainability, inclusivity, and diversity.

### **Measuring Success:**

Objectives- Interest

KPI's- We want to see the following increases over two quarters after the campaign launch:

- 40% increase in website visits.
- 55% increase of store visits by individuals ages 18-35.
- 65% increase in social media interaction.
- Increase in positive perceptions online with a 55% increase in positive brand sentiment over Facebook, Twitter, Instagram, and Pinterest.

### **Target Audience:**

We are speaking to Status Seekers ages 18-28 and Indulgers age 30-39. These individuals represent the younger demographic Tiffany has currently recognized as their target market and whose interest needs to be captured.

- Status Seekers purchase to display wealth and values expensive, recognizable, and quality pieces of jewelry.
- The Indulgers are save-and-splurgers who make purchases feel more confident. They value environmentally conscious brands with items that are rare and iconic.

### **Problem:**

The problem for these consumers is that the current positioning, tone, and retail environments are not matching these consumers' needs.

1. Tiffany uses nostalgic positioning from the 1940s. The target individuals can't relate to it and understand this nostalgia is exclusionary and problematic.
2. Tiffany's tone of exclusivity goes against these consumer's values of inclusivity and diversity.
3. The traditional retail environments are packed with older consumers who fit a stereotype younger generations don't want to be a part of. Those who don't look a certain way are looked down upon and discouraged from entering the shopping environment.

### **Proposition:**

We are suggesting an LVMH collaboration housed within experiential pop-up shops in urban/metropolitan areas where our target market resides. The stores would be a low-judgment, diverse, and inclusive space where nontraditional wealthy individuals can see that Tiffany jewelry can be their next luxury love. This collaboration makes younger generations interested in Tiffany, and provides opportunities to showcase the history, the conservation work, and associate the brand with the diverse crowds that will attend. This strategy forges a connection with current luxury fashion and Tiffany jewelry by offering a place for people to gather, experience, and fall in love with the pieces they'll purchase.