

The message.

Our target market universe is men and women 55 and younger. We intend to show the male segment of that market how special a diamond purchase is, how every gift of a diamond creates a special memory, and how handsomely they themselves will benefit from giving one. At the same time we will reinforce the female segment's appreciation for and desire to own diamond jewelry as much for the "special-ness" of a "diamond moment" and the wonderful memories it will generate as for the diamond itself. We will enhance an already strong association of that "special-ness" with our stores.

Our message will be that – as wonderful and special as a diamond is, and as exciting and fulfilling giving and receiving one is – the true joy of a diamond is in the future, in memories of special moments.

Use of this strong "creating new memories" theme will provide added value to the diamond product, which will translate into increased incremental sales.

The emotional positioning.

As independent, family owned businesses, we have a unique advantage over the large corporate chains due to the strong emotional connection created when the consuming public develops a personal relationship with real people representing a real business connected deeply within the roots of their community.

Consumers trust us. They trust our word, they trust our knowledge of diamonds, they trust our fashion sense, and they trust our opinion. This trust is passed on from generation to generation in our markets as it is passed on from generation to generation in our member stores.

This relationship with our markets frees us to be innovators, and to continue our aggressive pursuit of the "new" generation, due to their increasing significance in the present and future marketplace, and the fact that our own "younger generation" family members are taking on increasingly more important roles in our member stores. The result is a unique, double-barreled emotional connection with our markets – a blending of trust over time with an innovative, up-to-the-minute attitude.

This emotional connection is something that cannot be bought, assumed, or fabricated. It is something no store but those as rich in heritage as ours can trade on.

We intend to do so.

Concept/Target Audience/Strategy.

Qualitative and quantitative research tells us the players, motives, and feelings involved in the purchase and receipt of diamond jewelry are well defined and relatively constant from year to year and market to market.

- Men actually make approximately two-thirds of all diamond jewelry purchases.
- This percentage increases dramatically in the last three months of the calendar year.
- Diamond jewelry purchases *by* men are overwhelmingly made *for* women.
- For most women a diamond is an emotional gift – in fact it's more than a gift; it's an icon.
- The vast majority of the population knows relatively little about diamonds – how to judge their quality, etc.
- Men are not jewelry shoppers (much less diamond shoppers).
- Diamonds are a "fail-safe" gift; men can be reasonably sure that any gift containing a diamond will be satisfying and appreciated.

Our marketing strategy is based on these observations.

- We will appeal to women's desire to own a diamond.
- We will associate our member stores with that desire.
- We will remind men that a diamond is a perfect gift.
- We will remove the decision process by choosing specific appropriate gifts within most men's' price range, from \$950 to whatever they can afford to spend.

This strategy will be presented in various media throughout the duration of the program. Specific media choices will vary according to the characteristics of each market.

However, since the male tendency is to wait until the last minute to make a purchase, as the Christmas season nears we will focus more sharply on the male audience, particularly through the use of specifically targeted direct mail and personal contact with the customer base by owners and salespeople.

Objective.

Our objective is to raise incremental diamond sales by bringing men into our stores to buy diamond jewelry. While it is true more women are becoming diamond "self shoppers," their purchases primarily tend to be relatively low in price. Men have always dominated diamond sales, especially large diamond sales, and they still do. This is especially true during "gift-giving" seasons, particularly during the last three months of the year. During the last two weeks before Christmas, men buy as many as eight out of every ten diamonds sold.

We will accomplish our objective in two ways: by attracting a larger percentage of the existing diamond sales market, and – as we make more men more aware of the benefits of giving a diamond – by increasing the size of the market.

Product.

Five categories of diamond jewelry will be highlighted: 3-stone jewelry, 3-stone rings, engagement rings, ear studs, and solitaire necklaces.

Approach.

This variety of categories will permit a tiered approach to the market, with accessible price points to all market segments.

Strategy.

Since men make most diamond purchases, and since most men know very little about diamond jewelry, our *strategy* will be to make the buying decision for them. Our *objective* will be to bring men into our stores to buy diamonds for the women in their lives. We will accomplish that by reinforcing women's desire to own diamond jewelry, associating that desire with our member stores, reminding men that a diamond is a "fail-safe" gift, and making the buying decision for men by showing them an appropriate gift in their price range.

Means.

Advertising materials and media will vary from market to market, based on each advertiser's extensive experience in and knowledge of his specific market. In one market, direct mail might be the primary medium; in another, the primary media might be newspaper and/or radio. Focus on the male as buyer and female as influencer will, however, be uniform throughout all markets.

Budget.

We believe very strongly that the program presented in this proposal will have a powerful impact on incremental diamond sales, and will support that belief with our own incremental increase in diamond advertising dollars. We are seeking partnership funds from the DTC in the amount of \$300,000, which our membership will match dollar for dollar with incremental advertising dollars of our own. We are confident the incremental sales increase the program generates will be well over \$2.4 million.

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Stardust.

3.5 billion years ago, a meteorite crashed into Earth, releasing carbon dust from an ancient and distant star into our atmosphere. Diamonds grew from that stardust, and were gradually covered as the Earth's surface developed. A billion or so years ago, they were thrust to the surface by eruption of a volcano, to lie there until they were plucked from their beds by diamond miners. They were then polished, sorted, sized, cut, sold, and transported around the world. Skilled artisans then chose exactly the diamonds they wanted for the jewelry they were creating – rings, bracelets, pendants, watches, earrings – and built masterpieces around them. These were then placed in appropriate settings for those who were interested in owning jewelry containing the hardest, most brilliant and beautiful element on earth – diamonds.

Much more than just a precious stone, a diamond is beauty, it is eternity, it is – after all – *stardust*. Why not sprinkle a little on the one you love? With diamond jewelry during B. C. Clark jewelers first ever Sprinkle Her With Stardust Diamond Sale.

DTC PROPOSAL DIRECT MAIL

(OUTSIDE)

This year, don't just give her a present.
Give her an *icon*.

(or)

10 top reasons why diamonds are a man's best friend.

(RECIPIENT ADDRESS)

(B. C. CLARK RETURN ADDRESS)

(INSIDE)

10 top reasons why diamonds are a man's best friend.

- Diamonds are always just the right gift.
- Diamonds are a "no brainer" gift. Come to B. C. Clark Jewelers, pick one out, give it to her. She'll love it.
- You can have any color you want, as long as it's dazzling.
- The second most precious gift you can give her. (The first is your love.)
- When the Jaguar you thought about giving her is rusting away on some junk heap, the diamond you *gave* her will be shining more brightly than ever.
- Buy her a dress, you have to worry about size, fit, color, style, etc. Buy her a car, you have to worry about color, style, etc. Buy her a diamond you don't have to worry about *anything*.
- It's the perfect Omygosh present (Ohmygosh I forgot our anniversary, etc.).
- A diamond has intrinsic value, monetary value, social value, emotional value, and future value.
- A way to say "I love you" that will last until the end of time.
- A diamond is more than just a gift; it's an icon.

(PHOTOS OF THREE-STONE JEWELRY, DIAMOND EAR STUDS, SOLITAIRE NECKLACE, AND ENGAGEMENT RINGS WITH DESCRIPTIVE COPY)

10 top reasons to buy her diamond at B. C. Clark Jewelers

- You may know a lot about diamonds, but you don't have to.
- Our selection of diamonds outshines any other in Oklahoma.
- Our diamonds sparkle more than most.
- Voted "Best Jewelry Store" by Gazette readers.
- Voted "Best Place To Buy Diamond Engagement Rings" by Gazette readers.
- Four generations of diamond expertise.
- Volume buying, expert selection, fair pricing = Oklahoma's best value.
- The five C's: Clarity, Cut, Carat, Color, and Clark's.
- The B. C. Clark Assurance Of Quality.
- 110 year reputation for customer satisfaction.

(B. C. CLARK LOGO, ETC.)

Sprinkle her with stardust.

It's said diamonds grew from the dust of ancient stars, brought to earth by meteorites more than three billion years ago. Maybe that's why they're the hardest, most brilliant, most precious jewels on the planet. And the most desirable.

Right now would be a very good time to buy her the diamond she's been dreaming about, because all our diamonds are specially priced during our first ever *Sprinkle Her With Stardust* event.

The ~~diamond~~ Stardust Source
B. C. Clark Jewelers
Downtown, Penn Square, and Northpark

from B. C. Clark Jewelers.
during B. C. Clark's

Has she told you?

Probably not, because it will mean so much more to her when you think of it yourself. But since you evidently haven't thought of it yourself yet, let us help.

She wants a *diamond*. In a pendant, bracelet, necklace, anklet, ring, earring or ear stud. And she wants the diamond to come from B. C. Clark. Which is good, because right now every diamond in our huge inventory is on sale. Come in. Let us help you choose exactly the right diamond for her – and for you. And if she asks us, we'll say you thought of it all by yourself.

**DTC PROPOSAL
DIRECT MAIL**

(OUTSIDE)

10 top reasons why diamonds are a man's best friend.

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(DESCRIPTIVE COPY)

Etaoin shrdlu etaoin shrdlu etaoin shrdlu etaoin shrdlu etaoin shrdlu etaoin shrdlu etaoin shrdlu etaoin shrdlu etaoin shrdlu etaoin shrdlu etaoin shrdlu etaoin shrdlu etaoin shrdlu etaoin shrdlu etaoin shrdlu

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- The B. C. Clark Assurance Of Quality.
- 110 year reputation for customer satisfaction.

(B. C. CLARK LOGO, ETC.)

DIAMOND THOUGHTS

Sprinkle her with stardust.

(ILLUSTRATION: WOMAN WEARING DIAMOND JEWELRY. PERHAPS A THROAT WITH A DIAMOND PENDANT ON IT; A WRIST WITH A DIAMOND BRACELET; OR WHATEVER STRIKES YOUR FANCY.)

It's said diamonds grew from the dust of ancient stars, brought to earth by meteorites more than three billion years ago. Maybe that's why they're the hardest, most brilliant, most precious jewels on the planet. And the most desirable.

Right now would be a very good time to buy her the diamond she's been dreaming about, because all our diamonds are specially priced during our first ever *Sprinkle Her With Stardust* event.

B. C. Clark Jewelers
The ~~diamond~~ Stardust Source
Downtown, Penn Square, and Northpark

Has she told you?

Probably not, because it will mean so much more to her when you think of it yourself. (But since you evidently haven't thought of it yourself yet, let us help.)

She wants a *diamond*. In a pendant, bracelet, necklace, anklet, ring, earring or ear stud. And she wants the diamond to come from B. C. Clark. Which is good, because right now every diamond in our huge inventory is on sale. Come in. Let us help you choose exactly the right diamond for her – and for you. And if she asks us, we'll say you thought of it all by yourself.

B. C. Clark Jewelers
The Diamond Source
Downtown, Penn Square, and Northpark

A diamond isn't love,
but it's pretty darn close.

You've already given her your love.
Now give her the next best thing: a diamond.

Prove it.
Yeah, yeah, yeah. You can say "I love you" all you want. But if you want to remove all doubt, give her a diamond.

The next best thing to love.

There's something magic about a diamond.

Aphrodisiac.

The memories are priceless...
The diamonds are on sale.

When you give a diamond, you create a priceless memory – one that will last forever.

The moment a woman never forgets.

(DIAMOND JEWELRY – RING, PENDANT, WHATEVER – IN A B.C. CLARK BOX)

When you give her a diamond, you give her a priceless memory she will treasure all her life.

DTC PROPOSAL
:60 RADIO SPOT
"A diamond is an icon"

ANNOUNCER: This year... you could give her a new sports car.

WOMAN: Ohh, how nice.

ANNOUNCER: You could buy her a new house.

WOMAN: Um, this is lovely.

ANNOUNCER: You could take her to the South of France for a month.

WOMAN: Very relaxing.

ANNOUNCER: Or... you could give her a diamond from B.C. Clark Jewelers.

WOMAN: Ohmygosh. Ohmygosh. Is it? Is it? It IS. Ohmygosh. A DIAMOND. Oh, you're so romantic, and sensitive, and handsome, and...

ANNOUNCER: A diamond is more than just a gift. A diamond is an *icon*. And now we have THAT settled, let's decide exactly what *kind* of diamond jewelry you're going to give her. Whether she knows it or not, what she probably wants *most* this year is three-stone diamond jewelry from B. C. Clark. A three-stone ring, three-stone necklace, we'll help you choose. Diamond ear studs are always in season – always a perfect gift. And, of course, there is no gift on the face of the earth she'll treasure like a diamond solitaire necklace. Unless, perhaps, it's her diamond engagement ring.

Come to B. C. Clark Jewelers. Let us help you choose the right diamond for her. Because, after all, a diamond is forever... and... so are the benefits of giving her one.

WOMAN (VERY SEDUCTIVELY): Oh, *honey*...

ANNOUNCER: B. C. Clark Jewelers. Downtown, Penn Square, and Northpark.

DTC PROPOSAL
:60 RADIO SPOT
"A part of her soul"

ANNOUNCER, SOPHISTICATED AND MYSTERIOUS: Like a part of her soul, it sits there. The wanting. Almost from the time she can walk, it begins to tease her, taunting her. As she gets older, she sees it in magazines, on television, in the newspaper – on the hands, ears, wrists, and throats of friends. Sometimes as she sits by herself, a tear slips down her cheek, and she finds a way to tenderly voice the yearning in her soul.

I WANT A DIAMOND!

This year, you can do something very, very special for her. With diamond jewelry from B. C. Clark Jewelers. You can still that craving in her soul, and give her peace again. A three-stone ring. A set of diamond ear studs. A diamond solitaire necklace. Or... that diamond engagement ring you've been thinking about?

Come to B. C. Clark Jewelers. Let us help you choose the right diamond for her. Because, after all, a diamond is forever... and... so are the benefits of giving her one.

WOMAN (VERY SEDUCTIVELY): Oh, *honey*...

ANNOUNCER: B. C. Clark Jewelers. Downtown, Penn Square, and Northpark.

1. **Tomorrow's memories are here today**
2. **Give her more than a gift...
Give her a beautiful memory.**
3. **Diamonds.
Precious stones, precious memories.**
4. **More than a precious stone...
Precious memories.**
5. **A store filled with precious memories.**
6. **Special moments...
Special diamonds...
Special memories.**
7. **B.C. Clark
A name you've trusted all your life.**
8. **B.C. Clark
A store filled with memories waiting to happen.**
9. **Memories waiting to happen.**
10. **Diamonds...
Memories waiting to happen.**
11. **Diamonds are memories waiting to happen.**
12. **Creating new memories – diamond by diamond**
13. **Spectacular memories...
waiting to happen.**

Moments to remember

Priceless memories

Memories about to happen

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:60 RADIO SPOT
"A diamond is an icon"

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This year, you can do something very, very special for her. With diamond jewelry from B. C. Clark Jewelers. You can still that craving in her soul, and give her peace again.

ANNOUNCER BECOMES A REDNECK: What's in it for you? Well, buddy boy, if you haven't ever given a woman a diamond, you've got a real treat in store. Slap a three-stone ring on her. Or a set of diamond ear studs. Or you want to see real crazy? Whip out a diamond solitaire necklace. Or that diamond engagement ring you've been thinking about?

ANNOUNCER, SOPHISTICATED AGAIN: (ahem) Come to B. C. Clark Jewelers. Let us help you choose the right diamond for her. Because, after all, a diamond is forever... and... so are the benefits of giving her one.

WOMAN (VERY SEDUCTIVELY): Oh, *honey*...

ANNOUNCER: B. C. Clark Jewelers. Downtown, Penn Square, and Northpark.

**DTC PROPOSAL
NEWSPAPER/MAGAZINE AD**

(DIAMOND JEWELRY, PERHAPS OVER A "WATERMARK" BACKGROUND OF
A FEMALE FACE)

For her...

For you...

Forever.

This year, don't just give her a gift. Give her an *icon*.

A diamond from B. C. Clark Jewelers.

Downtown/Penn Square/Northpark