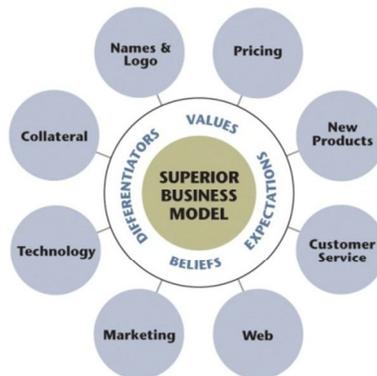




Analysis, Brand Concept, Web Development and Marketing Initiatives for Sohn & McClure Jewelers



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Basis for Memorandum and Communications

Confidentiality

The information and contained herein has been gathered on a basis from a wide array of sources believed to be reliable, or developed by my own investigations. On a best-effort basis, an initial analysis of this information has been performed. Based on this, a brand concept, extended product concept and marketing and promotions initiatives have been developed for discussion and testing. Recipients are urged to scrutinize the entire contents of this memorandum. This will serve as a basis for future deliverables enumerated herein.

All of the information, analysis, proprietary products, opinions and forecasts contained in this memorandum are strictly confidential. Thus, distribution of this memorandum to any other person is unauthorized. Any reproduction, in whole or in part, of the information contained herein, or the divulgence of any of the contents without prior written consent of the management of Sohn & McClure Jewelers is prohibited.

*"Excellence is an art won by training and habituation. We are what we repeatedly do.
Excellence is not an act, but a habit." - Aristotle*

I. Approach and Objectives

Methodology. Two planning sessions were held and the web sites and stores of 20 competitors, the web sites 24 top fashion designers, and several issues of 6 leading fashion and style magazines were reviewed in detail. Marketing materials and web sites of the company's key suppliers were also reviewed. Three supplier representatives were interviewed and an opportunity analysis of Sohn & McClure's store on East Bay Street was performed. The preliminary brand concept was discussed with Eric Nacht, his salesperson and Peggy Humphrey, all of whom opined favorably. This document summarizes the market analysis, needs, strategies and cost-effective deliverables to position Sohn and McClure Jewelers for rapid and sustainable growth. Significant opportunities include: developing a brand posture and store ambiance that competitors will find difficult to duplicate, designing a best-in-class web site, producing distinctive marketing materials and promotions seen herein.

Core Objectives. Sohn & McClure, a retail jeweler with locations in downtown Charleston and Windemere, provides a broad array of products and services built upon the substantial experience of its owners and staff. The East Bay location specializes in custom jewelry, hand engraving and antique jewelry, with bridals and engagement as the primary revenue stream. The West Ashley store has an excellent location in serving a wide geographical areas including of James Island, Folly Beach, Johns Island and West Ashley itself. The concept seen herein will create an immersive, "total brand experience" supported by a web site, marketing materials and promotions that position the company as far more than a jewelry store. The company will be positioned as trend-setter in jewelry and fashion – similar to the "haute couture" concepts seen in the branding of the leading European fashion designers. Moreover, the customers, via "lifestyle branding" techniques will be an essential part of the brand concept. They will be positioned as trend setters who define Charleston styles in jewelry and fashion itself. Moreover, a one-of-a-kind theme for the store will create a memorable extended customer experience that is not seen elsewhere. Objectives include:

- Attracting new clients via a world class web site and promotions
- Designing a store ambiance that encourages browsing and additional purchases
- Motivating the clients to monitor the web site and revisit the store
- Creating intriguing product categories and unique product positioning
- Maximizing co-marketing opportunities with other businesses
- Designing a Corporate Social Responsibility (CSR) posture on women's issues

Analysis, Strategies and Tactics. Encapsulated herein are the following:

- **Market Opportunity Analysis.** A number of competitive factors and market voids which may not be readily apparent offer significant opportunities.
- **Needs Assessment.** The strengths, weaknesses and needs of the company are described, and drive the development of a distinctive brand concept and unique products and services positioning.
- **Growth Strategies.** This includes branding, product enhancement and functional strategies that create both actual and perceived differentiation.
- **Product Positioning.** Existing and potential products will be grouped and given unique names and enticing product descriptions analogous to those used by top fashion designers
- **In-Store Experience.** A number of cost-effective additions are described herein.
- **Web, Marketing Communications and Promotions.** A world-class and optimized web site, elegant communications materials and promotions will target and secure high end customers.
- **Key Employees & Timeframe.** The proposed initiatives will require time and thoughtfulness. Feedback from management and key employees is needed. Responsiveness to my requests and those of Blue Key Web Solutions is critical to enable project completion before the November - December 2013 holidays.

II. Market Opportunity Analysis

Charleston Jewelry Market Overview. The Charleston market is fragmented and crowded, with a relatively small number of major players and many small stores. Most web sites lack the look and tenor to position them as a real trend setter and world class entity. Thus, an analysis of the web sites of major jewelry and fashion designers of Paris, New York, and Italy was performed to get a feel of their brand and product strategies. The main points of differentiation between Charleston's jewelers are the breadth and depth of inventory, the utilization of expensive display fixtures to give a rich look, and a wide selection of gifts. In the stores I visited, some had music and most did not, and in general, the stores looked to be sterile and generic. These factors drive the significant market opportunities that can be exploited:

- **Web Sites.** Few sites possess the branding positioning and differentiation to stand out from their competitors. The web sites do not convey a depth and breadth of inventory, and those that do convey utilize outdated and clumsy web design techniques.
- **Designer Capabilities.** Some competitors do not design jewelry, and often those that do are niche-focused on a very small market, such as Charleston beads, shells, Palmettos and so forth. Few represent that there is a certified gemologist on board.
- **Feminine Appeal.** The stores often present a clinical look - many are owned by males or husband and wife and do not have as feminine a look and feel one would expect.
- **Image.** Jewelers do not have a unified brand approach, nor do they have top flight logos and taglines. There is little creativity in naming the product categories.
- **Education and Guidance.** Few sites offer appraisals & gem identification by a GIA Graduate Gemologist.
- **Advertising.** Typical venues include The Post & Courier, New York Times, Charleston Style & Design Magazine and Charleston Magazine online. Television and radio are seldom used. Videos are non-existent.
- **Corporate Social Responsibility (CSR).** Only a few sites express this and in doing so appear to offer only lip service as opposed to being genuine. This is a great tool to increase brand appeal.
- **Mobil Devices & Social Media.** Only a few sites utilize social media, and the designs of their sites are not scaled to optimize tablet or mobile device usage. This affords an enormous opportunity for site design. Some jewelers have a Facebook page; a few utilize Twitter and Google+.
- **Search Directories.** Some have links to Merchant Circle reviews, Watch Forum reviews, Yellow Pages, other directories. Trip planning sites for Charleston were utilized only by Croghan's and JV Jewelers.

Assessment of Competitive Web Sites. There are both product and marketing opportunities, both perceived (customers' mind) and actual (products themselves). There is an enormous, unapparent, un-served gap to provide a personalized, emotional theme with a consistently powerful and evocative look and feel. A comprehensive brand experience, incorporating a world-class web site, store ambiance, marketing tenor and promotions is nonexistent.

- **Blue Nile.** This site utilizes paid inclusion. There are interesting product categories, with a well-developed Education and Guidance section. They offer an "Extraordinary and luxurious collection" and "extravagant limited edition pieces hand-selected for quality and style to help you give the gift of opulence."
- **Croghan's.** They are the preeminent jeweler and one should not compete head to head with them. The site in no way reflects their competitive advantage of breadth and depth of inventory, but the store does, and has an extensive selection of gifts. The site has a well-developed Antique, Estate and an extensive gift selection and an extensive page on design and repair. The FAQ make some good points. Croghan's has a presence on Facebook, Twitter and Pinterest.
- **Demetre's.** The site is marginal, utilizes a template, and only shows timepieces and jewelry. Demetre's invites one to visit "independent review websites below to read what our many satisfied customers have written about us."

- **Paolo Geiss.** The tagline “Goldsmiths Since 1919” is somewhat limiting, yet the site is artistic with an interesting approach to the catalogue, but lacks depth of product. They offer “One of a kind creations designed to your own specifications” and “Create a new treasure from an out of date piece of jewelry”.
- **Polly’s.** Multiple locations in Mount Pleasant, West Ashley and North Charleston enable a competitive advantage. The site is fairly well designed, with the exception of poorly developed copy and presentation of the jewelry pieces. They offer extensive collections (Jaffe, Pandora, Art Carved, Charleston Gates, and Southern Gates), and have a “Create a Wish List” and offer Pandora limited edition gifts for Mother’s Day.
- **Skatells.** With locations in Mount Pleasant, West Ashley and Charlotte, NC, they offer “Something old and something new”. Noteworthy are an “education” section and a “gift basket” They offer Stone Setting, Appraisals, Hand Engraving, Diamond Faceting and Cleaning, and Polishing.
- **Joint Venture.** This consignment company has a “Diamond Fashion Rings” and an enormous inventory up to \$100k+. However, the design is so poor that one misses this point.
- **Reeds.** Reeds is located in North Charleston and the site never downloaded
- **Gold Creations.** Feature “take home a piece of Charleston” and offer Charms, Charleston Rice Beads, Palmetto Jewelry, Gate Jewelry, Shells and Discs.
- **Kiawah Fine Jewelers.** Noteworthy are a Private Collection” and “Sea Life Collection”
- **Buchar.** The web site is subpar, yet the ad in Charleston Style and Magazine is good: “Make a Stylish Splash with Handcrafted Elegance” and “Express Yourself” are excellent themes.
- **Pandora Jewelry.** The “Discover the beauty of blossoms” and flower theme is noteworthy.
- **Heartsonfire.com.** The site is mundane, but with some good design elements, and nicely developed facts and resources pages.
- **Others.** Dacuba’s, Nice Ice, A Corner on the Market, Waldrop Seven Farms and several others either have no web site and/or limited product offerings.

Review of Top Fashion Magazines and Designer Sites. These are the sites, branding and themes to serve as a benchmark for web design and the ambiance of the store. Top fashion magazines were reviewed, including Vogue US and Vogue en France, Elle (French and English versions), Genlux and others. The web sites of the following designers were reviewed: De Beers, Chaumet of Paris, Tiffany, Cartier, Nina Ricci, Louis Vuitton, Dolce and Gabbana, Gucci, Lanvin, Christian Dior, Armani, Balenciaga, Calvin Klein, Chanel, Chloe, Givenchy, Emilio Pucci, Versace, Ralph Loren, Valentino, Ferragamo and Yves St. Laurent. Self-expression is the new trend. Imagery is highly evocative and reflects the following themes: Timelessness & Eternity, Art, Distinctive Beauty, Sensuality, Symphony, Femininity, Luxury, Classicism, Modernity, Flowers, Elegance and others. The product descriptions reach far beyond product characteristics, i.e. “Discover the illuminated enchantment” “exquisite”, “unmistakably feminine”, “unmistakable sensuality”, and most importantly “Haute couture” and “Haute Jouillerie”. Metaphors referring to music, art, floral and culture abound. Designers are often referred to as “artisans”. Noteworthy are:

- **Cartier.** The product descriptions are elegant and the site has a rich look and feel. “Create Your Own Solitaire”, an “Expertise Guide” and CSR are emphasized. Invites you to “cast your wishes in our alchemy enchantment”, and uses the word “atelier” (workshop of an artist in fine or decorative arts)
- **Chaumet of Paris.** Utilizes “High jewelry” vs. “jewelry” to push higher end products.
- **De Beers.** The site is conceptually excellent and has numerous well-developed motifs of “Beauty of Design” and “Beauty of Craftsmanship” as well as the “Lotus Collection” and other flowery motifs.
- **Vancleef & Arpels.** Another “High jewelry”, with a “symphony of concepts”, “collectibles” and enticing names and product descriptions.
- **Tiffany.** CSR once more. The dropdown categories and menus excel, with a “Jazz Age Collection”. The home page has a range of occasions - Valentine’s Day, Mother’s Day, Father’s Day and more.
- **Barthman Jewelers.** An excellent NY site with an extremely high end and designer motif and appeal.

III. Analysis of the Company and Customers

Company. There are two locations in shopping plazas on East Bay Street and South Windermere. Most of the business comes via recommendations by customers. Clients value the quality of work and the service, and many will not go anywhere else. The company is listed as a service provider by State Farm and Allstate. The sales volume of the East Bay store is \$616,000 per year and the value of the inventory averages \$600,000.

- **Major Lines:** Diamonds, Bridal, Antique, Fashion, Special Occasions (Anniversary, Mother's Day, Christmas etc.), Watches, Silver (Tea Sets, Picture Frames). It is critical to portray an extensive bridal line.
- **Services:** This includes engravings, repair and jewelry cleaning.
- **Suppliers.** Major suppliers include Bulova, Allison Kaufman (bridal), ES Nacht (antique), Kenyan Diamonds, Olympian Diamonds, and Stuller (Pieces and parts, gold, silver and platinum) and others.
- **Design.** The company provides highly customized jewelry design, which is time intensive.

Customers and Target Markets. 80% of the customers are women, who either live here and work here or just live here. This seems to indicate an opportunity to extend the geographical reach of the marketing efforts. The two main segments are upscale college graduates aged 25-35, and the even higher end 40 to 50+ year olds plus. Doctors, lawyers, professionals and business owners abound and they are increasingly fashion-conscious. The buying decision is driven by a need to look good and feel good, to give to someone special, look good and attract the opposite sex. Females want to show that they worthy of and appeal to an upscale, polished and affluent man.

Charleston Locale. Charleston has appeal as an upscale and historic destination with a well- developed tourist trade that includes Europeans. It has a reputation as both a trendy yet tradition-oriented and roots-driven milieu. There is a civic focus on and a bona fide and unusually high community pride. It is increasingly upscale with a burgeoning technology presence. Downtown is referred to as "The Peninsula" and is unmistakably southern, with an aristocratic feel. Art Nouveau (1900-1910) and Art Deco/ Jazz Age (1920 – 35) are extremely popular.

Strengths and Competitive Advantages. The company strengths will be utilized to exploit market gaps and competitive weaknesses, and to develop and articulate the brand strategy. Rex and Bill have significant experience and the design capabilities are outstanding. Rex McClure serves as the President of the South Carolina Jewelers Association (the first in Charleston to be this) and recently won the annual Jewelry Design Competition in both "Best of Show" and "People's Choice" for an engagement ring. This should be incorporated into the value proposition and brand. The employees have significant experience and an attention to detail, and many have been with Sohn and McClure for years. The two locations are in shopping centers with adequate parking, which is especially hard to find in the East Bay location. The size of store in the downtown location affords many opportunities from product, marketing and promotional vantage points. There are few jewelers on James Island with competitive web sites, and this affords the West Ashley store a significant competitive advantage. The West Ashley Store has a good window presence for those walking by. Both stores have Certified Gemologists. The capabilities in hand engraving are rare and are strong differentiators, as are Rex McClure's hand drawings of the jewelry pieces he has designed.

Weaknesses and Needs. In aiming to achieve rapid growth, the core business issue is a limited inventory compared to the major competitors, such as Croghan's. This limits not only the depth but the breadth, such as adding charm bracelets and gifts. This will be mitigated via a number of tactics that involve product groupings and perceived inventory on the web site. The online presence is poor. Amazon is a competitor – for example, Bulova has a strong presence there. Ensembles to help multiple sales and create further differentiation are envisaged. Both stores are "male" predominant in look and feel and need a more feminine touch, motif and ambiance. The desk area in the center island detracts and the area needs to be filled with a conversation piece, or interesting artifacts.

IV. Strategies, Tactics and Brand Concept

Core Strategies & Tactics. Comprehensive and differentiated strategies and tactics will enable Sohn and McClure to rapidly expand its customer base and significantly increase revenues. The principal strategies and tactics will create an extended include and are not limited to:

- **Brand Positioning.** An immersive brand experience will be delivered by a web site, marketing materials and promotions that position the company as far more than a jewelry store. Sohn & McClure and its clients will be positioned as trend-setters in fashion– similar to the “haute couture” concepts seen in the branding of the leading fashion designers, especially in Paris, NY and Italy.
- **Web Strategy.** A world class web site, similar to those of the top fashion designers, will be developed and optimized. Various promotions will motivate the clients to visit and bookmark the web site, visit the store and bring a friend or colleague.
- **Store Ambiance.** A best-in-class store ambiance will be a part of an evocative brand experience and a store visit that is memorable to the customers.
- **Themes.** Best-in-class themes, reflected in the décor of the store and unique point-of –sale will create a memorable ambiance and increase the time customers spend browsing – and spending.
- **Products.** Unique product groupings, names, enticing descriptions, “ensembles” and “collections” will facilitate multiple purchases.
- **Sales.** Intriguing point of sale and verbiage will help to reinforce the message and gain additional sales.
- **Public Relations.** Corporate Social Responsibility (CSR) will be a part of promotions aimed at the “pink brand” persons, part of a socially aware niche market who are attuned to a variety of women’s issues.

Brand Concept. Multiple points of differentiation include creating new product categories and descriptions and, point of sale that elicit strong emotions. An immersive and extended “total brand experience” will be delivered by the web site, store ambiance and in promotions and PR. “Lifestyle Branding” of the Charleston Southern woman and other techniques will emotionally engage customers to be a part of the experience by identifying with the following:



- **Eminent Status.** The genuine goodness, beauty and romanticism of the female are the cornerstones of the brand concept. The stylish, smart, discerning Southern Women who is “Haut Couture” - chic – and both classic and modern will be portrayed in evocative imagery and verbiage.
- **Key Subthemes:** These include romance, relationships, timelessness, sensuality, uniqueness, essence, love, dedication, celebration, honor, prestige and others to be identified and vetted.
- **Personnel.** Rex McClure and Bill Sohn are skilled “ateliers”. Members of the staff are also artisans and trusted personal advisors of the clients; thus every piece is a work of eclectic and distinctive art.
- **Names, Descriptions and Point of Sale.** Creative names and lines such as “C’est en Vogue” or from the French “Sensuelles”, or from music (“allegro”) will be employed. A tagline, such as “European Flair. Charlestonian Style.” Product groupings of “collections” and names such as the “Renaissance Collection” or “French Impressionist Series” may also be employed.
- **Art, Music, & Self Expression.** The store ambiance will combine elements of an art gallery and the comfort of a living room for guests. Framed posters, background music, photos of celebrities, songwriters and the Southern Belle / Woman of the Month who is the essence of southern womanhood. Photos of males (timepieces), couples and women in all phases of life can also make a statement to clients of all ages. Suggestions for images, art and music to be discussed include: Enya’s “Amarantine (eternal love), timeless, classic art - French (Claude Monet), Italian (Da Vinci), Spanish (Picasso) and Viennese (Mozart). Flowers, famous composers, images of champagne and celebration will provide an uplifting customer experience.

V. Retail Concept and Promotions

Store Concept and Objectives. The idea is to make a visit to Sohn and McClure memorable, and to create an ambiance that increases browsing, facilitates multiple purchases and creates an intrigue that customers (who will perceive themselves more as preferred “clients” and “guests”) will share with their friends and colleagues. Sohn & McClure and its clients will be positioned as trend-setters in fashion– similar to the “haute couture” concepts seen in the branding of the leading fashion designers, especially in Paris, NY and Italy. The components described below must be internally consistent and mutually supportive of the web site and marketing initiatives. The message will be delivered an elegant, powerful way, both classic contemporary and chic, that is difficult for competitors to duplicate.



Components. An eclectic combination of framed posters, elegant point of sale, artifacts, flowers and motifs will create an ambiance unlike any other store. This must be mapped out with respect to the store layout and can include:

- **Framed Posters.** This may include images of Rhett Butler and Scarlett O’Hara (Gone with the Wind) tying into photos of customers and couples. Images of Charleston natives Mackenzie Rosman (for younger audiences) and Lauren Hutton (for older), Enya and others a range of sizes from 18” x 36” to 30” x 60” are envisaged.
- **Photographs and Pictures.** This includes Sohn & McClure’s Woman / Belle of the Month (a professional photo with wide brimmed hat and an image of the jewelry superimposed), and images of the timeless elegance and style of Charleston, Paris and Rome, Monet (The famous “La femme de l’ombrell”), musicians and other artists.
- **Flowers.** This may be a potpourri of dried and fresh flowers and plants which are endemic in Charleston, which has a diversity of flowers that is unsurpassed worldwide.
- **Objet D’art.** This can include a small statue of the Eiffel Tower, artifacts and local artists. David Emch is a Mt. Pleasant nature photographer who is gaining status. He can produce a signed, one of a kind framed and engraved piece for display that may create impulse buys as a customized gift.
- **“Charleston Women” Poster.** I will author a short and intriguing document that can be made into a poster that customers will want to identify with, as an example: “Charleston Women are Different. Like true southern women, they are genuine. They are upscale, discerning and intelligent and down to earth, and carefully hand written thank-you notes are the norm. They do care about their appearance, yet possess neither insecurity nor narcissism. They don’t capitalize on their great looks to snag men, though that usually results.”
- **Window Banners.** Themed banners can talk about a variety of reasons to come into the store. Potentially a collage of images of Rex’s design drawings by hand may be illustrated.
- **Framed Logo/Tag & Staff.** A photo of all the staff “dressed up” is suggested.
- **Conversation Piece.** Possibly a plant and display for the center island or an easel with a painting that can inspire customers to remember it and talk about it to friends.
- **Furnishings.** In store suggestions include a love seat, waxing the floors and purchasing inexpensive runners. Possibly create “Traditionally Charleston” or “Great Women” areas with books, artifacts and photos of Marie Curie, Joan of Arc and also noteworthy Southern women.



- **Sitting Area.** A comfortable sitting area to bring in the far wall more into the look and feel we want, possibly with a coffee table, magazines and books, and this can have multiple functional uses.
- **Refreshments.** A suggestion is to design and name a non- alcoholic, Southern Sohn & McClure punch as part of the extended ambiance.
- **Colors & Motif.** This includes plants, flowers and colors that are refined, feminine and that reflect both a classical and southern look. Terracotta is popular in Charleston. The color to the right, which is in my living room in Northern Virginia, got many kudos – especially from women. These types of pedestals may also work in the store
- **Floors.** The tiles should be buffed and Persian-style carpet runners added.
- **Music.** A range of classical and modern music that is low key and elegant can add significantly to the customer experience.



Collections. These include both vintage and modern jewelry. To increase perceived differentiation, standard items in the inventory can be grouped and named in a proprietary way. The antique and other ES Nacht lines that include Art Deco, Art Nouveau, Victorian / Edwardian Retro 40's and possibly a unique "Charlestonian 2013" modern style category can be named with creative product descriptions for the web. Elegant folded cards to name each section of the displays and collages will add to the differentiation.

Promotions. Integrated campaigns with in-store and web site marketing, email marketing and other venues in the mid-term are seen here:

- **Sohn & McClure Belle / Woman of the Month.** This may be used to attract visitors to site, send a photo and tell us why you are one. Personal tastes in art, music, the performing arts and Charleston culture will be stressed in portraying the very upscale side of the very cultured person. The winners get a photo shoot, and their photo and a superimposed close-up of jewelry hung on the wall. The concept is to portray a classic, yet modern, chic and elegant woman. A photo of Rex with the initial winner may be good. There can also be Couples of the Month. The model to the right is Lydia Davidson, a medical student at MUSC who works with the Tout Agency in Mount Pleasant and can present the personal characteristics that Sohn and McClure's upscale clients would appreciate.
- **Email Campaign.** A list targeting local demographic segments can be procured and used to generate traffic to the web site and also store visits.
- **Special Promotions:** A private event at which CD's with the Sohn & McClure logo with music from Enya and others, can be produced and burned very cost-effectively.
- **Nail Salon Marketing.** A brochure or specialized communications piece to hand out to customers will be developed, potentially offering to clean jewelry for free or for a donation to charity, or other initiative TBD.
- **Occasions & Calendar.** There are many occasions outside of the usual Valentine's Day - which are unapparent - such as Teacher Appreciation Week mentioned by Peggy Humphrey.
- **Launch Party.** Throw a party to showcase the store and invite your customers to bring a friend.



VI. Web Concept, Functionality and Development

World-class Designer Site Concept. A world class look and feel is the goal. Techniques will be employed to reduce cognitive overload and create high, subjective user satisfaction. The web site will be developed with a modular approach, allowing the site to add future functionality without excessive costs. The site will create compelling reasons to visit the store and to “Join our club” or “Make Sohn & McClure your special place”. Design techniques will allow the site to scale downward from desktop to tablet and mobile. I will work closely with Blue Key Web Solutions, who will develop the site and author a proposal for you to review, incorporating the information in this document, regarding:



- **Theme and Appeal.** A distinctive look congruent with the brand concept and differentiated positioning will be developed.
- **Positioning, Keywords and Headlines.** Strong keywords to reinforce the theme will be designed into every page. Bullets, boldface type and colored text will convey information quickly and effectively.
- **Graphic Design.** Graphics will reinforce the brand and store image in a powerful and elegant fashion and in a way that is relevant.
- **Site Optimization.** The content of the site be formatted to enhance search engine optimization as well as tools to manage the ongoing SEO of the Website.
- **Search Directories.** Search directories and presence on Google Maps will be addressed.
- **Video.** An embedded YouTube video and other items TBD.

Core Features, Functionality and Site Management. The Kentico™ Content Management System, which is scalable, extensible and mobile friendly, will enable the site to grow with internal resources. Training and hosting will be provided. It is envisaged that the following will serve as a model and template, and to control costs, the site can be built out by Donn after he receives training on the content management system:

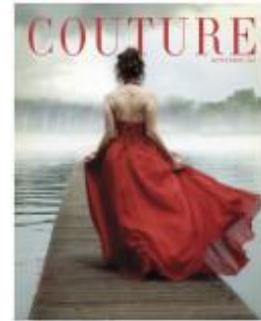
- **Home Page.** I envisage 8 main dropdown links that combine conventional (i.e., “Timepieces”, “Bridal”, “Fashion”, “Gifts”) with designer such as “Antique” or “Vintage”, “Renaissance” and so forth, to be consistent with the graphics, posters and images portrayed in the store.
- **Narrative Content Pages.** The site will be developed as a useful resource for information potential customers need with a variety of topics on jewelry design and fashion trends, i.e., “dressing for your significant other”, “gift giving” and more. A blog for customers to participate in is envisaged.
- **Product Pages.** An attention to detail will assure congruence with the inventory displayed in the store and the unique product names with elegant descriptions.
- **Unique Landing Page.** We may consider A “Belle of the Month” landing page to be incorporated in an email campaign.
- **Event Calendar.** This will be included in a proposal.
- **Additional Functionality.** In the mid-term, and to be determined and discussed with John Mulvey, this may include a blog to encourage customers to share their feelings about design and so forth.



VII. Marketing Communications Development

Marketing Communications Materials. Consistent, mutually supportive and cost-effective tools that deliver the brand promise and increase sales will be produced. Powerful and elegant collateral will build trust, set the company apart and evoke a positive emotional response from the buyer via a “world class” look. These do include:

- **Logo.** A powerful and elegant logo will be developed iteratively, with up to 5 rounds of edits.
- **Tagline.** A tagline to set the company apart will be developed via lists with up to 5 rounds of edits.
- **Business Cards.** Business cards for up to 6 employees will be produced. The Print Shop, in Falls Church VA will print the desired quantities.
- **Custom Window Signs.** Concept, narrative and graphic design will be discussed for each window piece. One should focus on \winning the Best of Show and People's Choice Awards at the 2013 SCJA Design Competition. A quotation from Rex similar to the Bulova piece of Sir Richard Branson may be worked in here. The scanned images of your customers' handwritten thank you notes may also be utilized.
- **Interior Paint.** Working in more feminine colors, similar to photos TBD
- **Framed Posters, Photos, Fixtures.** These must be discussed in detail.
- **Display Cards.** Graphic design
- **Statement of Brand.** A powerful 3-sentence “statement of brand” will be developed.
- **Staff Branding.** Key persons bios will be written and high quality photos will be needed.
- **Home Page Prototype.** A home page and sub-page prototypes with images will be prepared
- **Narrative Content.** Educational content will be developed at a per page cost
- **Niche Brochures.** A dual-use (hand-out and mailer) sophisticated, tri-fold letter size brochure that can be conveniently handed out. This may also be used to send to local corporations to offer a corporate discount in the mid-term. Concept, narrative and graphic design
- **Email Campaign:** An e-marketing piece TBD
- **Video.** TBD. This may be produced for on the website or for emailing / viral video.
- **Guest Book, Classification and Tracking.** TBD
- **“Client Lifestyle” Form.** TBD.
- **Other Items.** TBD



VIII. Task List

Initial Task List. Please read the plan, give a copy to an employee or two and make notes and comments and discuss with me. When we meet and discuss pages 6 to 8 and 10 I will develop a budget. Your responsiveness is critical, and to do this correctly requires time and effort. The initial task list is delineated here:

1. Discuss pages 6 to 10. Donn to determine the list of in-store layout of the posters and suggested items, deliverables costs and a budget for the store enhancement and a master list for deliverables
2. Product: Determine 1. Standard product categories and 2. Proprietary “Collections” ” product categories
3. Ensembles with an eye to the store and web site
3. Procure or take photos of the jewelry to be on the web site and determine the initial photos for the web developer to use in the template
4. Determine every “occasion / holiday categories for home page
5. Photographs of staff with short bio’s, how long with the company, job history and talents
6. Scan thank you notes and hand drawings.
7. Bio’s for your review
8. Design business cards include tagline.
9. Michelle to develop product cards for all display areas
10. Donn to generate taglines, test with panel and present you alternatives in an iterative process
11. Donn to name “Collections”
12. Identify “educational” content categories
13. Finalize main page dropdown links, product sub-page categories and home page functionality
14. Prototype of the main page and sub-pages with images for your review
15. Finalize dropdown links and elements for web developer
16. Home page and sub-page prototypes developed for approval
17. Provide final approved content
18. Procure email list for announcement
19. Final web design and launch
20. Commence shopping and procurement of posters, frames and other items
21. Commence custom window sign development and discuss printing options
22. Content development and product descriptions for the initial site
23. Brochure development narrative and graphic design
24. Guest book and client lifestyle form
25. “Statement of brand” development
26. Other tasks TBD for the near, mid and long term