

Jane  Winchester



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ABOUT US

At Ten:Four, we believe in the power of communication. When you have a message, you can be assured that it is received. Ten:Four is a full-service agency that includes public relations, creative, and media. Our agency consists of talented students the Moody College of Communication, where the advertising program is ranked #1 in the world. Ten:Four produces cutting-edge communication solutions, with a focus in the digital realm.

OUR PROMISE

We work diligently to ensure the transmission of your message without the interruption of noise. Do you have a communication problem? To you, we answer, Ten:Four.





THE GOALS

Ten:Four has developed a strategic campaign that will appeal to our target market. Our \$90,000 budget allows us to reach our campaign objectives in both an efficient and effective way.

Through this campaign, we will increase email signups by **250/month**, **expand brand following**, **create an engaged community**, and **increase sales, especially among new customers**. These objectives will grow JWJ's brand and consumer base, which is a journey that Ten:Four is excited to embark on.

EXPERIENCE YOUR JOURNEY WITH JWJ.



EXECUTIVE SUMMARY

Jane Winchester Jewelry (JWJ) is more than just an accessory to be worn. These pendants are a touchstone to be worn close to our hearts and to remind us of where we have been and where we are going. Every woman has a story, and every story is part of a bigger journey. JW pendants are for the woman that finds the positive message hidden in life's trials and tribulations. Women will find meaning and solace through wearing Jane Winchester pendants.

We are not meant to walk our journeys alone. This free spirited jewelry brand serves as your closest travel companion to hold on to along the way.

Our target, the Jill of All Trades, is made up of successful women between the ages of 35 and 54. These women are greatly accomplished and are experts at balancing family, social, and work life. They value quality and sentiment above all else in their jewelry.





PRIMARY RESEARCH HIGHLIGHTS

- ☺ 614 Survey Respondents
- ☺ 33 States Covered (including Alaska)
- ☺ 11 In-Depth Interviews

To help the Jane Winchester brand grow its customer base, we began by conducting extensive secondary brand, competitive, and target market research.

Our research team conducted a survey to understand the type of woman that might purchase a Jane Winchester pendant and what they look for in a piece of jewelry when making a purchasing decision for themselves and others. Approximately 76% of women surveyed wear a piece of jewelry daily because the piece holds a special meaning for them. From here, we set out to discover what makes the meaning behind a Jane Winchester piece unique in a saturated market.

01. STRENGTHS

- ☺ Jane Winchester Jewelry pieces are high quality and durable, which are two things that the target market considers important when purchasing an expensive piece of jewelry¹
- ☺ Meaningful jewelry gives women a tangible reminder of who they are¹⁰

03. OPPORTUNITIES

- ☺ Increased demand for demi-fine jewelry^{2,4}
- ☺ Power of “word of mouth” among groups of moms¹
- ☺ Growing trend of self-gifting among consumers within the jewelry industry^{2,3,4}

02. WEAKNESSES

- ☺ Jane’s product is at a higher price point than most customers are willing to pay, as price is rated the second most important factor when purchasing jewelry in the target¹
- ☺ The brand is only one year old and lacks name recognition in the target market¹

04. THREATS

- ☺ Jane Winchester Jewelry is e-commerce focused, while jewelry purchases are usually in-store²
- ☺ 30% of jewelry is purchased on sale, but Jane does not offer many sales²



THE JILL OF ALL TRADES^{1,7}

Our overarching target is the do-it-all mom. She ranges from 35-54 years in age. From managing a business to managing her household, there is nothing this woman cannot do. She prides herself on the accomplishments of herself and her family. She values being supported by her loved ones and seeks balance in her fast-paced life.

Jill is well-educated and is likely to have obtained a postgraduate degree. She is hard-working and is already established in her profession, contributing to a household income of \$100,000 or more.

She cares deeply about her circle of friends. This close-knit group of ladies influences each other's purchasing decisions, and continuously seeks to be on the cusp of the latest trends. Ultimately, this group is your local trendsetter and it-moms.

When considering a jewelry purchase, she values quality above all else. Sentiment and unique design also rank higher than popular styles in her book. She is willing to pay for a piece of jewelry that will last - physically and emotionally.

WHAT JILL WANTS IN HER JEWELRY¹

- ☺ Durable and will last a longer time than the average piece of costume jewelry
- ☺ Larger in size so it does not get caught up while she is working
- ☺ Commemorative of life events (ex: birth of her child)
- ☺ Symbol of perseverance through challenging times (ex: divorce)
- ☺ To pass down to her children, as she has inherited jewelry from family members in the past and she cherishes those pieces



RESEARCH ON THE TARGET

Of the women between 35-54 years of age who are willing to pay \$200+ for a piece of jewelry¹

- 72% have a household income above \$100k and 57% over \$150k
- 71% are from suburban areas
- 80% are currently married, 90% have been married
- 76% have children
- 91% have a 4-year college degree or higher, 52% have Master's or Doctorate degrees
- Of the women who had children, 72% also worked full or part-time

PSYCHOGRAPHICS

Her highest priority is spending time with her family. In her freetime, she enjoys:

- Scrapbooking
- Attending Art Galleries and Shows
- Picnics

COMPETITORS



Consumers want brick-and-mortar stores, milestone branding, and a wider variety of jewelry options. The competitors are able to outrank the JWJ brand in some of these areas. What are our competitors lacking, and what are our consumers craving? Balanced jewelry that is **made for their journeys.**

Jane Winchester Jewelry serves as the ideal balance of **quality, affordability, unique design, and meaning.** These attributes cut against the grain of this saturated market by offering consumers resilient pieces of jewelry that serve as touchstones for their lives' most treasured moments.⁶

MADE FOR YOUR JOURNEY

“Take this for the journey ahead,
For what you’re going through now,
And as a reminder for later.”

Jane Winchester pendants are meant to share the stories that have tested you, to hold onto and ground you, and to remind you of your resilience as you navigate your journey. Marrying the love of your life, welcoming a child into the world, or even losing a loved one are just a few of life’s many milestones that should be commemorated in a personal, individualized manner.

Due to the size, this piece is impossible to ignore. It acts as a touchstone that can be held close to your heart. The journey of life includes highs and lows, and with Jane Winchester Jewelry, these touchstones are with you through it all. Therefore, the Jill of All Trades will be able to connect with the phrase that Jane Winchester Jewelry is “Made for Your Journey.”



Marna, 50

“At this point in my life, I am looking for items that commemorate and remind me of my children because I am about to be an empty nester. I do this by searching for my children’s birthstones in jewelry— a set of diamonds and a peridot.”

Betsy, 35

“I have a necklace made of charms from every show I’ve directed. It serves as a conversation starter, and I like it because it is something that is uniquely ‘me.’”

Marna, 50

“I wear my Aggie ring every day. It is a symbol of all the hard work I put in through college, and I love the constant reminder that I made it through that hard time successfully.”



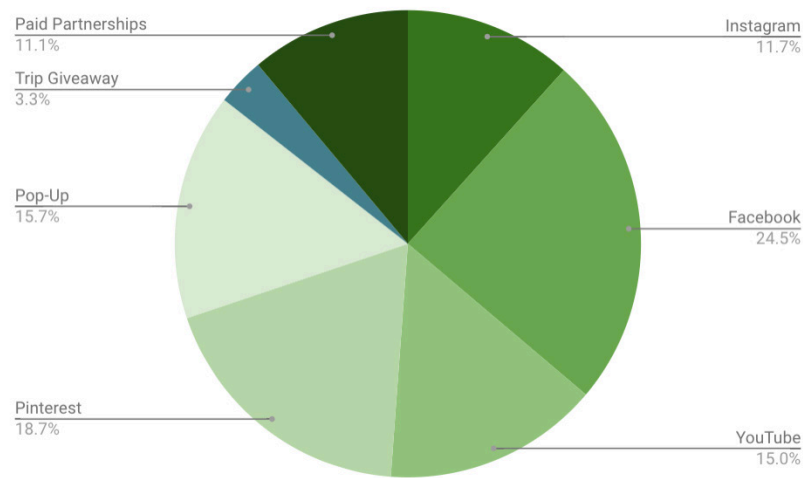
CAMPAIGN STRATEGY

The suggested platforms in our media plan focus on visual storytelling that will enhance JWJ's owned, earned, and paid media. This will allow for our target audience to experience the detail and beauty of JWJ and empower them to make informed purchasing decisions. We will utilize online media to build a dedicated network invested in buying and supporting the JWJ brand. We will target potential customers based on interests, media consumption patterns, and past customers to best reach an audience who will emotionally connect with the significance of each piece of JWJ.

Over the course of three months, we will utilize a continuous digital social media campaign with three tailored flights to maximize engagement, foster a community, and increase sales.

JWJ will be embarking on a new journey of discovery and community with our target audience. We have created a media plan to build a Jane Winchester community to increase both brand engagement and sales and are excited to follow through on this three month campaign.

Together, we are made for this journey.



Destination 1

When: March 1 - March 31
Goal: Increase Brand Awareness

Destination 2

When: April 1 - April 30
Goal: Foster Community Engagement and Increase Product Desire

Destination 3

When: May 1 - May 31
Goal: Drive Sales





YOUTUBE

Video advertising provides you with the opportunity to make a connection with the audience by visually showing them the JWJ personality. YouTube is the most viewed digital platform among the target market, with 75% of those aged 35 to 54 watching YouTube videos at least once a month.¹¹ Video allows the viewer to get a full sensory experience with the products and make a personal connection by hearing from someone they trust. This contributes to the product research and validation our target market seeks in online purchasing decisions.

This is a much more involved viewing experience than television since viewers are actively choosing each video, making consumers 84% more likely to pay attention on this platform than TV advertising.¹² We will place short 15-20 second non-skippable pre-roll video before chosen content. We will target them via keyword lists. YouTube ad view payment is determined by three criteria: viewing the entire ad, viewing at least 30 seconds, or clicking on

Recommended Key Word List:
How-To, Parenting, Style, Beauty, Divorce

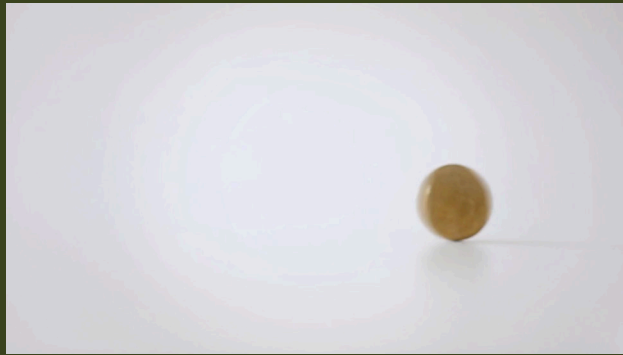
the ad itself. By implementing non-skippable pre-roll video ads, JWJ will garner a high amount of impressions based on the full viewing of the ad.

In conjunction with our continuous paid efforts, we will utilize mom lifestyle influencers, or “momfluencers”, as 60% of audiences on YouTube are more influenced by these individuals in their purchasing decision than they are by celebrities.¹³ Influencers should be selected based on the type of content they post, such as fashion, lifestyle, or parenting. Primarily, “momfluencers” who post content such as weekly stories, parenting tips, or special moments are particularly desirable. We recommend partnering with Mattie James, a popular business, beauty, and lifestyle channel with 9.6k subscribers. Through paid advertisements and endorsements from fashionable mom influencers, we will increase brand awareness of JWJ products.

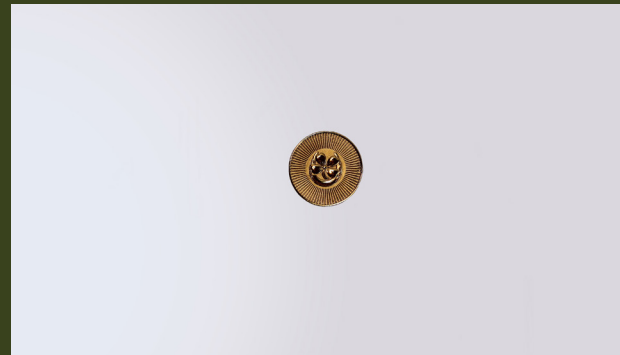


YOUTUBE EXECUTIONS

:05 Pre-Roll Video



A coin is flipped and spins for a few seconds. Anticipation grows as the rotation starts to slow.



The coin lands on its back. Now facing you: luck.



Because with Jane Winchester, you choose to create your own luck in whatever your journey may be.

1 DESTINATION 1

WHAT	Non-Skippable Pre-Roll Video Ads; Video Sponsorship
OBJECTIVE	Increase brand awareness & engagement
KPI	Engagements Per Post
COST	\$4,500

The advertising we will utilize on YouTube during this flight will increase awareness and engagement.

Video advertising and sponsored influencers will show users the basic brand background and introduce them to the idea of "Made for Your Journey." Influencers will be encouraged to share their stories behind which pendant they keep close to their hearts.

2 DESTINATION 2

WHAT	Non-Skippable Pre-Roll Video Ads
OBJECTIVE	Increase brand awareness
KPI	Engagements Per Post
COST	\$4,500

During this flight, we will discontinue influencer sponsorships and adjust our YouTube advertising efforts to solely the video advertisements to further build the awareness for the brand.

3 DESTINATION 3

WHAT	Non-Skippable Pre-Roll Video Ads
OBJECTIVE	Increase brand awareness
KPI	Engagements Per Post
COST	\$4,500

During this flight, we will discontinue influencer sponsorships and adjust our YouTube advertising efforts to solely the video advertisements to further build the awareness for the brand.



PINTEREST

Pinterest provides an online community where our target can find inspiration and discover new ideas and trends, with 40% of all Pinterest users falling within our target market.¹⁴

Our target audience makes informed purchasing decisions and actively researches products online before buying. Pinterest offers an organic and highly visual experience for users. They are highly receptive and have proven to generate a high sale conversion rate directly from the platform. This platform will increase Jane Winchester's brand awareness and inspire sales with potential customers of our target.

According to our research, 67% of Pinterest users have discovered a new brand or product¹⁵ through the platform, and 87% of Pinners have purchased a product due to Pinterest.¹⁵ Pinterest users are actively using this platform to shop and discover new

Recommended Keyword List:

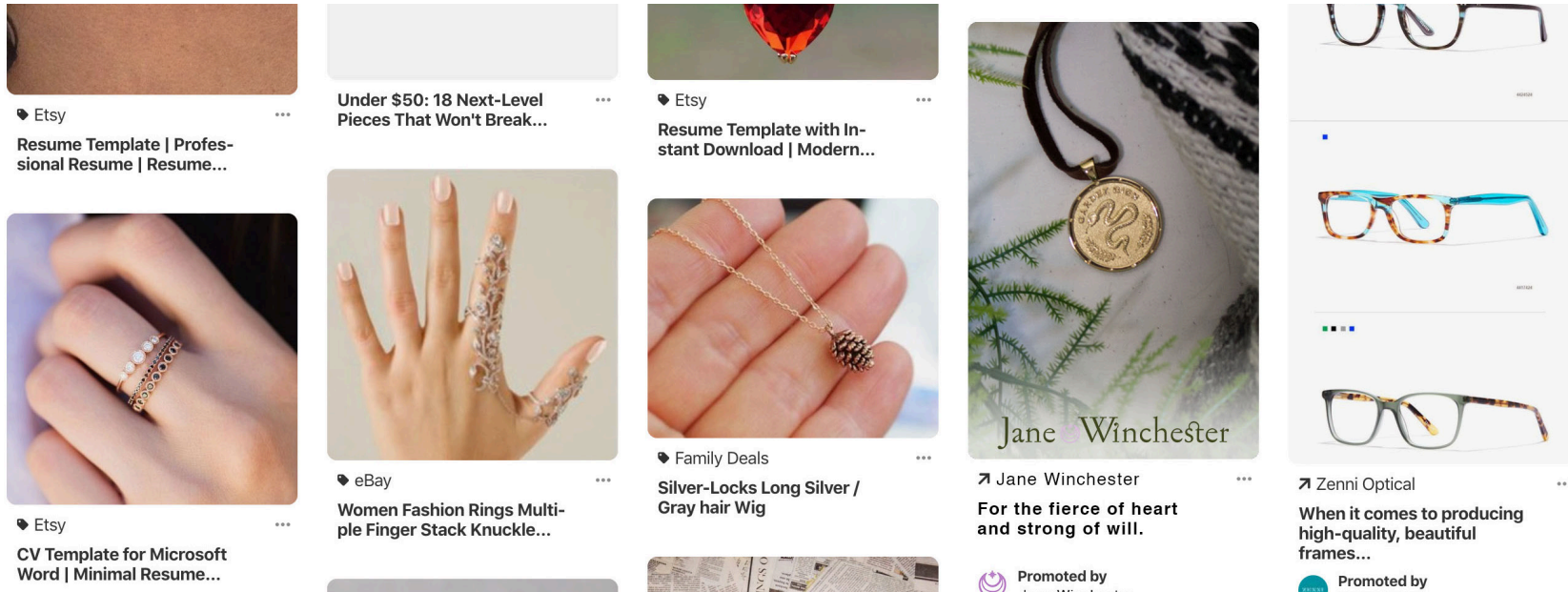
Milestone Oriented: Wedding, Graduation, Shower Gifts

Fashion Oriented: Boho Jewelry, Pendants, Layering

brands, and in the next six months, 47% of Pinners are likely to experience a major life event.¹⁶ We recommend targeting users via keyword and interests based on gender, fashion, style, and milestone moments. Promoting buyable and rich media pins in this manner will connect JWJ with our target's journey in a relevant and engaging way.

Rich purchase pins will allow Pinterest users to directly make purchases and include features such as real-time pricing and availability. Promoting standard and rich purchase pins may be executed in either picture or video format. 50% of Pinterest users have made a purchase solely after seeing a promoted pin.¹⁷ While video promoted pins tend to be more expensive, users who click on a video pin are almost three times more likely to make a purchase.¹⁸





PINTEREST EXECUTIONS

1 DESTINATION 1

WHAT	Buyable Pins; Static & Video Promoted Pins
OBJECTIVE	Generating brand awareness
KPI	Engagements Per Post
TOTAL COST	\$5,900
	Promoted \$5,000
	Buyable Pins
	Video Pins \$900

We will utilize buyable pins, as well as both static and video promoted pins during this first flight in order to generate brand awareness on this new platform.

2 DESTINATION 2

WHAT	Buyable Pins & Static Promoted Pins
OBJECTIVE	Drive sales while increasing awareness & new leads to website
KPI	Engagements Per Post
TOTAL COST	\$2,500
	Promoted \$2,500
	Buyable Pins

Throughout this second flight, we plan to reduce spending in order to focus our efforts more on platforms that increase brand engagement. We will limit spending on Pinterest by using static promoted pins as opposed to video promoted pins. We will continue using buyable pins in order to drive sales.

3 DESTINATION 3

WHAT	Buyable Pins; Static & Video Promoted Pins
OBJECTIVE	Drive sales
KPI	Increase Sales
TOTAL COST	\$8,400
	Promoted \$7,500
	Buyable Pins
	Video Pins \$900

During this final flight, we will bring back video promoted pins into our media executions. Having established a greater brand awareness on this platform, our efforts will focus on driving sales. Buyable pins will allow users to purchase directly from Pinterest. The combination of video and static promoted pins will boost direct purchases.




FACEBOOK

Facebook is the social media platform that our target predominantly uses above all other social media platforms, with about 79% of mothers using Facebook²¹ and logging into their account more than 10 times daily.²⁴ Facebook will increase engagement and drive sales because 32% of Facebook users engage with brands regularly,²² and 26% of users have made a purchase after clicking on an advertisement.²⁵

The journeys of our consumers are made up by moments, and 94% of users prefer Facebook to share these special moments.²³ We will foster this trend by encouraging women to share their life's milestones while engaging with the brand. We will gain earned media by paying

for Facebook advertisements that promote sharing personal stories in order to generate positive sentiment towards the brand and build engagement. We will reach our target with paid advertising to create favorable attitudes towards the brand. These advertisements will work in tandem with our public relations initiatives.

Facebook advertising can be narrowed down to interest, behaviors, relationships, and life events. Different parameters can be set for the ads such as budget, campaign dates, and location of the target. This customizable way to place ads will translate to be the most efficient and effective use of our budget.





FACEBOOK EXECUTIONS

1 DESTINATION 1

WHAT	Picture Advertisements
OBJECTIVE	Increase Awareness by encouraging the target to visit the website and to sign up for emails
KPI	Increased Web Traffic; Increased Brand Awareness
COST	\$4,500

In order to increase awareness, we will place picture advertisements on Facebook. This encourages users to select the “Learn More” button which will direct them to the website in order to find out more about the brand. We will also have specific sponsored advertisements about signing up for the email list in order to gain more subscribers.

2 DESTINATION 2

WHAT	Sponsored Stories & Promote Organic Content
OBJECTIVE	Increase consumer engagement with the brand by supplementing earned and owned media with paid media along with increasing email subscriptions
KPI	Increased Engagement; Foster Buzz
COST	\$8,450

During this flight, we plan to adjust our Facebook advertising efforts to garner consumer generated content. We will do this by having the target audience share **their** journeys in a short video that is part of our public relations strategy. By using Facebook Stories and organic content, we will encourage engagement in an authentic and genuine manner. We intend to supplement these ads with owned content promoting a trip giveaway.

3 DESTINATION 3

WHAT	Picture Advertisements
OBJECTIVE	Increase sales through direct purchasing opportunities that create a call to action along with increasing email subscriptions.
KPI	Increase Sales
COST	\$5,250

During this flight, we will continue our Facebook advertising efforts. However, we will be altering the messaging to focus on driving sales. These ads will provide a call to action “Shop Now” button that directs our target straight to your website for the pendants.

Throughout all three destinations, we will encourage followers to select the “Email Signup” tab on our Facebook profile.




INSTAGRAM

Instagram offers brands the opportunity to engage with a community to build brand awareness and drive sales. 39% of internet users choose to share their special life moments on Instagram, second to Facebook, which makes Instagram an ideal medium to share the “Made for Your Journey” message.

To reach this audience, we will buy sponsored advertisements targeted to Instagram users based on their interests, applications they use, advertisements they click, and accounts they follow. Optimizing paid sponsored posts on Instagram will also **increase brand awareness** and **site traffic**. Users are almost three times more likely to click on Instagram advertisements than on other social media platforms,¹⁹ which makes sponsored advertisements on Instagram a

viable medium to drive traffic to the JWJ website. Instagram is also a leading site for brand sponsored content because 60% of people say they discover new products on Instagram, and 72% of users have bought a product they saw on Instagram.²⁰ Additionally, ads from department stores in the U.S. saw 2.8 times more conversions from moms, with that figure at 2.1 times for retail, apparel and accessories ads.

JWJ has had previous success garnering new sales from Instagram, therefore, implementing sponsored posts will continue to build on this momentum. This will introduce new customers to the Jane Winchester brand which will further generate sales.





From Graduation...



To Your New Job...

INSTAGRAM EXECUTIONS

1 DESTINATION 1

WHAT	Carousel Advertisements
OBJECTIVE	Increase awareness through directing traffic and growing audience
KPI	Increase Website Traffic; Increase Brand Awareness
COST	\$3,500

During this flight, we will use carousel advertisements to increase awareness. With each swipe, the audience will be introduced to the brand messaging to understand how JWJ is there for their wedding, to the birth of their first child, to that child's graduation, and beyond. By demonstrating how JWJ commemorates life's biggest moments, we will raise brand awareness of the JWJ brand identity. The images on the sponsored posts encourage users to "Learn More" about the brand by directing them to the website.

2 DESTINATION 2

WHAT	Carousel Advertisements
OBJECTIVE	Increase engagement by supplementing earned and owned media with paid
KPI	Increase Website Traffic; Increase Brand Awareness
COST	\$3,500

During this flight, we plan to adjust our Instagram advertising efforts to garner consumer-generated content. We will do this by having the target audience share **their** journeys in a short video or photo that is part of our public relations strategy. We will repost shared submissions on Instagram Stories to encourage engagement and create a community with brand followers. We will also feature sponsored advertisements promoting the trip giveaway to encourage entries and boost brand awareness.

3 DESTINATION 3

WHAT	Carousel Advertisements
OBJECTIVE	Increase sales through direct purchasing opportunities that create call to action
KPI	Increase Sales
COST	\$3,500

During this flight, we will continue our Instagram advertising efforts. However, we will be altering the messaging to focus on driving sales. These ads will provide a call to action "Shop Now" button that directs our target straight to the JWJ website.



BLOGGERS

WHAT OBJECTIVE	YouTube, Instagram, Blog Sponsorships Increase brand awareness and generate new sales via Mom, Fashion, and Lifestyle Bloggers and Influencers
KPI	Increase Brand Awareness; Increase Social Media Following & New Sales
COST	\$10,000

To boost social media following and driving new sales for the Jane Winchester brand, we will team up with influencers and bloggers.

Because the influencers that our target follows for Fashion and Lifestyle content varies by age and platform, we have segmented these influencers by their dominate audience age segment. To best optimize JWJ's investment, we have prioritized executions by followership on each platform.

Mom, Fashion, and Lifestyle bloggers and influencers are ranked third in their ability to help consumers discover and make decisions of what products to buy after friends/family and foodies.²⁶ We will focus on micro influencers because 30% of consumers are more likely to buy a product recommended by a non-celebrity blogger.²⁷

In their 30's

Liz Adams - Hello Adams Family
Fashion, Motherhood, & Lifestyle Blogger from Chicago

- Specializes in in-store events
- Strongest presence across all influencer platforms: Instagram (111k), Facebook (51k), LiketoKnowIt

9 to 5 Chic - By Ahn
Fashion Blogger (San Francisco)

- Instagram (239K), Facebook (36K), and Twitter (13K)
- Specializes in pulling together everyday ensembles for ultra-modern working women and mothers

In their 40's

Joanna Goddard - Cup of Jo
Daily Lifestyle Blogger

- Instagram (159K)
- Specializes in gift guides

Mattie James
Lifestyle Influencer, Content Creator, & Host of #SlayYourDay

- Instagram (50K)
- Teaches women how to "Balance Life Beautifully"

In their 50's

Cathy Williamson - The Middle Page
Fashion, Beauty, & Lifestyle Blogger

- "Chic at Every Age"
- Instagram (41K), Pinterest (482K monthly viewers)

Alyson Walsh - That's Not My Age
Fashion, Beauty, & Lifestyle Blogger

- Instagram (38K), Pinterest (1.1M monthly viewers), Facebook (18K)
- Style reflective of mature age but still trendy

MEDIA BUDGET

Vehicle & Platform	Unit Price	Net Unit Price	Flight One		Flight Two		Flight Three		Vehicle & Platform	
			Total Impressions	Total Cost	Total Impressions	Total Cost	Total Impressions	Total Cost	Total Impressions	Total Cost
WORKING COSTS										
DIGITAL										
Instagram	Average CPC=.70	\$0.70	5,000	\$3,500	5,000	\$3,500	5,000	\$3,500	15,000	\$10,500
Facebook	Average CPC: \$0.20 \$7 CPM	\$7	1,200,000	\$8,400	1,200,000	\$8,400	750,000	\$5,250	3,150,000	\$22,050
YouTube	\$0.02-0.04 CPV	\$0.03	150,000	\$4,500	150,000	\$4,500	150,000	\$4,500	450,000	\$13,500
Pinterest										\$16,800
Promoted Buyable Pins	\$0.10 CPC or CPE \$5.00 CPM	\$5.00	1,000,000	\$5,000	500,000	\$2,500	1,500,000	\$7,500	3,000,000	\$15,000
Video Pins	\$12.00 CPM	\$12.00	75,000	\$900			75,000	\$900	150,000	\$1,800
			2,430,000		1,855,000		2,480,000		6,765,000	\$62,850
NONWORKING / FIXED COSTS										
EXPERIENTIAL										
Pop-Up							20,000	\$14,150	20,000	\$14,150
Trip Giveaway	--				10,000	\$3,000			40,000	\$3,000
Paid Partnerships	\$2000 per partner			\$4,000		\$2,000		\$4,000	100,000	\$10,000
		--		\$4,000		\$5,000		\$14,150	160,000	\$27,150
Campaign Total									6,925,000	\$90,000

MEDIA FLOWCHART

Month	March	April	May
Flight	FLIGHT ONE	FLIGHT 2	FLIGHT 3
DIGITAL			
Instagram			
Facebook			
YouTube			
Pinterest			
Buyable Pins			
Video Pins			
Paid Partnerships			
EXPERIENTIAL			
Trip Giveaway			
Pop-Up Series			



One lucky winner will be chosen for a special journey: A beautiful trip to Napa Valley! The winner and one friend will be given round trip flights, two nights at a resort, and a wine tour and tasting.

A contest giveaway will foster community engagement and increase product desire. New contest campaigns acquire a 34% audience increase, and 1/3 of contest entrants sign up to receive email updates from brands, which will increase Jane Winchester's email subscriber list.³³ This will **foster community engagement and increase product desire.**

In order to enter the drawing, past customers will be asked to share a video or a picture with a caption describing the meaning of their Jane Winchester pendant using #MyJourney. They will be asked to share why they purchased their pendant and what it means to them; telling **their** story. They will then tag four other friends who they think would relate to the Jane Winchester brand. The winner will be chosen at random in a drawing. This ensures that one story isn't seen as "better" or "more meaningful" than another.

To promote the trip giveaway, past purchasers will be notified via email, explaining the contest and outlining the requirements for submission. Additionally, the drawing will be promoted each day on Facebook and Instagram during the allotted window for submissions. Jane Winchester will be re-posting the submissions onto the Jane Winchester account, in order to share other women's stories and to promote the giveaway, because followers feel special when mentioned by a brand. Posts including another user's handle or @mention in the caption earn 56% more engagement.³⁴

#MyJourney Trip Giveaway

WHEN	Destination 2 April 1 - April 30
OBJECTIVE	Obtain user generated content, Develop authentic community of advocates, and increase email subscriptions
GOAL	100 Entries; 1,500 Viewers of the Content; 1,600 Total Impressions
COST	\$3,000

#MyJourney Pop-Up Tour

WHEN	Destination 3 May 1 - May 31
OBJECTIVE	Drive Sales; Build Customer Relationships
COST	\$14,150

Pop-up stores have proven very successful for businesses²⁹ as they allow customers to try on the item before buying. These trunk shows will increase sales and drive more consumers to her website which will increase Jane Winchester brand exposure. JWJ is not currently being sold in any boutiques in these cities, therefore it is the perfect opportunity to introduce her style and gain traction in these cities. The Pop-Up Tour also acts as an opportunity to get customers to sign up for her emails post-purchase.

The #MyJourney Tour gives Jane the opportunity to meet with her customers, learn about their journeys, and discover what their personal pendants mean to them. These pop-up shops will increase brand positivity and drive sales because 74% of event attendees say they have a more positive opinion about a brand after a hosted event, and 98% of attendees feel more inclined to purchase.³² Online followers will be able to follow Jane on this journey and this boho style caravan will introduce customers to her brand and products. The #MyJourney tour is about walking your own journey and finding companionship with others who are on their own journey as well.

Jane will travel to each of these major cities in an Airstream and set up a pop-up shop in 3 major shopping locations. We have chosen the following cities due to the high median household incomes.²⁹

The recommended stops for the tour are: Charlotte, NC at Southpark Mall, Charleston, SC at Freshfields Village, Arlington, VA at Ballston Quarters.

PUBLIC RELATIONS: OWNED MEDIA

INSTAGRAM

Destination

1

Quality photograph guidelines will be established for Jane and influencers. Content will be posted every other day, and Stories will be posted everyday. Posts will include promoting the blog, increasing awareness of the products, and Stories that show brand value and image. At the end of the month, posts will promote the upcoming #MyJourney drawing.

Destination

2

Posts each day will encourage consumers to enter the #MyJourney drawing and drive traffic to her pinterest boards and blog. The other posts will show how to style the pendants, and will include interactive Stories in the forms of Q&As and polls. At the end of the month, posts will promote the pop-up events and encourage people to plan to attend.

Destination

3

Content will drive sales to the website using “Swipe Up” and “Tap to Buy” posts. Every other day, Stories will include consumer generated content from the #MyJourney drawing. Jane will also continue to post stories each day, and posts will be made about each pop-up event and Jane’s journey to each venue.

FACEBOOK

Posts will have visuals with content posted every other day. The posts will also promote Jane’s blog posts. Finally, a photo album will feature each pendant and its meaning. At the end of the month, posts will promote the upcoming #MyJourney drawing.

Content will encourage consumers to share their stories using #MyJourney to enter the drawing. Posts will link to her Pinterest and blog, and also contain re-posts of customers showing off their take on styling the pendant. At the end of the month, posts will promote the pop-up events and encourage people to attend.

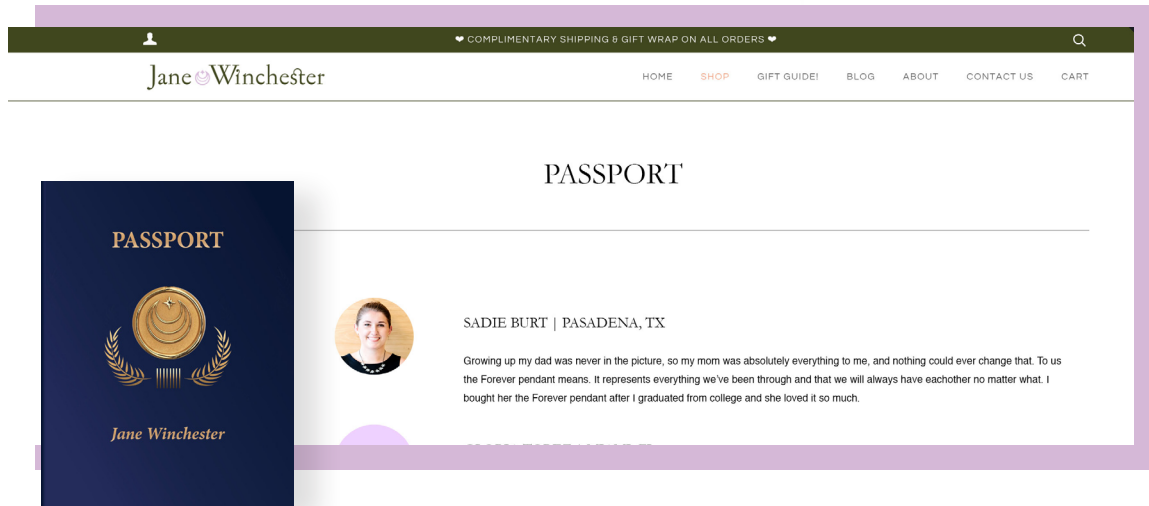
Three posts will be made per week that include a purchase link. Reposts of #MyJourney stories and pictures will be uploaded. Posts will be made about each pop-up event and Jane’s journey to each venue. JWJ will be recording live videos to advertise the #MyJourney Trip Giveaway.

PINTEREST

A board will be created that features favorite quotes, boho vibes, #MyJourney, stylings, who’s wearing JWJ, and boards that feature each unique word and the coinciding products. These boards will be updated twice a week.

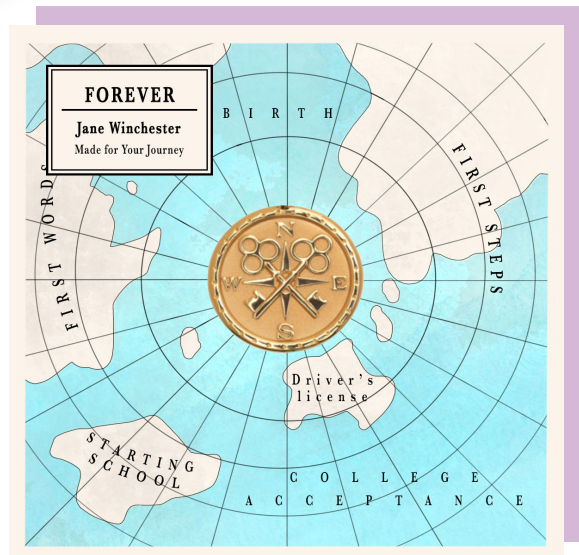
A “how-to-style” lookbook will be created three times a week to show how women style their pendants. A #MyJourney board will also be created, which will feature stories and pictures of women who have purchased pendants. Each pin will link to the website, in order to generate more traffic.

Create a “gift ideas” board to promote products for Mother’s Day, Memorial Day, and graduation that will be updated weekly. Boards will also be created for each pop-up event.



PASSPORT

To help facilitate a community around the Jane Winchester brand we will introduce the Jane Winchester Passport. Women will receive a small passport within the packaging of their product that will function as a catalog and then lead them to the virtual passport on the Jane Winchester website. Online women will be given a platform to share about their journey and what their Jane Winchester piece means to them.



MAPS

Maps will be made to tell Jane's favorite stories about a specific pendant. The static images of each map will be placed on social media to help consumers learn about the product. These posts will then link to the Jane Winchester website where an interactive map will be found. Here, women can click on the bodies of water and masses of land then and learn about the different chapters of someone's journey.

CONCLUSION

Ten:Four is passionately devoted to reaching the The Jill of All Trades and showing them how Jane Winchester Jewelry is made specifically for their journeys. These women are powerhouses that are constantly striving to find a balance between work, family, friends, and social life. Jane Winchester Jewelry serves as a tangible touchstone to remind them of where they have been and where they are going.

Ten:Four has developed a strategic campaign that will appeal to our target market. Our \$90,000 budget allows us to reach our campaign objectives in both an efficient and effective way. By targeting The Jill of All Trades through our campaign objectives, we will help these women through their life's journey with Jane Winchester touchstones. We will accomplish this by:

- ☺ Increasing email signups by 250/month
- ☺ Expanding brand following
- ☺ Fostering an engaged community of advocates
- ☺ Increasing sales, especially among new customers

Ten:Four has provided communication solutions that will take the JWJ brand to a new level. By implementing our suggestions, we can ensure that the JWJ brand will achieve these set objectives. We hope that you will take us along your journey and we promise to help you reach your destination.

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