

BIG IDEA RESEARCH / JANE WINCHESTER

Account Planning Team: Natalie, Canaan, Rebekah, Tuulia, & Wesley

SWOT ANALYSIS

JW perfectly **balances** meaning, quality, and price.

Strengths

- Semi-fine jewelry
- Direct-to-consumer
- Meaningful & transparent
- Quality product

Weaknesses

- High price point (\$155-258)
- Mostly local press
- Only 2,000 'actives' on email list
- Only 10 months in business

Opportunities

- “More affordable” fine jewelry
- Rise of “self-gifting”
- Mom-fluencers

Threats

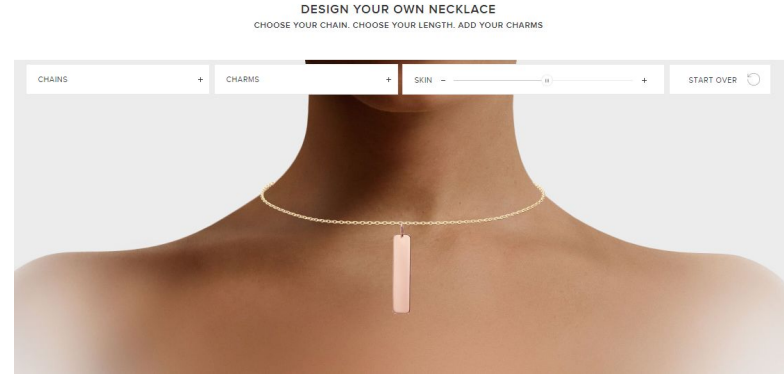
- Most purchases still occur “in-store”
- 30% wait for sales to buy jewelry
- Saturated market

COMPETITORS

Celebrity Powerhouse

Jennifer Fisher

- For the fashionistas
- \$300 - \$2,000 price point
- Milestone branding
- Personalization
- High profile celebrities
- More variety of jewelry
- Brick-and-mortar store



JENNIFER LOPEZ



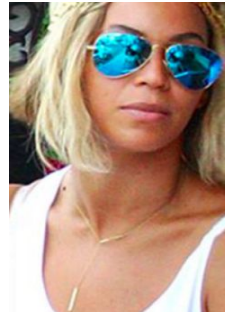
RIHANNA

COMPETITORS

For the Trendy Followers

Jennifer Zeuner

- By collection/occasion shopping
- \$100-\$500 price point options
- Many retailers online/terrestrial
- High profile celebrities
- Trendy, yet “spiritual”
- Sales



IRIS ISMAY NECKLACE

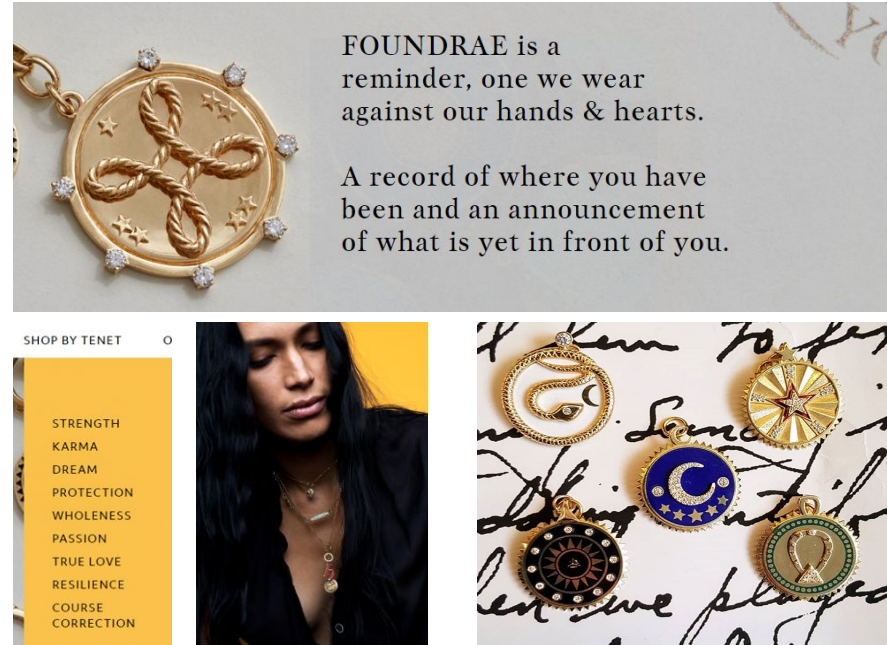
\$220.00

COMPETITORS

Luxurious Meaning

Foundrae

- “Jewelry Lovers” / Sophisticated Women
- High-end \$2,000 - \$8,000 price point
- Spiritual and Mystical
- Pieces categorized by words
- High profile magazine press and media



COMPETITORS

Competing in a Saturated Market

Who's Occupying Our Market

- Alex & Ani
- Missoma
- Natalie B Jewelry
- Martha Calvo Joolz
- Maria Black
- Kendra Scott
- Pyrra
- Catbird
- Jacquie Aiche
- Etc.



Guardian Angel Color Infusion Charm Bangle
\$38.00



COMPETITORS

Balanced Quadrant

Luxury Quadrant

Meaningful

Jane Winchester

ALEX AND ANI

MARTHA CALVO
JOO LZ

MISSOMA

FOUNDRAE

pyrrha



SWAROVSKI

Affordable

High End



KENDRA SCOTT

JENNIFER FISHER

MARIA BLACK

JACQUIE AICHE

jennifer zeuner jewelry

Catbird®

Basic Quadrant

Trendy

Celebrity Quadrant

COMPETITORS

The Winchester Advantage

Jane  Winchester



Key Factors

- “Affordability” within the fine jewelry category
- Quality
- Authentic Meaning
- Personality

COMPETITORS + BRAND IMAGE

JW is targeting a different consumer than her competitors.

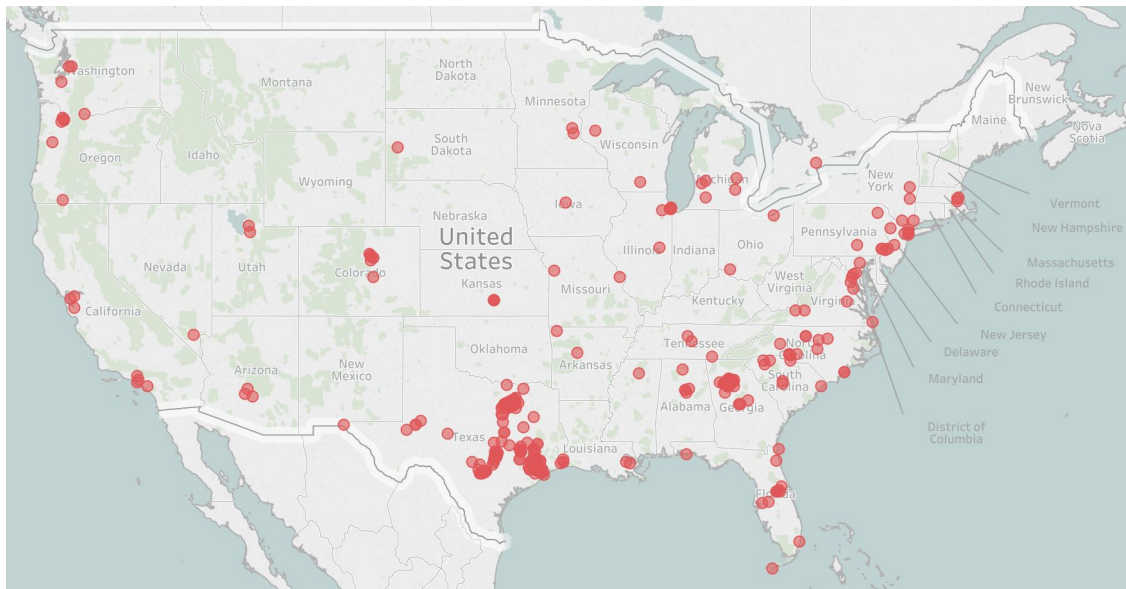


VS.



PRIMARY RESEARCH

Summary of Respondents



452 total respondents
433 (96%) were women

33 states covered (including AK)
7 countries

PRIMARY RESEARCH

Jane's target is consistent with ours.

Woman

+

Willing to pay \$200+ for a piece of jewelry

+

35-54 years old

=

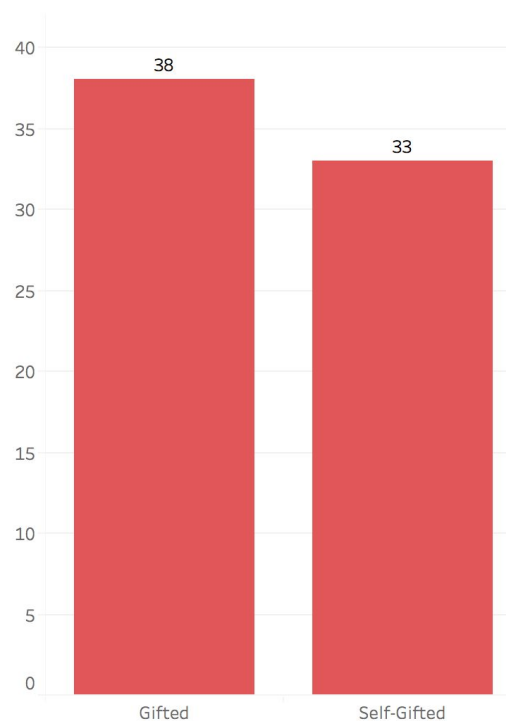
90 women (about 20.8% of our entire sample of women)

- **87.8%** of those women are white
- **72.2%** have HHI above \$100k, **60%** over \$150k
- **67.8%** from suburban areas
- **78.9%** are currently married, **90%** have ever been married
- **74.4%** are parents
- **93.3%** have a 4-year college degree or higher, **52.2%** have Master's or Doctorate degrees
- Of the women who had children, **80.6%** also worked full or part-time

PRIMARY RESEARCH

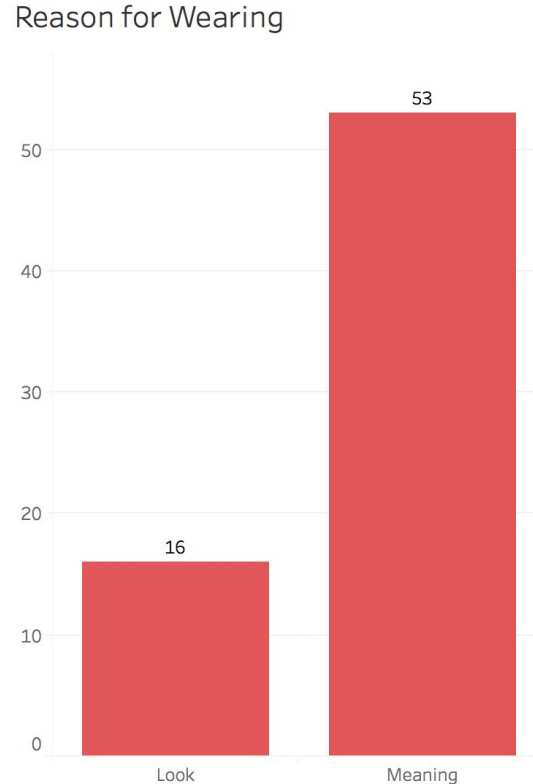
Gift-giving and self-gifting are neck-and-neck.

Gifted vs Self-Gifted



PRIMARY RESEARCH

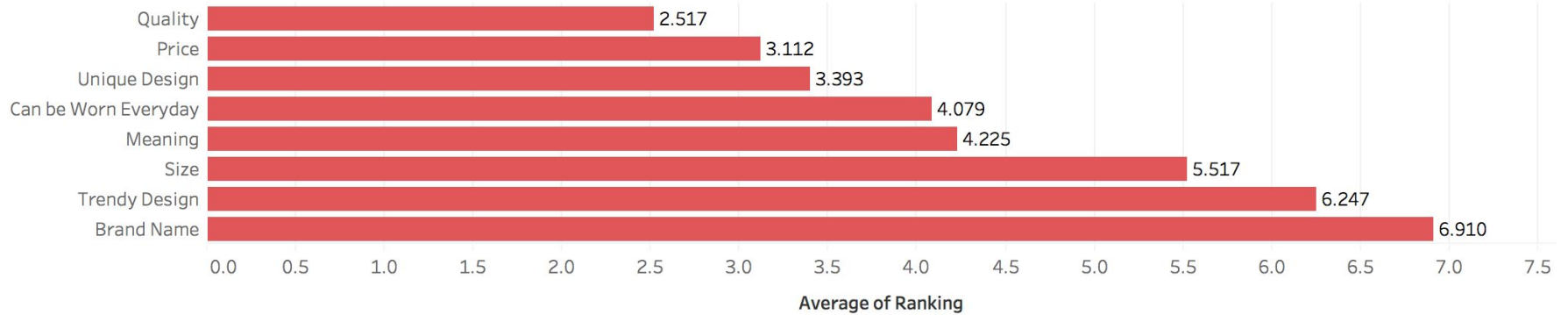
Meaning trumps aesthetic value.



PRIMARY RESEARCH

Quality is priority, brand name is not.

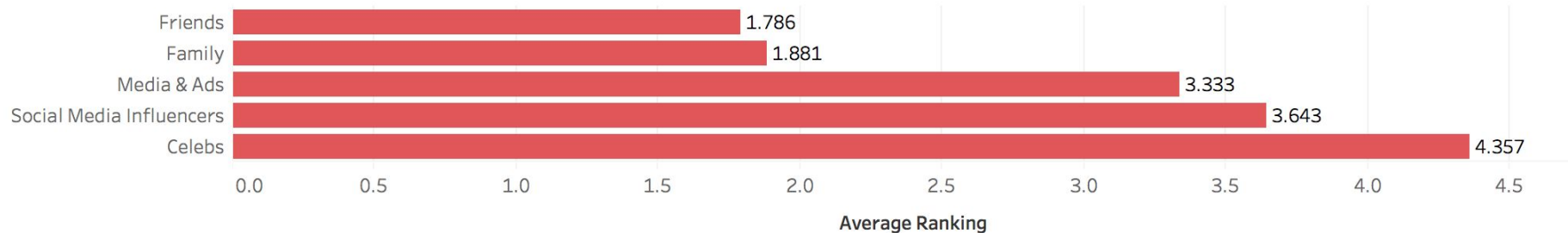
Priorities



PRIMARY RESEARCH

Close circle considered most important influencers.

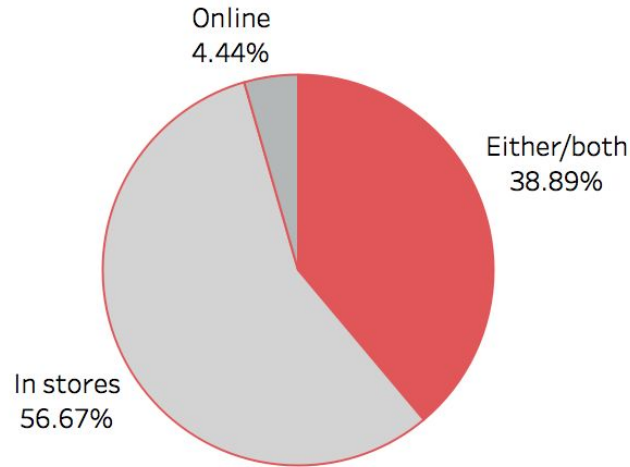
Influencers



PRIMARY RESEARCH

Jane is disadvantaged by her eCommerce focus.

Online vs In-Store



TARGET

JW Woman is busy and involved in a “Mom Network.”



Karen

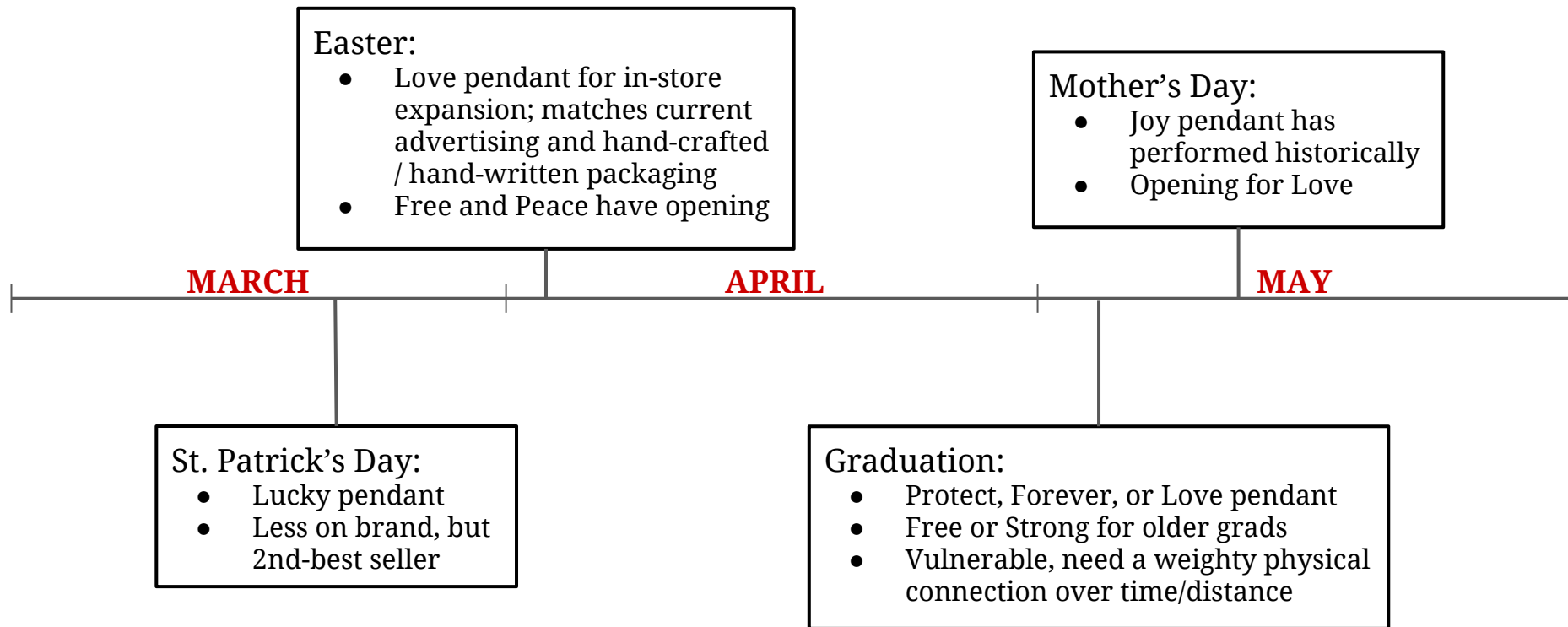
Karen is 42 and works as an office manager in Los Angeles. She's a mother living in a well-to-do suburb, and her older daughter is about to graduate from high school. Her life is fast-paced, and she is constantly trying to find balance.

Her purchases are heavily influenced by her personal network--many of whom are also moms--and she values their relatability and credibility. They often help her decide which items will make quality, meaningful gifts for her loved ones (or herself!). On a larger scale, she sometimes consults “momfluencers.”

As a busy working mom, price can be her main concern, making her a slightly hard sell. However once she's there, she will get her friends and family on board, too.

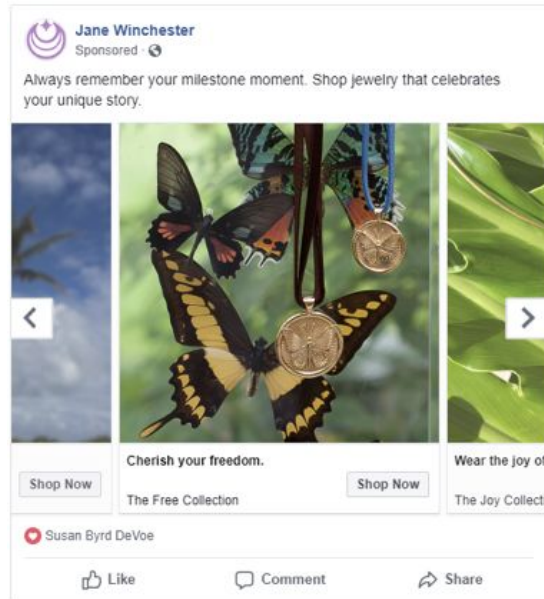
TARGET

'Window Moments' reach target at vulnerable times.



CURRENT ADVERTISING

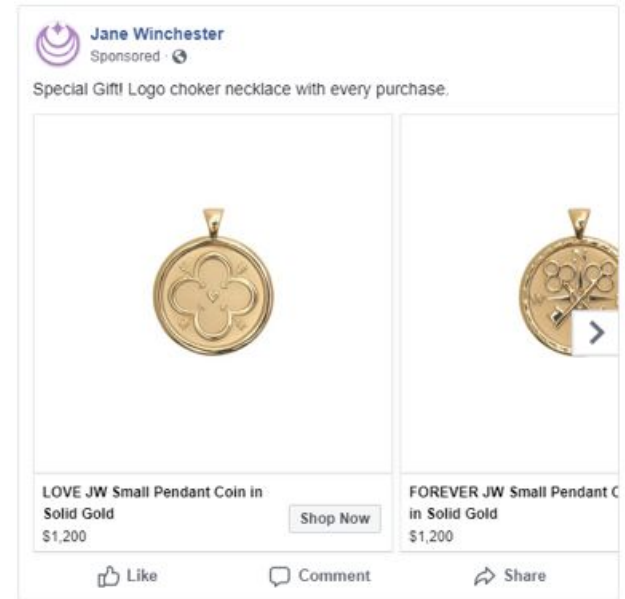
Focused on social with pendants as the centerpiece



"Milestone moment"



"Wear it your way"



"Special Gift"

HIGHLIGHTS /

#1 There are several challenges to overcome: high price point and lack of sales, eCommerce only, and saturated market.

#2 There are also key trends in the market that are to our advantage: demi-fine jewelry, jewelry with meaning, and the rise of self-gifting.

#3 Competition is fierce, but Jane stands out because she embodies balance and lasting value.

#4 The JW woman is busy, successful, and connected. She wants a piece that will last and will help her achieve balance in her everyday life. She trusts her close friends to guide her to the right piece.

Style Guide (reference as you build your slides)

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and fill in
slide topic
NOT,
etc.)

→ *SLIDE TOPIC*

Use a key insight as your headline (Open Sans, pt 24)

Text boxes will be in Droid Serif, pt 14. Do not put strokes around text boxes.

- If you need to use bullet points, please use the black dots.
- Feel free to **bold main points** so that they stand out.

← Since we are not using strokes on text boxes, you can use individual lines to separate thoughts. Please make sure the stroke is 1px and black.

Utilize space well and do not overcrowd. You can make multiple pages, if needed. Use images and/or graphics when applicable. We will all get a chance to edit the slides, so no need to be