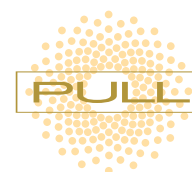




JB Jewelry / SoulMate Diamond Jewelry

We created a new diamond jewelry brand celebrating life's special connections.

When you have influence you have



influence by design

Overview

JB Jewelry is a leading global diamond jewelry marketer. Its North American subsidiary, had created a line of mid-priced diamond pendant jewelry for distribution at mass retail outlets and independent jewelry stores in the US and Canada. Marketed under the brand name SoulMate, this jewelry line featured keepsake diamond insets that were cut from the same original rough stone and placed in matching pendant designs perfect for celebrating life's special connections and lasting relationships.

Challenge

JB Jewelry's North American division was primarily a distributor of a variety of diamond jewelry designs to independent jewelry stores, marketed under the name Luxury. To penetrate the competitive major jewelry retailers in North America, a new brand that resonated with consumers on a highly emotional level was necessary to pull customers through to the mass retail channels.

Solution

PULL developed a brand positioning based on the special relationship connections consumers have in their lives. The big idea was to position SoulMate Diamond Jewelry as a perfect expression of love and devotion, evocative of the eternal bonds between loved ones symbolized by the jewelry designs featuring matching pendants with diamond insets cut from the single rough. We designed the brand identity, taglines, messaging, retail packaging and point of sale elements that featured the key attributes of the product's value proposition to customers. Additionally, we created all the promotional literature distributed to consumers through the retail channel and consulted on the development of a branded web presence and e-commerce store.

Outcome

Since its introduction in 2006, SoulMate Diamond Jewelry is now established in all the major jewelry retailers in the US, Canada and UK. Leading retailers like Macy's, Kay Jewelers, Gordon Jewelers and Sterling in the UK now carry the line.

Strategic Services

- brand strategy, development and positioning
- customer segmentation
- brand identity development

Creative Services

- retail packaging and point of sale
- direct marketing
- sales promotion
- marketing communications
- web development

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HOW WILL YOU influence YOUR CUSTOMERS?

PULL is a brand development, design and communications consultancy specializing in enterprise strategy, corporate and brand identity, retail design, branded environment design and integrated marketing communications. We work with our clients to create more pull and influence in their brand building initiatives, connecting customers into a two-way conversation. If you would like to learn more about our work, please visit our site, or contact Thomson Dawson tdawson@pullinc.com



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