

INDUSTRY: JEWELRY
MARKET: MANUFACTURING
TYPE: INDEPENDENT RETAILERS

Industry & Market: Jewelry Manufacturer

With over 28,000 individual businesses, the retail jewelry industry represents a mature market with \$30 billion in annual revenue. Smaller specialty shops can effectively compete with large chains since pricing isn't exclusive factor defining success, but also marketing and merchandising. Jewelry manufacturers supply these retail businesses with both traditional and modern designs in both fine and fashion jewelry.

A jewelry manufacturer with retail distribution in 1,500 stores needed to promote its new winter season designs. They had developed a strong holiday promotion campaign, however, retailer participation in these types of programs had been historically low due to:



The Challenge:

Local Market
Promotional Buy-In

- **Vendor frustration** – With a disorganized, time-consuming order process, few stores were willing to team up, and devote prime retail space, to the company's displays and signage.
- **Promotional costs** – Media costs increased around the holidays, traditionally prime time for jewelry purchases, making promotions more cost prohibitive.

The manufacturer also had additional concerns:

- **Poor coordination** – With the manufacturer's manual enrollment process, more time was being spent responding to retailer requests than on marketing efforts.
- **Expensive distribution** – The manufacturer relied on multiple vendors to produce and send their materials, driving up marketing costs.

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Using SproutLoud, the jewelry manufacturer automated their enrollment and integrated their workflows into one platform, streamlining the marketing process. With all marketing materials available in one centralized online location, the manufacturer could offer:

The Solution: Automated Processes

- **A predesigned campaign** – The comprehensive marketing program provided to their retail stores included a sneak preview piece, a product catalog, e-mail event invitations, and in-store displays, all coordinated through SproutLoud's Marketing & Planning Calendar.
- **Ad funds** – Each retailer that promoted the new product line received an automatic 20% discount on materials ordered, a subsidy the manufacturer provided to help offset marketing costs.

These incentives helped to increase store participation in the promotion.

The Impact:



- **Increased retail participation** – Store participation increased from less than 10% the previous year to over 60% percent.
- **Faster engagement** – Most stores participated in the product highlight program right after they received the sneak preview.
- **Lower production costs** – Using SproutLoud's vendor network saved over \$29,000 in material and distribution costs, which they were able to channel back into their marketing. The client also adopted the platform to coordinate its local marketing programs year round.

ABOUT US:

SproutLoud helps companies manage their brands and messages in local-level marketing with an online platform that enables local marketers to access the materials they need in the media of their choice, customize them, and reach their target audience with brand-controlled messaging. SproutLoud manages brand compliance, increases speed to market, automates manual tasks, and provides robust reporting, making local marketing work smarter.

For more information about SproutLoud solutions, please contact a member of the SproutLoud sales team at:
888.274.3802 • www.sproutloud.com