



a Segerdahl company

CASE STUDY

CLIENT: National Jewelry Retailer

CHALLENGE: To create an emotional connection with their high-end customers, the client wanted to develop and print a sophisticated “highly involved” booklet for customers who spent \$5,000 and more on diamond purchases. Originally titled the “Journey,” the purpose of the booklet was to take the customer through all phases of the diamond jewelry creation process, aligning these phases with the individual’s personal journey – from the first glance to the second date to the next chapter...marriage.

SG360° SOLUTION: The purchasing of fine jewelry, especially engagement rings, is a highly emotional activity. Because of this it was important for the client to find a partner that could capture and convey all of these emotions into a single printed piece – and have it available for the client’s upcoming sales meeting. With their reputation for innovative and high-end direct marketing communications, SG360° was selected as that partner.

Through the unrivaled collaboration for which SG360° is known, we created a sophisticated 20 page perfect bound booklet befitting the high end jeweler. With clear foil and metallic ink features along with hand assembled die cut inserts and French-folded pages, the booklet embodied the emotions that go into selecting the perfect piece of diamond jewelry for your perfect person.

RESULTS: Officially entitled “Chosen,” the booklet not only received resounding positive response during the client’s sales meeting but achieved a significant ROI during its initial targeted release. Based on these initial results, the client is rolling out usage of the Chosen booklet to 70% of its stores in May with distribution to all stores by the end of summer.