

## Local Community Positioning Tiffany & Co.

From June 1, 2000 to January 31, 2006, TLC PR was the agency of record for Tiffany & Co. in the Hawai'i/Pacific region. During this period of time the firm worked toward the goal of strengthening Tiffany's positioning in the local (kama'āina) market. This campaign was critical, as it carried Tiffany through challenging times when Japanese business was declining and the local market represented an opportunity to sustain sales levels. It also differentiated Tiffany from many other luxury brands that exerted all marketing efforts toward the Japanese visitor. Tiffany's appeal relied partly on a wide product range, offering a relatively inexpensive gift of silver or crystal to the first-time shopper, as well as the extremely high-end jewelry purchased by dedicated customers. Part of our role was to entice the first-time buyer, particularly the youth market, so as to establish a brand loyalty early on with Tiffany.



Tiffany was constantly in the media, with numerous product placements (a challenge in a market where fashion media are scarce), feature stories and interviews with visiting Tiffany executives. We ensured Tiffany products were readily available for photo shoots and positioned them in media appealing to the young professional.

We also conducted an outreach program that linked Tiffany with community groups in line with their business goals. For example, we linked Tiffany to fundraisers conducted by the Friends of Iolani Palace. Here we achieved exposure at special events by way of creative gifts for attendees among a very established, high-end group (by way of formal events such as the Royal Ball) as well as among a young professionals group created by Palace supporters to generate interest among a more youthful population.

Our team reached out to private club members, such as the Oahu Club, the Plaza Club and Young Business Professionals Group to organize product presentations by Tiffany, sometimes conducted in the store and sometimes in a setting convenient to club members. Non-profits were often honored for their

community work in the stores with lovely events, often with a theme and a product presentation. These types of events frequently resulted in significant purchases. Media coverage was secured in the society pages.

Media and community relations for two store openings were managed, including a new store in Wailea, Maui, and the grand opening of the flagship store in Waikiki, as part of the opening of the luxury mall, 2100 Kalakaua. This gala opening was placed on a par with the opening of Tiffany in Tokyo and included the attendance of Paloma Picasso.

**Results:** The campaign produced continual and consistent coverage of Tiffany in local fashion, lifestyle and business media. New customer bases were opened up by partnerships with like-minded community groups. The publicity surrounding the opening of 2100 Kalakaua was dominated by Tiffany coverage and positioned the flagship store as an important venue for luxury shopping and experience.