

**Diamond Promotion Service  
Journey Diamond Jewelry Television Co-op Program  
Facilitated by Spot Runner  
October 3, 2007**

With almost one billion dollars in sales reported in the first six months of its launch and consumer awareness growing rapidly, there remains a tremendous opportunity to grow the Journey Diamond Jewelry category throughout the year, but especially during the holiday season when considerably more consumers are looking for the perfect gift to celebrate their relationship.

In an effort to boost more sales, Diamond Promotion Service is offering 40% co-op funding to independent retailers toward a highly effective, four week Spot Runner television advertising program. This turnkey program will be supported with a high-quality Journey TV commercial and a targeted media plan, to promote your store as “the destination” to buy Journey Diamond Jewelry this holiday.

This opportunity will be based on a first-come, first-serve basis (see Funding and Market Exclusivity sections).

**Why a program designed for television?**

Television offers the greatest range of advertising qualities. It is set apart from competing media by its ability to offer sight, sound and motion to generate an emotional response. This medium is chosen because it can be used creatively by advertisers to differentiate them from the competition which helps to create a memorable brand image.

Spot Runner, an advertising service provider, has developed a revolutionary advertising program that makes it easy and affordable for retail jewelers to advertise on TV.

**Program Details**

Funding

- The total size of the Journey TV Co-op Program will be \$1,874,000. The program is structured to pay for 40% of a retailer’s cost to fund a highly effective television advertising campaign.
  - DPS will contribute \$750,000 overall (or 40%).
  - Each participating retailer will pay 60% of their scheduled media plan
- Because media costs vary from market to market, the funding levels will vary per retailer but there will be a \$20,000 cap per retailer in an effort to extend the reach of this program to as many markets as possible.
- Once the funding of \$750,000 is used up by all the participating retailers this offer will no longer be in effect. Of course, you may still create your own program with Spot Runner as long as you are willing to fund the program.

Target Retail Participants

- The Journey TV Co-op Program will be offered to independent retailers throughout the United States.

### Timing/Media

- The air dates for the Journey Diamond Jewelry commercial will be October 29, 2007 – November 25, 2007. If scheduling issues occur for this four week plan, there may be some flexibility to adjust dates. Such plans will be handled on a case-by-case basis.
  - Research tells us that advertising in November is valuable because consumers start browsing early to decide what they will purchase this holiday season. The actual purchase often takes place in December but it's important to have your message in front of prospects as they go through their gift consideration process.
- Spot Runner will work with each participating retailer to develop a strong, high frequency media plan that reaches up to 60% (depending on market size) of the Journey Diamond Jewelry primary target audience of affluent consumers, age 25-54.
- Media planning will be designed to complement the national "A Diamond Is Forever" campaign, which will be focused primarily on primetime programming. Spot Runner will strive to put the retailer on broadcast with target day parts being morning programming and late news. In areas where broadcast is cost-prohibitive, media planning will focus primarily on primetime cable channels.
- Note: Requests for joint agency or cable-direct purchases will not be permitted. All media planning and buying will be facilitated through Spot Runner.

### Market Exclusivity

The same commercial cannot be used for more than one participating retailer within the same market. Additionally, it is desired that the program support no more than one retailer in each DMA/target market area.

### Commercial Creative

- All participating retailers will have the opportunity to select a 30-second customizable spot from the DPS Journey commercial library that Spot Runner created to align with the "A Diamond Is Forever" national campaign
- To view the selection of commercials visit [www.spotrunner.com/dps](http://www.spotrunner.com/dps). The Journey spots are called "Eternal" and/or "Home Movie".
- Spot Runner will customize the commercial to include your store logo and voiceover message.
- Both Journey commercials in the Spot Runner library feature the popular "S" curve pendant. However, the product shot can be changed to feature a different Journey jewelry piece if you desire for a small additional charge. Spot Runner will provide technical specs and maintain final quality control.

### **Radio Alternative**

Although this offer recommends TV advertising only, retailers will have the option of using radio to maximize consumer awareness

- Radio can be used under the following circumstances:
  - The retailer wants to create an integrated program that includes TV and radio
  - The retailer is already advertising Journey on TV

### **Targeted Media Plans**

In conjunction with Spot Runner, DPS has established minimum reach and frequency commitments that will ensure the Program objectives are achieved. All media planning

will be based on Target Rating Points (TRPs). The following baselines have been created for a four week plan airing Oct. 29 to Nov. 25:

- Broadcast TV Only: 75 TRPs per week
- Cable TV Only: 50 TRPs per week
- Broadcast TV/Radio: 50 TRPs per week for TV, 75 TRPs per week for Radio
- Cable TV/Radio: 35 TRPs per week for TV, 75 TRPs per week for Radio
- Radio Only: 100 TRPs per week

Note: A Target Rating Point represents a percentage of the target consumer with the participating market/region.

### **DPS Requirements**

- Provide 40% of media plan costs with a \$20,000 cap per participating retailer

### **Retailer Requirements**

- Pay 60% of the media plan
- Use one or both of the DPS Journey commercials as made available on Spot Runner web site (“Eternal” and/or “Home Movie”)
- Complete commitment form and send to DPS at 212-210-8114 and follow the “Next Steps to Get Started” section
- Approve media plan via Spot Runner web site within 24 hours of receipt
- Provide retailer logo to brand commercial
- Pay in advance unless Spot Runner arranges otherwise
- Support Journey with additional marketing activity
- Participate in post-campaign surveys/research
- Abide by all terms set forth by DPS and Spot Runner

### **Spot Runner Requirements**

- Oversee day-to-day operations of the co-op program, including distribution of funding
- Work directly with retailers to process all orders
- Design the most effective media plans for each market
- Provide the commercial templates and customize creative to individual retailer needs
- Negotiate and buy media plans
- Traffic creative to chosen media outlets
- Provide schedule reporting

### **Next Steps to Get Started**

- Complete commitment form and send to DPS at 212-210-8114
- Purchase the desired Journey ad(s) on Spot Runner’s web site
  1. Go to <http://www.spotrunner.com/dps>.
  2. Click on the “Ads” tab at the top of the page.
  3. Review the two Journey commercials (“Eternal” and/or “Home Movie”).
  4. Follow site instructions to purchase desired commercial:
    - Click on “Select” button
    - Click “Next” to check availability
    - Enter zip code, select target region and click “Next”
    - If commercial is available, click “Next”
      - If commercial is not available, return to library and choose other ad
    - Create a free account or use existing Spot Runner log-in information

- Following site instructions to personalize your commercial and click “Next”
  - Confirm information entered and click “Checkout”
  - Follow easy-to-use Checkout process to complete order
5. Spot Runner will then call you to build and finalize the media plan
    - If retailer wants to get a sense of pricing, click on “Schedule” in the Spot Runner web site (<http://www.spotrunner.com/dps>).
  6. All questions will be answered by calling Spot Runner’s toll free number 888-943-SPOT (7768).

**Key Date Schedule:**

Offer Announcement sent via email	October 4
Interested retailers purchase Journey ad(s)	October 4 – October 14
Spot Runner finalizes media plans	October 4 – October 14
Spot Runner to negotiate media buys	October 8 – October 24
On air in all participating markets	October 29– November 25
Survey information submitted to participants	January 7
Survey information returned to DPS	January 21