

**Diamond Promotion Service  
Post-Christmas Television Co-op Program  
Facilitated by Spot Runner  
November 1, 2007**

It's no surprise that diamond jewelry sales perform well in the weeks leading up to major gift-giving occasions, with Christmas leading in terms of sales volume. What you might not realize is that the two weeks following Christmas are also a key diamond-selling period.

Research shows:

- In 2006, gift cards (i.e., AMEX, Visa, etc.) at Christmas represented almost \$25 billion in sales.
- The last week of December and the first two weeks of January represent almost \$1 billion in diamond jewelry retail sales.

This year, we are capitalizing on this key selling period by airing our "A Diamond Is Forever" holiday TV commercial after Christmas, and we encourage you to extend your diamond advertising message as well. In support, **Diamond Promotion Service is offering independent retailers co-op funding towards a TV advertising program that features Journey Diamond Jewelry, the same product that will be promoted in the "A Diamond Is Forever" holiday TV ad. The offer will provide 50% of your media dollars for a 19-day TV flight that extends from December 26, 2007 through January 13, 2008** (for more information see the program details below).

This opportunity will be 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 themselves from their 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. In most cases, it's less expensive than you would think.

#### **Why Promote Journey Diamond Jewelry?**

- This new product category generated almost \$1 billion in sales in the first six months of its launch, and consumer awareness and the desire to own a piece of Journey Diamond Jewelry continue to grow rapidly. In fact, research has shown that over 1.6 million people want Journey to be the next piece in their diamond wardrobe. Due to the marketing concept behind this product ("With every step, with every stone, love grows") Journey Diamond Jewelry is undeniably the perfect gift to help your customers celebrate their relationships. Although the "S" curve necklace has been widely advertised, there are a variety of new designs available that may appeal to

your consumer. To see the winning pieces from the Journey Diamond Jewelry Design Competition, visit <http://www.dps.org/trade/seeadv/journey/winners/index.jsp>

- All of these pieces have also been added to our motif guide <http://www.dps.org/trade/seeadv/journey/motif/index.jsp>
- This year's "A Diamond Is Forever" holiday commercial will focus on Journey.

## **Program Details**

### Funding

- The total size of the Journey TV Co-op Program will be \$500,000. The program is structured to pay for 50% of a retailer's media plan cost towards a highly-effective television advertising campaign.
  - DPS will contribute \$250,000 overall (or 50%)
  - Each participating retailer will pay 50% 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.
- If you are a retailer who owns more than one store in different markets then you are guaranteed funding for your first choice market. You may sign up for your additional markets if there is no other retailer building a plan in those other markets. Funding for your other markets will be determined at the media process deadline.
- Once the funding of \$250,000 is used up by all of 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 entire program.

### Retail Participants

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

### Timing/Media

- The ideal air dates for Journey Diamond Jewelry commercial will be during the critical window just after Christmas from December 26, 2007 through January 13, 2008.
- Spot Runner will work with each participating retailer to develop a strong, high-frequency media plan that reaches up to 50% (depending on market size) of the primary target audience of affluent consumers, aged 25 and older.
- 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.

### 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 option to use any TV commercial from the Spot Runner library that promotes Journey Diamond Jewelry. There are several themed spots to consider: Holiday/Winter, Journey Specific or General Gifting (this spot is in development and will be available to preview by November 16<sup>th</sup>. The concept demonstrates how the experience of gifting a diamond to someone you love is different than any other gifting moment. It is not about the act of giving a gift, but the profound communication of enduring love).

### **DPS Requirements**

- Provide 50% of media plan costs with a \$20,000 cap per participating retailer

### **Retailer Requirements**

- Pay 50% of the media plan
- Use any Spot Runner commercial that supports Journey Diamond Jewelry
- 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. Media plans must be final approved by December 17<sup>th</sup>.
- Provide retailer logo to brand your selected commercial (if desired)
- 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
- Note: Requests for joint agency or cable-direct purchases will not be permitted. All media planning and buying will be facilitated through 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 fax to DPS at 212-210-8114. Shortly after, Spot Runner will contact you to begin your media planning process.

### **Key Date Schedule**

Offer Announcement sent to retailers	November 1
“General Gifting” new commercial available for preview	November 16
Spot Runner creates media plans for interested retailers	November 1 – December 14
Spot Runner negotiates media buys	November 5 – December 18
Offers must be completed and media plans approved by:	December 17
On air in all participating markets	December 26 – January 13
Survey information submitted to participants	January 18
Survey information returned to DPS	January 31

