

AVON
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AVON
JEWELRY

WOMEN'S COSTUME JEWELRY/PROMOTIONAL STRATEGY AND PLAN

PRECIOUS PRETENDERS INTRODUCTION

CAMPAIGN 8, 1971

MARKET BACKGROUND

1. Market Characteristics: Costume Jewelry

Established market with 3-4% dollar growth rate

Market somewhat segmented by price.

Under \$3.99: largest single segment. Mature market. Most jewelry pieces fall into category of "staple jewelry" - (no unique designs) or gimmicks.

\$3.99-\$12.99: large segment. Pricing allows for better product quality and design individuality.

\$12.99-\$20.00: good growth opportunity through customer trade-up in quality/price.

\$20.00+: Fine Jewelry Category (gold filled, kt. gold, gemstones) growing 10+% annually.

2. Total Jewelry Market Size:

	Mfg. \$ (000)
Women's Costume	\$185-190
Men's Costume	60-65
Accessories)	55-70
Novelties)	55-70
Precious Metals	325-350

Total Domestic Production \$625-675

3. Major Competition:

Coro (\$30-35MM Mfg.), Sarah Coventry (\$15-20 Mfg.), Trifari (\$5-10Mfg.). Three majors - 35% costume jewelry market.

4. Avon Sales Objectives:

- a- Sales: \$13 MM in 1971, \$24 MM in 72
- b - Average Gross Profit: 65%
- c - Distribution: National in 2nd Qtr. 1971

PROMOTION TARGET PRODUCT

A coordinated line of exclusively designed, copyrighted, high-quality women's costume jewelry to be introduced nationally in 2nd Quarter of 1971.

CONSUMER PROMOTIONAL STRATEGY

To make customers want to purchase the product, the following guidelines have been established:

PROMOTION OBJECTIVES

1. To create awareness of a new product category.
2. To make customers aware of the nature and value of the product.
3. To associate and enhance the Avon name with a new, high-quality excellently designed product line.

PROMOTION TARGET GROUP

All women, particularly those between 25 and 55.

CREATIVE OBJECTIVES

1. To make customers aware that Avon now has available exclusively designed costume jewelry.
2. To inform that Avon jewelry is excellently crafted and unconditionally guaranteed, and available only through Avon Representatives.
3. To convince women that costume jewelry from Avon is desirable for both personal adornment and gift-giving.

SUPPORT

These objectives can be supported by the following facts:

- a. Avon costume jewelry is exclusively designed for Avon and not available anywhere else.
- b. It is of the finest quality for the purchase price.
- c. It can be purchased at home only through the personal service of the Avon Representative.

CONSUMER PROPOSITION

Women who wear or give women's costume jewelry from Avon will immediately communicate their own good taste, because Avon's high quality costume jewelry is beautifully created by skilled craftsmen in exclusively designed collections that you will be proud to own or give.

CONSUMER COPY POINTS

Women's costume jewelry from Avon is --

1. exclusively and elegantly designed.
2. excellently crafted in fine materials.
3. unconditionally guaranteed.
4. available in beautiful coordinated collections.
5. selected in the home.
6. available only through Avon Representatives
7. an elegant, attractive personal accessory.
8. an excellent gift item.

REPRESENTATIVE PROMOTIONAL STRATEGY:

To make Representatives want to sell the product, the following guidelines have been established:

PROMOTION OBJECTIVES:

1. To create awareness of a new product category.
2. To make Representatives aware of the nature and value of the product.
3. To make Representatives aware of the extra-earnings opportunities for the product.

PROMOTION TARGET GROUP:

AVON REPRESENTATIVES

CREATIVE OBJECTIVES

1. To introduce women's costume jewelry from Avon to Representatives.
2. To inform that it is available in exclusively designed and excellently crafted collections that are unconditionally guaranteed and available only through Avon Representatives.
3. To convince Representatives that costume jewelry offers her a strong, new, year-round multiple-sales opportunity.

REPRESENTATIVE PROPOSITION:

When you sell women's costume jewelry on a year-round basis, you'll earn extra money easily and continuously, because women want to buy exclusively designed, excellently crafted high-quality costume jewelry that communicates their good taste when they wear it or present it to others.

REPRESENTATIVE COPY POINTS

Women's costume jewelry from Avon is...

1. easy to sell
2. a year-round, multiple-purchase earnings opportunity
3. an excellent way to increase present customer purchases, and to introduce Avon products to new customers.
4. wanted by customers because (see Consumer Copy Points)

JEWELRY - PRECIOUS PRETENDERS - INTRODUCTION

CAMPAIGNS	MEETINGS	SPECIAL LITERATURE	BROCHURES	PURCHASE ORDER	OUTLOOKS	REP. ACTION
-1	1st Quarter Sales Meeting. Teaser mention in film.					
Before Valentine's Day-Feb.14th		Managers receive gift with letter from Branch Sales Manager.				
-6		Rep. receives FLYER in C-6 Lit. Pack (describes jewelry-urges to buy and use demos.		Jewelry on PO Cover. 3 Demo offers: 1. Regular demo 2. Extra Earnings 3. Special	1/3 page Outlook on ordering demos.	Rep. orders Demo. products.
-7						Demo. products received.
-8	2nd Quarter Sales meeting. 10 min. of live & film Jewelry coverage.		Brochure intro. on Precious Pretenders.		Outlook Spread (President's campaign) 3 editions: I. National w/ double dollar incentives. II.No incentives III.No Pres.Cam. no incentives - cover	
-9			Brochure repeat offer of Jewelry.			Rep delivers Jewelry

CUSTOMER 2

CUSTOMER 2

So, Avon lady, what's new?

NEW PRODUCTS

FEM (VO)

You can say, Over 200 new products in 1971!...
expanding the best of now...

COLORS

developing the new...

FLOWERS

capturing excitement in color...

finding fragrances in the unknown or
almost-forgotten (like the scent of
fresh field flowers!)

JEWELRY

Finding "Precious Pretenders" in
jewelry! In the remote future? ...No!
-- in time for Mother's Day.

AVON LADY SHOWING JEWELRY
IN SELLING SCENE

MALE (VO)

Avon will see to it that you stay "in
demand" with Customers because you're
in demand" with Avon, too!

After all, it's through you that Avon
sells its products. Without you, the
world's leading manufacturer and distributor
of cosmetics and toiletries wouldn't be Avon.

ROLL UP

Your accomplishments have inspired Avon's
company-wide program in 1971. It's called
"You're in demand!"

Every Avon employee pledges increased support
to every Avon Representative because "You're
in demand!"

SELLING SCENE

AVON LADY

"There's never been a better time
to be an Avon Lady!"

(MUSIC: UP, BIG, FAST FINISH)

FADE OUT

*as
Valentine
gift not
get duplicate*

Dear Avon Manager,

I am pleased to present you with this very elegant Valentine gift of bracelet and earrings from Avon's first collection of fine jewelry. The entire Precious Pretenders collection -- earrings, bracelet, necklace and pin -- will be introduced to Representatives in Campaign 6.

Precious Pretenders was designed to offer the Avon Representative a golden year-round earnings opportunity -- and we're going to tell her how to take advantage of it in a beautiful introductory flyer that she'll receive in her Campaign 6 Literature Pack. (You'll receive copies for your new appointments too.)

We feel that Precious Pretenders is so well designed and so expertly crafted, it can sell itself to any customer who sees how well it looks on, or with, almost every lovely thing she owns. That's why we're offering the entire collection to Representatives at very special savings in Campaign 6. We want her to have Precious Pretenders to show -- and sell -- in Campaign 8.

She'll find some exciting selling ideas and news about some very special incentives in her Campaign 8 Outlook. Plus a beautiful customer introduction in her Campaign 8 Brochure.

Precious Pretenders will be featured at your Campaign 8 Sales Meeting. I hope you'll be wearing your Valentine bracelet and earrings then -- and encourage Representatives to do the same when they call on customers in Campaign 8.

I'm sure Precious Pretenders will be a beautiful success for all of you!

Sincerely,

Branch Sales Manager