

# Strategic Message Planner: Kendra Scott Jewelry

*Bayli Greer*

## **1) Advertising Goal**

To develop and deliver an effective campaign that introduces the brand itself, by gaining customers that not only wear the Kendra Scott jewels, but recognize the brand as something they want to be a part of.

## **2) Client: Key Facts**

- Designer, CEO, and philanthropist, Kendra Scott started her company in 2002.
- Kendra Scott's entrepreneurial career was launched out of a spare bedroom. It was 2002, and Scott had just given birth. Bored and on bed rest, she withdrew \$500 and bought the materials to make earrings. At this point, she'd been making jewelry as gifts for friends for years, as she was frustrated that the only available options at retailers were bookended by high-fashion, expensive pieces and trendy, low-quality pieces with nothing but blank space in between.
- What sets Kendra Scott apart is its refreshing take on classic designs using new gems and colors is what makes the jewelry truly special.
- In 2008, Scott finally had the resources to design and cut a uniquely shaped stone: The Danielle earring, a large, distinctive slab, was born. Kendra Scott's main products consist of unique necklace designs, eye-catching earrings, and bold bracelets.
- The Kendra Scott team actively engage in philanthropic efforts throughout the year. They all realize there truly is no greater joy than that of giving back to others in need.
- Revenue exploded from \$1.7 million in 2010 to \$24 million in 2013, while the number of locations grew from one to nine.

## **Product: Key Features**

### ***What is the product?***

- Kendra Scott jewelry is luxury, quality jewelry that embraces bold stones and unique cuts. This product belongs in the jewelry/ fashion category consisting of earrings, necklaces and bracelets.
- Prices range from \$30 to \$200
- An exclusive feature of Kendra Scott Designs is the jewelry bar, where you get to pick out what colors and styles you want. Kendra believes she has the best job in the world and wants to share her passion with other women by allowing them to play designer and create their own custom jewels.

### ***What is the purpose of the product?***

- The purpose of the product is to empower women. Scott is absolutely crazy about jewelry because she love the way it makes women feel. She has a real connection with her customers.
- It is Scott's goal for people not to just wear the jewels but to be involved and recognize the brand as something they want to be a part of. They do this through providing amazing customer service and through continuous interaction on our many social media platforms.
- In 2016, Scott plans on launching new products that will move the company towards becoming a bonafide lifestyle brand.

### ***What is the product made of?***

- The product is made out of natural stone formed into custom designed shapes.
- In the last year, the Kendra Scott team has invested a lot of time and effort in finding new, unique stones to truly make their pieces one-of-a-kind and to ensure that they offer our long time customers something fresh and new with each line.

### ***Who and what made the product?***

- From a young age Kendra always knew she wanted to work in fashion, thanks to her aunt who worked as a department store buyer. Scott's genuine attitude comes from her starting the business as a mother of a three-month old, so cultivating a company that lives by a family-first mantra was one of her top priorities.
- Kendra Scott's husband had been let go from his job and, at the time, she was pregnant and staying at home. Rather than panicking about our situation, she took it as an opportunity to turn her passion into a business. She took \$500 out of their savings account, created a mini jewelry collection, went to local Austin boutiques and sold out of her first-ever collection. Months after that, she received a call from a buyer who wanted to represent her and the brand took off from there.
- In 2010, Kendra Scott Design opened its first retail store in Austin, TX. After that, growth accelerated rapidly. Today, the company continues to design and operate out of Austin, TX but the jewelry is now available in over 2,000 stores internationally. The brand enjoys the most brand recognition in the South but is slowly expanding outward.
- The creation process of the jewelry involves scouring the runways, magazines, blogs, and everything in between before the design process starts. From there, Scott and her design team begin developing the style of the collection with distinctive shapes, stone colors, and colorways. Only the best of the best components actually make it to the final collection, so there's a lot of perfecting and weeding out that happens during this time. Finally, the complete collection is designed and finalized and they await its arrival.

#### **4) Target Audience: Demographics and Psychographics.**



- The Kendra Scott shoppers tend to be women of all races, ranging in age from 15 to 65, and live all over the United States.
- Although, the Kendra Scott team believes the customer doesn't belong to a demographic, but more of a psychographic. The typical Kendra Scott girl is fashion-forward, has an incredible, vivacious personality and is not afraid of turning heads when she walks in a room. Kendra Scott believes these are the kind of women she sees wearing her jewelry.

#### **5) Product Benefits**

- The Kendra Scott jewelry is aimed towards the girl that might need a boost of confidence. Obtaining the timeless and beautiful jewelry collection will give you a pride of ownership.
- This product appeals to the need for control because the jewelry is at a reasonable price point for the great quality you are getting.
- The brand is fashionable and keeps up-to-date on the latest trends. Incorporating the simple yet elegant jewelry into your wardrobe will change your "look".

#### **6) Direct Competitors and Brand Image**



- Direct competitors include distinguished jewelry designers, like: Tiffany & Company, David Yurman, and Brighton. These jewelry designers provide more luxurious jewelry but lack trendy, colorful designs. Tiffany markets itself as an arbiter of taste and style. David Yurman jewelry specializes in sculptural jewelry. Brighton jewelry is made out of the finest leather that can be treasured for a lifetime.
- Kendra Scott is different from the rest because it provides affordable, sustainable, trendy jewelry.

#### **7) Indirect Competitors and Brand Image**

- Indirect competitors are lifestyle brands that include not only jewelry but handbags, shoes, etc.
- Kate Spade: Namesake designer brand that consists of handbags, shoes, eyewear, jewelry, and gifts. Inspires women to live colorfully and live an interesting life. Customers might veer towards this brand because it includes a variety of products.
- Tory Burch: American lifestyle brand that embodies the personal style and sensibility of Tory Burch. Known for color, print and eclectic details, includes ready to wear, shoes, handbags, accessories, and beauty.
- Forever 21: A department store that consists of cheap, but trendy clothes and jewelry. Customers might choose this option because it's cheap and easy to obtain.

## **8) Product Brand Image**

### ***Current brand image***

- A luxury, quality jewelry brand that embraces amazing, bold stones and unique cuts at a price point that is of great quality, not inexpensive, but attainable.
- A storefront that exudes positive, radiant energy and atmosphere.
- Kendra Scott is an incredible inspiration for women in business based on her successful entrepreneur skills, infectious personality and unique eye for design.

### ***Desired brand image***

- Kendra Scott exudes versatility and fashion.
- Whether a woman wants to buy a pair of the classic Danielle Earrings for everyday wear or statement pieces from the seasonal collections for a special occasion, there is something for everyone's personal taste and budget.
- With a range of styles and designs, customers are given a large variety to choose from and aren't left empty handed.

### ***Brand image challenge***

- The number one challenge Kendra Scott is going to face is to expand its demographics and location because the brand enjoys most brand recognition in the South (particularly Texas).

## **9) Strategic Message: The Promise**

- Kendra Scott exports the finest and most obtainable jewelry around while offering fashionable and colorful pieces that coordinate with customer's unique and individual styles and desires.

## **10) Supporting Evidence: The Proof**

- Invest the extra dollar in Kendra Scott jewelry and have a piece you can wear for a lifetime. Join the rest and add a timeless piece to your jewelry collection.
- Fashion is the heart of the company so Scott's sole focus is to create jewelry that is fashion forward and realistic.
- Kendra's designs have won over loyal fans, media and celebrities alike and resulted in happy clients.
- The Kendra Scott mindset is being positive, personable and providing incredible customer service, while building a company formed on the foundations of family, fashion, and philanthropy.

Excellent job here, Bayli! Only a few comments for the final draft.

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Research: A

Content: A

GSP: A

Format: A

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Total: A (94)