

Jacqueline's of Highland Park

Background

Jacqueline's, a well-established jeweler on the North Shore of Chicago, specializes in jewelry repair, custom-made and re-designed jewelry made in-house.

Objective

The goal of the campaign was to inform customers of a new product, lab grown diamonds. The campaign targeted two audiences, millennials and young couples (A25-39) looking to get engaged as well as affluent, married women (A30-54) looking to upgrade their diamond.

Strategy

Selected high impact boards for maximum exposure within a five-mile radius of the store's location. The units were in areas with high household incomes as well as high Millennial populations.

Plan Details

Market: Chicago, IL (Northwest suburban)

Flight Dates: Yearlong Campaign

OOH Format: Several billboard units along the Tri-State Expressway (I-294)

Budget: \$10,000 and over

Impressions: The campaign generated over 7.2 million impression to an audience of 25 to 39-year-olds as well as reaching 5.4 million females aged 30 to 54.

Results

The campaign successfully reached a larger audience and spread brand awareness across the north west suburbs to bring new clients to the store's location. Surveys are conducted when customers enter the store to track how they learned of the business. On a monthly average, 25% of customers said the billboard sparked their interest, resulting in three times the amount of a new client that either bought an engagement ring or redesign outdated jewelry. The trickle-down effect of the awareness campaign has led to many referrals for those planning to get engaged.

Additional Information

"Billboards are a great way to brand your company." -Jacqueline Jurica, Owner

