**PR EVENT REPORT FOR**

**THRISSUR GRACE JEWELLERY**

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November 18,2024**ACKNOWLEDGEMENT**

I would like to express my sincere gratitude to Thrissur grace jwellery for allowing me the opportunity to study and observe their PR event for their new launch of light weight gold and diamond ornaments that to in budget friendly way. special thanks to the whole staffs and manager at Thrissur grace jwellery who provided their valuable time to explain me about the events and their programs and schemes. This report would not have been possible without their encouragement and constructive feedback.

I am also immensely grateful to Dr Dillu Mary Rose for her guidance and support throughout the process of completing this report. Her valuable feedback and encouragement have been enhancing my understanding of effective communication and public relation strategies in the Thrissur grace jewellery

Thank you all for your support and contributors to this work

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**EXECUTIVE SUMMARY**

This report provides an analysis of Thrissur grace jewellery. Their recent PR work on their new collections and introducing of new light weight jwellery. The event was attended by a wide audience including families local media representatives and loyal customers This report outlines the public relations efforts of Thrissur grace jewellery during the PR period, focusing on brand visibility, media coverage, influencer partnerships, events, and overall impact on brand awareness and sales. The main objectives were to enhance the brand's prestige, engage with key target audiences, and increase both online and offline presence.

2 **MAIN BODY**

**2.1 INTRODUCTION**

Thrissur grace jewelers is the ageless allure of gold will amaze and enchant, every item of jewellery in the opinion of Thrissur grace jewellery has a story to tell and the unmatched brilliance of gold is the ideal way to do so. Their collections include pieces for every mood and occasions, ranging from elegantly conventional designs to strikingly right standout designs. The study shows that Thrissur grace jewellery effectively positioned itself as very customer friendly and trustworthy around the locality. This was founded in the year 1999 with a strong focus on new and trendy collections. They also have gold schemes for different purpose and functions we can invest the money. The managing director of the shop is Mathew kunjappu later it was taken by his sons. Also, they have shops in Trivandrum and Thrissur.

1. **Definition of the problem**

The primary problem identified in the evaluation of the PR event is the gap between the event’s objectives and its execution, particularly in terms of audience engagement and messaging clarity. While the event successfully generated media coverage and engaged in-person attendees, it fell short in fully engaging virtual participants and communicating the product’s practical benefits to a broader audience, especially non-tech-savvy small business owners.

**B. Description of the methods used**

Data for this report was collected through multiple methods. Firstly, the shop's social media presence on Instagram was observed to assess how the shop promotes its services and interacts with the public, providing valuable insights into its public relations (PR) event and communication strategies. Additionally, a visit was made to the jewellery shop, where a conversation with the owner Mathew took place. This direct interaction allowed for a deeper understanding of the PR event's purpose, execution, and the shops approach to managing customer relationships and brand image. Public search results were also reviewed to gather external opinions and feedback about the shops PR efforts.

**2.2 Evaluation of the PR Event**

1. Event Objectives

The primary objectives of the PR event were to:

Launch a New Gold Jewellery Collection: Showcase the new collection, featuring a blend of modern designs with traditional craftsmanship.

Strengthen Brand Image: Position Thrissur grace jewellery as a leader in luxury jewellery and craftsmanship, reinforcing its identity as an innovative yet timeless brand.

Increase Customer Engagement: Build stronger connections with existing customers while attracting new high-net-worth individuals and influencers.

Generate Media Coverage: Gain coverage in fashion and lifestyle media to increase the store’s visibility.

Effectiveness:

The event was successful in achieving its key objectives. The new collection was highlighted through elegant displays and live showcases. However, the focus could have been broadened to not only emphasize design but also the ethics and sustainability behind sourcing gold and precious materials, which is becoming increasingly important for luxury buyers.

2. Target Audience

The event’s target audience included:

Existing High-End Customers: Affluent individuals who have previously purchased fine jewellery and are likely to be loyal to the brand.

Potential High-Net-Worth Individuals: Wealthy consumers who might not have purchased from the brand yet but are looking for exclusive, high-quality jewellery.

Fashion and Lifestyle Influencers: Individuals with a strong social media following who can create buzz around the collection.

Media and Journalists: Key fashion, luxury, and lifestyle journalists to amplify coverage.

Effectiveness:

The event attracted a well-curated group of attendees, including some notable influencers and journalists, effectively tapping into both the high-net-worth individuals and media sectors. However, the event could have expanded its reach by also targeting younger, affluent professionals who are emerging as major luxury consumers. Engaging a broader demographic would ensure longer-term growth and appeal.

3. Key Messages

The key messages for the event revolved around:

Craftsmanship and Innovation: Emphasizing the meticulous design and quality that went into each piece of jewellery.

Exclusivity: Highlighting the unique nature of the collection, which was positioned as a limited-edition line.

Timeless Elegance: Reinforcing the idea that gold jewellery is both an investment and a timeless accessory.

Sustainability: Though subtly included in the messaging, the ethical sourcing of gold was mentioned as part of the brand's commitment to responsible practices.

Effectiveness:

The messaging was clear, but there was an opportunity to strengthen the emphasis on sustainability and ethical sourcing of materials. This is increasingly important in the luxury market, especially among younger, socially conscious buyers. The concept of "investment" was well communicated, aligning with the brand’s luxury positioning, but the story around ethical sourcing and craftsmanship could have been integrated more prominently.

**2.3 Strategic Recommendations**

Based on the evaluation of the PR event, here are several strategic recommendations to enhance future events and maximize their effectiveness:

1. Refine Objectives with Measurable KPIs: To evaluate the success of future PR events more effectively, the company should set clear Key Performance Indicators (KPIs). These might include:
2. Social Media Impact: Track hashtag use, mentions by influencers, and overall social media buzz.

Sales Conversion: Measure whether the event drives purchases, either during the event or in the days following it.

Media Coverage: Monitor the quantity and quality of press coverage received, including placements in top fashion and luxury outlets.

Customer Feedback: Use surveys or post-event follow-ups to gauge attendee satisfaction and learn about potential areas for improvement.

This approach would allow the company to directly link event performance to business outcomes.

2. Target a Broader Audience by Engaging Younger Demographics

While the event did well with high-net-worth individuals, there is an opportunity to engage a younger, more diverse audience. To capture the attention of younger, luxury-conscious consumers, the company could:

Leverage Digital Platforms: Partner with high-profile digital influencers, including YouTubers, Instagram personalities, and TikTok creators who have a strong presence in the fashion and luxury sectors.

Host Virtual Showcases: Live-stream the event or provide an online viewing experience with exclusive offers for digital participants.

Incorporate Fashion Technology: Introduce an interactive element, such as virtual try-ons, where attendees can see how different pieces look on them using augmented reality (AR).

Engaging younger, socially-savvy customers through digital channels will help build long-term brand loyalty and foster buzz around the collection.

3. Highlight Sustainability and Ethical Sourcing

Given growing consumer interest in sustainability, it’s crucial to position the brand as both a leader in luxury and a responsible producer. Future events should:

Showcase Ethical Sourcing: Dedicate a portion of the event to highlighting the ethical sourcing of gold and the brand’s commitment to sustainable practices. This could include guest speakers from ethical mining organizations or sustainability experts.

Eco-friendly Packaging and Materials: Demonstrate how the brand uses sustainable packaging for its products and how the new collection minimizes environmental impact.

This focus would resonate strongly with both younger consumers and affluent buyers who prioritize ethical purchasing decisions.

**CONCLUSION**

The PR event hosted by Thrissur grace Jewellery successfully introduced the new gold jewellery collection and met many of its objectives. However, there are opportunities for improvement, particularly in reaching a younger demographic, emphasizing sustainability, and incorporating more immersive experiences. By implementing the recommendations outlined above, the shop can elevate future events to become even more impactful, engaging a broader audience while reinforcing its position as a leader in luxury jewellery.

**APPENDIX**

1. What were the main objectives of the PR event you hosted?

2. Do you feel the event successfully met the primary objectives?

3. Was the event aligned with your overall business strategy?

4. Who did you primarily aim to attract to the event?

5. To what extent did the event’s messaging align with your brand values

(e.g., quality, craftsmanship, sustainability)?

6. Do you feel that your team effectively communicated the unique selling

points of your products during the event

7. How would you rate the effectiveness of your media outreach for the

event? (e.g., press releases, invitations, media coverage)

8. Have you noticed any immediate benefits from the event?

9. Do you feel the event helped to strengthen relationships with your

existing customers and business partners?

10. Has the event contributed to a noticeable shift in brand perception or

awareness in your target market?

11. What suggestions did attendees to recommend to their new collection?

12.What elements of the PR event do you think worked the best and should

be repeated for future events?

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