

Marketing Marriage to the Millennial College Student

Jerad Jewlers

Why this Target Market?

College aged Millennial Market

- Potential buying power-within Jewelry Industry
- Target Market is ultimately untouched
- It's a cost effective and Low maintenance market
- Build long-term consumer loyalty

About This Market (Survey results)

People Surveyed

- Third and Fourth year college students
 - 66.7% 4th year students
 - 33.3% 3rd year students
- Of the Total surveyed
 - 33.3% were in serious relationships
 - 16.7% Were already Engaged
- Likelihood of marriage in next 5 years
 - 33.4% very likely

Familiarity with Jewelry Store in this Market

- Currently Familiar with any engagement/wedding Jewelry
 - 66.7% said No
- When asked which one they were familiar with (if they answered yes)
 - Jerad-2 times
 - Kay-1 time
 - Wedding Day-1 time
 - Goodman- 1 time
- When asked How Familiar are you
 - 20% very
 - 20% Somewhat
 - 20% not very

What is the college Millennial looking for?

In the Ring itself:

- Top Four answers on the Survey
 - Style and Look of the Overall ring
 - Price of the ring
 - Originality and Uniqueness
 - Center Stone

In the Company:

- Pricing of Collection
- Quality of Products sold
- Uniqueness of Pieces

Marketing Plan

Engagement/Wedding Jewelry Line for the College aged Millennial

- Jewelry line that Incorporates Top wants/needs for this generation
 - Price
 - Uniqueness/Originality
 - Center stone type
- Marketing that aims primarily at this age/generation group
 - Build
 - Store awareness
 - Brand loyalty