

## Helzberg Diamonds Is Primed For Shinier Things With New Chief Marketing Officer And New Agency Partner

Friday, March 02, 2018 07:33:00 PM (GMT)

KANSAS CITY, Mo., March 2, 2018 /PRNewswire/ -- Helzberg Diamonds is entering the new year with a focused effort on innovating its marketing strategies with the addition of a new chief marketing officer, Ellen Junger and a new advertising agency of record, Carmichael Lynch.



For 100 years Helzberg Diamonds has been helping to make people feel loved. And while love isn't going out of style anytime soon, the way that people are shopping for jewelry to show their love is continuing to change rapidly. Helzberg Diamonds has plans to continue to help people feel loved in new ways by evolving its customer messaging and communications methods. The new chief marketing officer and new advertising agency are part of putting that plan into motion.

"We're thrilled to announce Ellen Junger as the chief marketing officer of Helzberg Diamonds," said Helzberg Diamonds Chairwoman and CEO Beryl Raff. "Ellen brings a wealth of experience in retail and will help lead Helzberg Diamonds into the next generation of innovation for the brand."

Prior to joining Helzberg Diamonds, Junger held the chief customer and marketing officer role at Payless ShoeSource and a number of executive roles at Hallmark Cards, including chief marketing officer and president – Hallmark Canada.

"I have always been a fan of Helzberg Diamonds as a company with a strong legacy of success and leadership in jewelry retail, but also as a consumer," said Junger. "I look forward to taking this great company forward by re-energizing the brand through smart marketing and new ways of reaching consumers."

Helzberg Diamonds has overhauled its agency structure and named Carmichael Lynch as its agency of record for, creative, social, design, influencer engagement and analytics following a competitive agency review. Horizon Media, a trusted partner to Helzberg Diamonds for more than 10 years, will now take on an expanded role to include all media planning and buying responsibilities.

"As we evolve the Helzberg Diamonds brand, we're looking to disrupt the sea of sameness in the jewelry industry while sharing our 'I Am Loved' narrative in new ways," said Raff. "Carmichael Lynch's innovative thinking, collaborative approach and understanding of our business make them the ideal partner to do just that."

"We are proud to partner with Helzberg Diamonds and help propel their business," said Carmichael Lynch President Julie Batliner. "It's exciting to work with a brand with such a rich heritage and story to tell that's looking to breathe new life into the category."

The agency begins work immediately and will launch new work for the brand in spring 2018.

### ABOUT HELZBERG DIAMONDS

[Helzberg Diamonds®](#), a retail and [online jewelry store](#) focused on customer service, was founded in 1915 and has more than 200 stores nationwide featuring a wide selection of fine jewelry, including [diamond engagement rings](#) and [wedding rings](#), precious gems and watches. Helzberg Diamonds takes pride in its history of offering exceptional value, exclusive designs and timeless jewelry. Helzberg Diamonds is based in North Kansas City, Mo., and is a subsidiary of Berkshire Hathaway Inc. (NYSE: BRK/A and BRK/B). For the locations nearest you, call 1-800-HELZBERG (800-435-9237) or visit [Helzberg.com](#).

### ABOUT CARMICHAEL LYNCH

Carmichael Lynch is renowned for creating Unfair Ideas that give clients an unfair advantage against their competition. As a fully integrated creative agency, Carmichael Lynch offers a collaborative, holistic approach to marketing, leveraging paid, earned and owned media and creative strategies. The agency's work has been heralded by international award shows, and its company culture, and diversity and inclusion initiatives have won a multitude of honors. The agency's client list includes famous brands such as Subaru, U.S. Bank, Phillips 66, Jack Link's Protein Snacks, Arla Foods, and Truvía. Carmichael Lynch Inc. is owned by the

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**Media Information** For more information:  
Eric Hausman  
Carmichael Lynch Relate  
612-375-8506  
[eric.hausman@clynch.com](mailto:eric.hausman@clynch.com)

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SOURCE Helzberg Diamonds

**Countries:** United States

**Industries:** Retail, Household & Consumer Products

**Languages:** English

**Primary Identifiers:** BRK.B-US, IPG-US

**Related Identifiers:** BRK.B-US, IPG-US, BRK.A-US