



Share Your **Love** via Social Media:

Marketing Jewellery for Valentine's Day

Valentine's Day is not only a special day for lovebirds. Traditionally, it has also been a big day for jewellery brands. People are thinking of love, happiness and promises while brands strive to launch the best social strategies to create a real emotional connection with consumers.

Let's take a look at some top global jewellery brands and see how well they performed on Facebook during this year's Valentine's season. A quick snapshot shows that Tiffany & Co. was the clear social leader, with Cartier at a distant second. But why this disparity?

Brand	Fans	Fans Growth	Brand Share	Likes	Comments	Shares	ER Growth
Harry Winston Official Pa...	229,183	↑3.38 (7,488)	2.60%	51,844	656	2,988	0.34
Van Cleef & Arpels	316,001	↑12.33 (34,676)	3.58%	73,062	1,198	5,427	0.78
Tiffany & Co.	5,429,110	↑6.58 (325,221)	61.52%	2,217,515	18,448	102,023	0.66
Piaget	444,995	↑1.29 (5,673)	5.04%	19,704	209	1,202	0.32
Cartier	2,405,597	↑4.85 (111,297)	27.26%	536,904	7,017	36,566	0.52

Generally, all the brands were more socially active during the first 2-weeks of February 2014, compared to the month before. However, we see that the most successful strategies came from careful planning and early execution.



Tiffany & Co. was an early bird. The brand started its Valentines promotion on January 2. One of its strategies was to publish a series of romance-themed product photos. The brand also launched a "Send a Tiffany Valentine" Facebook app to let Fans make their own Tiffany Valentines cards and share with their lovers. Participants were able to choose from different Tiffany gifts, characters and cityscapes - creating a tailor-made card for their loved ones. As a result, these online activities helped Tiffany & Co. create a 400k increase of People Talking About This.

Cartier preferred to pursue a more traditional route, publishing an advertising video (which seems to be their trend). On February 6, it released an extremely touching video, filled with love and happiness. Cartier also posted a recommended "his and her" gift list on its Fanpage and official website.

On the other hand, Harry Winston, Van Cleef & Arpels and Piaget, didn't develop any special social strategies and the result was (surprise) poor social engagement. Harry Winston and Piaget simply published a simple product shot with a Valentines greeting while Van Cleef & Arpels made a little more effort and published a product shot of a 9.80-carat heart-shaped sapphire & diamond with their greetings.

We can see that Tiffany & Co. by far performed the best socially over the recent Valentines season. By implementing multiple strategies, an engaging app and allowing for sufficient time to create interest and build a connection, the Brand was truly able to socially romance their Fans.

Analysis was based upon data, metrics and insights from the Klarity Analytical Dashboard.