



## brand 50

The Most Visible Jewelry and Watch Brands

SALES FIGURES  
statement makers

BY OWNED  
joel bartisch

DESIGNER PROFILE  
robin rothenier

SPACE WORDS  
floors

BOOKSHELF  
elieen alexanian

LAST SHOT  
becky beauchaine kulka

## THE MOST VISIBLE JEWELRY + WATCH BRANDS IN AMERICA

IN CERTAIN CIRCLES, jewelry and watch brands are household names — but some of those circles encompass a broader swath of the population than others. Certainly there are great reasons for every brand's success, highly talented designers. And it's true that reaching the right people can have as much impact on your bottom line as reaching a mass audience. But there's also no doubt that the more people who know about and believe in the value of the brands you carry, the better for your store.

### THE BIG STORY | BY ANDREW MORGAN AND TRACI SHELTON

In our recent annual report, we've given you an even better measurement of which brands achieved high visibility through their national advertising campaigns. In addition to tracking the number of consumer magazine ads, pages with brand logos purchased over the past year, we've followed the placement of those ads against the magazine's circulation to determine which ads were most likely to reach every brand's target audience. The results are a reality check for advertisers to make every brand's every ad count. Some of the results are surprising, but we hope you're finding your ad dollars well spent. Please share your thoughts on how to improve your consumer magazine advertising in 2009. We'll post your feedback here in our next go-around media brands.

### THE BIG STORY | BRAND 50



**36 Van Cleef & Arpelle**  
TOTAL AD PAGES: 40 | VISIBILITY INDEX: 4524  
MOST AD PAGES BOUGHT: \$100K-\$200K

**33 Breguet**  
TOTAL AD PAGES: 40 | VISIBILITY INDEX: 4026  
MOST AD PAGES BOUGHT: \$100K-\$200K  
MAGAZINE: ELLE



**Breguet**  
Total ad pages: 40  
Visibility index: 4026  
Most ad pages bought: New York Times Magazine (\$)

**THE BIGGEST STORY** is one of timing and a serious promotion. It's Julie G. Foyta, president and CEO of Montreal, Quebec, in the market with her new watch line. Through a creative advertising strategy, she's been heavily featured in her industry while remaining true to the brand's heritage. "Watch brands might expect to stay true and wear their history, but Breguet does it in a way that's fresh and relevant to today's consumer," says Foyta.

Category endorsement? Breguet's line of redoubtable pieces made their debut in the magazine's "Must-Watch" section. In fact, just a few days after the brand's introduction in the magazine, Foyta received a call from the magazine's editor: "They love your great job on super luxury — the best of the best. There are so many amazing, high-end watches in the magazine, it's almost impossible to choose just one. We're going to feature you in our next issue." "That's great," says Foyta. "We're going to be in the magazine again."

**Checklist says:** Currently, Pandora's ads can be found in the lines of Glamour, O, The Oprah Magazine and In Style, reaching more than 100 million consumers annually. But the company is now going back through advertising wherever possible. For National Breast Cancer Awareness Month this month, Pandora is launching an advertising campaign that features the Pink Ribbon Charm as part of its partnership with Susan G. Komen Race for the Cure. "The brand is also teaming up with Glamour's Women of the Year issue, Victoria's Secret Fashion Show and the launch of the new book, 'The Pink Ribbon' by Susan G. Komen. We'll highlight the partnership with a full-page advertisement in the December issue."

**39 Verragio**  
TOTAL AD PAGES: 36 | VISIBILITY INDEX: 494  
MOST AD PAGES BOUGHT: ELLE (\$)

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