



## NEW JOINTLY-FUNDED ADVERTISING CAMPAIGN WELL RECEIVED IN USA

The World Gold Council is launching a new consumer advertising campaign entitled "The Gold Fashioned Girls" (GFG) to revitalize and recapture the aspirational qualities of gold jewellery in the United States. While the total volume of US gold jewellery has continued to rise at almost 5% p.a. over the last eight years to \$14.7 billion in 1999, the average price per piece has declined to below \$80. Sales of 10ct pieces have risen from 7% to 19% since 1987 with 14ct slipping from 80% to 54% in the same time frame. Platinum and diamond jewellery has experienced double digit sales growth supported by extensive promotional/advertising campaigns.

### Exploiting the fashion trend towards yellow gold

Since gold is on all the fashion runways and lifestyle magazines of Paris and New York in the form of clothing, make-up and accessories, the "GFG" advertising campaign was designed to add to the impression that gold jewellery was also an important contemporary fashion element. To fight the downward trend in caratage and price, we featured higher caratage gold jewellery targeted to reach women between the ages of 21-49 with a household income of \$75,000+ in an effort to capture their imagination and dollars. Gold jewellery's advertising's share of voice is now competing in the luxury goods market for their discretionary income dollars.

### Campaign strategies

- Co-partner with leading gold jewellery manufacturers to feature 18ct, mostly yellow, gold that was bold, fashionable and yet contemporary.
- Leverage manufacturers' and retailers' co-op advertising dollars to create unique, dynamic multi-page sections in twelve major lifestyle/fashion magazines (i.e.: *Vogue*, *W*, *Elle*, *Vanity Fair*, *Town & Country*, *InStyle*, *Departures*, etc.) running in the 4<sup>th</sup> quarter.
- Encourage retailers to increase their stocks of better gold jewellery in anticipation of the new advertising support and new consumer demand it would generate.
- Create trade advertisements that explain the new campaign and that yellow gold really is "back" and something they can sell in store.

# Gold Flash

## "GOLD FASHIONED GIRLS"

- Work to place editorial stories about the return of gold and the WGC's support of gold in the key trade publications to reinforce the fashion editorial and advertising messages.

### Anticipated results

- Trade partner contributions have reached over \$680,000 (Chimento, Roberto Coin, Robert Lee Morris, and Tissot Watch). AngloGold has also made an additional contribution to this important project.
- The WGC has continued to work successfully with fashion, lifestyle and jewellery trade publications to acquire gold jewellery editorial coverage.
- The trade partners have all reported that phone and web inquiries are being actively received in response to the advertising. Retailers have re-ordered merchandise and most of the partners are now awaiting back-orders from the factory to satisfy additional demand.
- Chimento, Tissot and Robert Lee Morris have already placed additional advertisements using their "GFG" creative in other consumer magazines as stand-alone pages.
- Gold jewellery manufacturers that were *not* able to participate in 2000 have already started to call and ask to be part of the 2001 "GFG" advertising campaign. This includes one large mass-market gold manufacturer that produces almost nothing but 10 and 14ct gold jewellery.

### Major impact on US market

The "Gold Fashioned Girls" advertising has begun to capture the imagination of the trade press and the jewellery trade at the manufacturing, wholesale and retail levels. In concert with the editorial coverage of the return of yellow gold jewellery to the fashion world, trade show sales of gold appear to be on a very positive sales curve. By all reports, there will be more, higher caratage gold jewellery available in-store for purchase this Fall.

While fashion styles change, gold jewellery can be evergreen, always appealing to the current sense of what's "hot". The "Gold Fashioned Girls" advertising can harness and manage the new momentum for gold jewellery and greatly extend gold's role in today's ever more fashion-conscious society.