

## Local Community Positioning Tiffany & Co.

From June 1, 2000 to January 31, 2006, The Limtiaco Company (TLC) was the agency of record for Tiffany & Co. in the Hawai'i/Pacific region. During this period of time we worked toward the goal of solidifying Tiffany's position in the local market (as opposed to visitors from the mainland and from Japan). This positioning was critical, as it carried Tiffany through some challenging times when Japanese business was falling off and the local market was highly important. It also differentiated Tiffany from many other luxury brands that exerted all marketing efforts toward the Japanese visitor. Tiffany's appeal relied partly on a wide product range, offering a relatively inexpensive gift of silver or crystal to the casual or first-time shopper, as well as the extremely high-end jewelry purchased by dedicated customers. Part of our role was to entice the first-time buyer, particularly the youth market, so as to establish a brand loyalty early on with Tiffany.



Tiffany was constantly in the media, with numerous product placements (a challenge in a market where fashion media are scarce), feature stories and interviews with visiting Tiffany executives. We ensured Tiffany products were readily available for photo shoots and positioned them in media appealing to the young professional.

TLC also conducted an outreach program that linked Tiffany with community groups in line with their business goals. For example, we linked Tiffany to fundraisers conducted by the Friends of Iolani Palace. Here we achieved exposure at special events by way of creative gifts for attendees among a very established, high-end group (by way of formal events such as the Royal Ball) as well as among a young professionals group created by the Palace supporters to generate interest among a more youthful population.

TLC reached out to private club members, such as the O'ahu Club, the Plaza Club and Young Business Professionals Group to organize product presentations by Tiffany, sometimes conducted in the store and sometimes in a setting convenient to club members. Non-profits were often honored for their community work in the stores with lovely events, often with a theme and a product presentation. These types of events often resulted in purchases. Media coverage was secured in the society pages.

Media and community relations for two store openings were managed, including a new store in Wailea, Maui, and, most importantly, the grand opening of the

flagship store in Waikīkī. This opening was placed on a par with the opening of the Tokyo Tiffany's and was part of a gala that included the attendance of Paloma Picasso. We secured extensive media coverage for this event.

TLC's tenure with Tiffany & Co. was brought to a close when the company ceased engagements with all public relations firms, nationwide, with the exception of four mainland markets.