

Strategic Methodology

CD 122 Digital Layout

CLIENT: Cartier is a French luxury goods company known for its timeless jewelry and watches. Louis-François Cartier founded Cartier in 1847 after taking over his master's shop. Cartier's business grew over a decade, with the opening of the first Cartier boutique in 1859. Cartier now operates more than 200 stores in 125 countries, with three Temples (Historical Maison) in London, New York, and Paris. Cartier is regarded as one of the most prestigious jewelry manufacturers in the world.

PRODUCT: Cartier Love Bracelet is a piece of jewelry that was crafted by Aldo Cipullo in 1969. The Love bracelet is designed to be opened only by using a special screwdriver that is supplied with every bracelet. The screwdriver is also available in the form of a necklace, allowing the bracelet to be "locked" onto one person, while the "key" is kept around the neck of another, as a symbol of their commitment to their relationship. Cartier has offered the Love bracelet in 18k yellow gold, 18k "pink" (rose) gold and 18k white gold. Some bracelets are offered with diamonds in place of or in rotation with the screw-motif. Cartier expanded the line to include the original bracelet's design, including cufflinks, rings, earrings, necklaces, and watches.

TARGET: Cartier's target demographic are men and women age 30-50 who are price insensitive with expensive taste. The target user has a six figure salary and able to purchase luxurious goods with their own income. The target audience cares about their image and place in society, and shops at luxury retail stores. The target audience can be spotted on magazine covers, driving luxury vehicles and is at least college educated. The brand heavily targets the 1%.

THEMATIC STRATEGY: The image dominant ad, will emphasis the beauty of the Cartier love bracelet and how both men and women could wear the bracelet and how the bracelets compliment eachother. The logo will be featured on the bottom. The focus of the type dominant ad will be "Give the gift of luxury for the holidays" with an image of the Cartier love bracelet being placed on the wrist of a lover. Underneath the image will be 2 lines of copy with the Cartier logo to the bottom. The ads will focus on the luxury and measuring love through materialistic things. Anyone who loves their significant other will give them a Cartier love bracelet for the holidays.

PREDICTABLE ACTION: This target audience will feel like they need to purchase a luxury item for their loved on to show how much they love them. The ad will target upperclass couples who enjoy suprising their significant other with expensive gifts. They will want to be apart of the exclusive club of people who can afford an expensive luxury bracelet. The ad will provide information about the different colors the love bracelet comes in and the website where they can purchase or see more items such as rings, watches, necklaces etc.