

JOYALUKKAS

CRIBA PRESENTATION
MARK322

Done by: Lin Kalaji- Mari Mandavi-
Karim Aly- Jana Abou Karnib- Nagham Diab





TABLE OF CONTENTS

1. INTRODUCTION TO THE JEWELLERY INDUSTRY AND ABOUT JOYALUKKAS
2. REPTRAK
3. ACI4D TEST IDENTITIES
4. PESO RECOMMENDATIONS
5. CONCLUSION

THE JEWELRY WORLD & JOYALUKKAS

- Jewelry has adorned people for centuries, elevating personal appearance with more than just decoration.
- The UAE boasts a thriving jewelry industry exceeding \$8.34 billion in 2023, showcasing consistent growth.
- Joyalukkas, a family-run business established in 1987 in Thrissur, Kerala, India. They have over 160 showrooms across 14 countries.
- Renowned for its exquisite jewelry designs, exceptional craftsmanship, and unparalleled customer service.



JOYALUKKAS JEWELLRY

CORPORATE REPUTATION AUDIT: REP TRAK

JOYALUKKAS JEWELLRY

- Our research through the corporate reputation audit identified both strengths and weaknesses for Joyalukkas, highlighting areas for improvement.
- Products & Services
- Strengths: Services like consultations, buyback programs, and free cleaning.
- Weaknesses: Concerns about pricing transparency, after-sales experiences, and product quality (e.g., easily broken jewelry).





CORPORATE REPUTATION AUDIT: REP TRAK

- Governance



- Leadership



JOYALUKKAS JEWELLRY

ACTUAL IDENTITY

Kapferer's Brand Identity model

1. Physique (**external** element)
2. Relationship (**external** element)
3. Reflection (**external** element)
4. Personality (**internal** element)
5. Culture (**internal** element)
6. Self-Image (**internal** element)

JOYALUKKAS JEWELLRY



ACTUAL IDENTITY

Is it Balanced?

Joy Alukkas is considered a balanced brand:

- Consistent Brand Identity
- Customer relations
- providing quality
- ethical materials
- market performance

JOYALUKKAS JEWELLRY

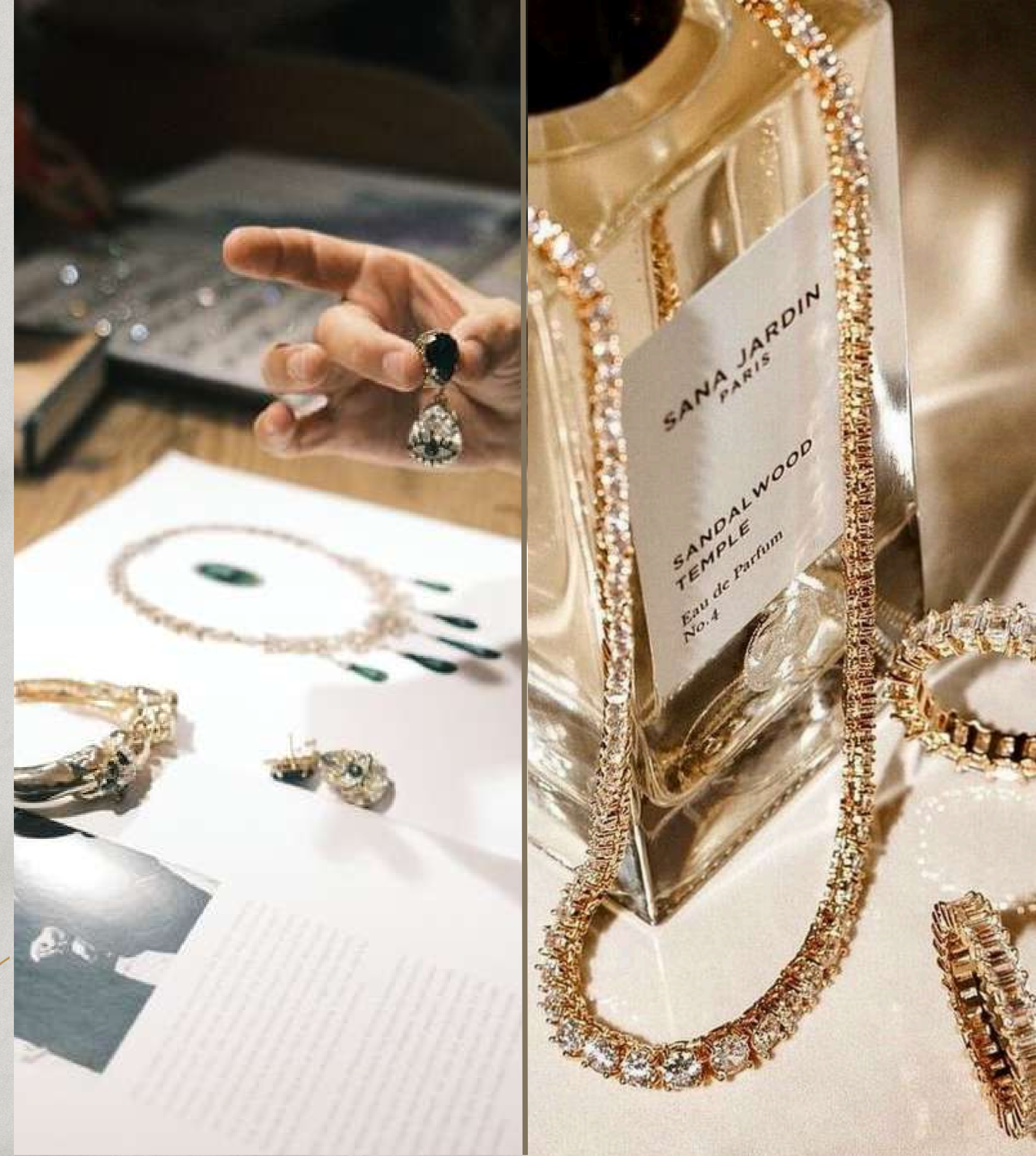


ACTUAL IDENTITY

Jungian Brand Archetypes

- **The Innocent**: Basic, sincere, and trustworthy atmosphere
- **The Ruler**: Power, authority, accountability, and extravagance
- **The Caregiver**: Care, help, and customers' safety and appreciation.

JOYALUKKAS JEWELLRY



CORPORATE BRAND IDENTITY

Through a conducted AC4ID test, we have categorized JoyAlukkas's brand identity into 6 sections: communicated, covenanted, conceived, cultural, ideal, and desired.



JOYALUKKAS JEWELLRY

COMMUNICATED

What we say we are

- Marketing through advertising and PR
- Campaigns featuring celebrities

COVENANTED

What the brand stands for

- Commitment to quality, trust, and luxury
- Ethical business practices and innovation

CONCEIVED

What we are seen to be

- Perceived as leading and trustworthy
- Symbol of luxury yet tradition
- CSR initiatives

CULTURAL

Values and heritage

- Deeply rooted in Indian traditions
- CEO participation, an environment of creativity

JOYALUKKAS JEWELLRY





IDEAL VS DESIRED

IDEAL

What we ought to be

- Recognized globally as the most trusted and luxurious jewelry brand
- Maintaining high standards of quality and innovation

DESIRED

What we wish to be (CEO Vision)

- Sustainable growth and international expansion
- Target the upcoming generations
- Digital strategies and AI implementation

WHAT MISALIGNMENTS CAN WE IDENTIFY?

ACTUAL VS DESIRED

- The current focus on traditional marketing may not appeal to younger, global audiences
- Yet to expand its advertising strategies
- Need to innovate and adapt to modern trends to achieve desired global recognition
- Leveraging social media to engage a broader, younger audience

How can we tackle this?
(Creative Recommendation)



JOYALUKKAS JEWELLRY

CREATIVE RECOMMENDATION



- AR Filter can be created using SparkVR
- Filter can be available on social media platforms
- Users can personalize by mixing and matching products
- Users can purchase items directly from filter (Instagram shop, link to website)
- Hashtag to engage all audiences

JOYALUKKAS JEWELLRY

(Demo of similar concept by AliveNow)



view cart



scan face



browse shop



MORE INFO

ADD TO CART

ADD TO CART

TRY BEFORE YOU BUY!

JoyAlukkas brand new AR filter



SCAN TO USE

Available on:



SHOP



VEDA EARRINGS 22K
AED 2560 AED 2100



JHUMKI EARRINGS 22K
AED 2300 AED 2000



ELEGANZA BRIDE 18K
AED 9000 AED 7000



22k Gold Necklace Set
AED 10,500 AED 9000



Ashta Lakshmi 22K necklace
AED 6250 AED 4500



Ruby & Pearl diamond necklace
AED 1200 AED 700



Joyalukkas
World's favourite jeweller



view cart



scan face



browse shop



MORE INFO

ADD TO CART

ADD TO CART

TRY BEFORE YOU BUY!

JoyAlukkas brand new AR filter



SCAN TO USE

Available on:

PESO FRAMEWORK

PAID
EARNED
SHARED
OWNED

DEFINITION: THE PESO MODEL INTEGRATES FOUR TYPES OF MEDIA—PAID, EARNED, SHARED, AND OWNED—INTO A UNIFIED MARKETING STRATEGY.

PURPOSE: TO CREATE A MULTI-CHANNEL MARKETING APPROACH THAT ENHANCES VISIBILITY, ENGAGEMENT, AND CONVERSIONS ACROSS ALL CUSTOMER TOUCHPOINTS.

JOYALUKKAS JEWELLRY

PESO FRAMEWORK APPLICATION

PAID

Current use of celebrity endorsements and print media. Potential for expansion into targeted online ads to attract younger audiences globally.

EARNED

Overview of current press coverage and customer testimonials. Strategies to increase positive media mentions and customer reviews through quality improvement and customer service excellence.

SHARED

Current social media usage and its impact. Recommendations for enhancing engagement through regular updates, interactive content, and influencer collaborations.

OWNED

Analysis of Joyalukkas' website and blog effectiveness. Suggestions for improvements, such as SEO optimization, user-friendly design, and content that reflects current trends and customer interests.

JOYALUKKAS JEWELLRY

STRATEGIC RECOMMENDATIONS AND IMPLEMENTATION

Strategic Integration:

Emphasize the need for a balanced approach that incorporates all elements of the PESO model seamlessly.

Digital Transformation:

Recommend adoption of advanced digital marketing tools, including analytics for customer behavior, to better target potential customers.

CALL TO ACTION:

Steps for immediate implementation, including setting up a dedicated team to monitor PESO activities and measure the impact on brand engagement and sales.



CORPORATE MARKETING INSIGHTS

JOYALUKKAS JEWELLERY

Ethical Corporate Identity:

The brand is careful to express to its customers about its sourcing and production cycle

Corporate Social Responsibility:

The brand contributes towards the advancement of educational sectors, health sectors, and disaster management sectors in each community the company operates in



CONCLUSION

- Strong commitment to corporate citizenship, workplace culture, and governance.
- Persistent issues with leadership and product offerings impact operational efficiency and customer satisfaction.

Joyalukkas maintains a strong market presence and brand recognition, poised for success in the competitive jewelry industry.

JOYALUKKAS JEWELLRY



The background features a light grey circular area in the center, surrounded by a dense, intricate pattern of thin, flowing golden lines that resemble stylized grass or reeds. The lines are more concentrated towards the edges of the frame, creating a sense of depth and movement.

THANK YOU