



IMC PLAN

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1.0 Executive Summary





1.0 Executive Summary

The following is an integrated marketing communications plan designed for HOLA Jewelry. This plan includes a promotion opportunity analysis, corporate strategies and our IMC Objectives: Consumer and Distribution. This plan will also include an advertising plan, promotions, personal selling, sponsorships and database programs. Additionally, a media plan and methods of evaluating the success of this IMC plan are described.

HOLA is a unique and high-end jewelry brand that wants to introduce beautiful fashion statement. Not only will we sell a beautiful fashion statement but a great concept along with the brand that will give us the opportunity to enhance our brand image.

Our products will be offered in sterling silver and gold with multiple designs of earrings, bracelets, rings and necklaces. This brand is primarily offered to Hispanics in the USA. The main idea is to bring a sense of unity and pride among Hispanic Americans living in the USA. They will not only love the fact of wearing beautiful jewelry, but the fact to be supporting Hispanic non-profit organizations by buying our products.

Since HOLA is a new brand that will be launching in the beginning of 2009, we want to make sure to create brand awareness among potential customers and future distribution partners by advertising in various medias.

Our main objectives for this IMC plan are to build a strong brand image, to develop brand awareness and to enhance the firm image. On the other hand, we also want to encourage distribution channels to carry our products in order to be able to increase market share, sales volume and to build customer traffic.

HOLA's target market for the consumer segment is males and females between the ages of 18-35, who represent middle to high-class status and who can afford to buy jewelry. This segment is directed primarily to Hispanics. It is a huge and dominant market that gives us the opportunity to be targeting to this specific market for the first launch in order to later infiltrate into different



markets. To successfully reach our target market, we will utilize magazines, radio and direct marketing pieces.

Our main goal is to create a marketing communications program that includes advertising, sponsorships, promotions and direct marketing. This will allow us to increase market share and to build customer traffic.

2.0 Promotion Opportunity Analysis

- 2.1 Communications Market Analysis
- 2.2 Competitive Analysis
- 2.3 Opportunity Analysis
- 2.4 Target Market Analysis





2.0 Promotion Opportunity Analysis

HOLA is a beautiful and elegant jewelry brand that will be launching its first collection in January 2009. The name says it all; it is a beautiful word and the most famous Spanish word worldwide. Also the word HOLA has a wonderful meaning: "HERITAGE OF LATIN AMERICA". Latin Americans, being the first minority in the United States, represent a huge market. This population is growing at a 5 to 1 pace and there is no jewelry brand offered specifically to this market. The main concept of this brand is the fact that it is directed to the Latin American Population in USA.

Our primary **marketing strategy** is to create brand awareness in the beginning of the first launch. We want position HOLA as the number one jewelry brand in the consumer's mind. We want to make sure that our main target market understands not only HOLA's unique business concept but also the unity it will bring with the Hispanic population in USA. By doing so, HOLA will be able to build loyal customers that will start the word of mouth throughout this powerful market and that will continue to spread into new markets.

The main **target market** for HOLA are Latin American males and females who are 18 and 35 years of age, that represent middle to high-class status who are able to afford fine jewelry. In addition to that, people who are proud of their heritage and background history and that love and can afford to wear beautiful jewelry.

In terms of the marketing mix variables, HOLA wants to introduce a unique and well-designed collection that will include multiple designs in sterling silver and gold with precious stones, such as diamonds, rubies, sapphires and emeralds. A line of silver and gold combined will also be available. The beautiful design has tremendous flexibility for collections that will be launched in the future. We consider the design is beautiful and well rounded, it allows endless combinations for pendants, earrings, bracelets, rings, necklaces, etc. A line for children and a religious one will also be considered for future collections.

The **pricing** strategy will set up to a higher than average price among its competitors. HOLA wants to position itself as an upscale brand as well as superior quality jewelry.



HOLA wants to **promote** itself with famous Latin American celebrities, charity events, holidays, sponsorships and tourism. We also want to reach our main target market through a variety of media such as magazine ads, catalogs, Internet and various channel promotions.

HOLA Jewelry will focus its main **distribution** in those states where there is high concentration of Hispanic Americans: Florida, Arizona, Texas, Illinois and California. The first launch will be based in South Florida. The jewelry collection will be available in middle to high-level retail stores such as Nordstrom and Macy's. In addition to that, the line will also be available online at the HOLA website. Today, the Internet is growing and people prefer to do online shopping than going to the actual store.



2.1 Communications Analysis

The jewelry market is a huge one. The USA has a 45% consumption rate in contrast to the rest of the world; which means that almost half of the world's jewelry market is consumed by the USA. Since this is such a strong and huge market, jewelry brands that are able to spend more money in the communication strategy need to use the most successful methods. The most common used channels are magazines, direct marketing, trade shows and the Internet.

The high-end jewelry brands advertise their products mainly through magazine ads, direct marketing and trade shows. When advertising for magazine ads, they will either introduce new collections or simply notify their loyal customers to continue to visit their stores. These high-end jewelry brands such as Tous, Tiffany's and Bulgary also utilize direct marketing in order to keep their customers aware of what they have available. The primary direct marketing tool that is used are catalogs, which are sent monthly to subscribers who can afford to buy their fine jewelry constantly. Trade shows are a very powerful use of communication channel because jewelry brands are able to introduce new collections as well as building relationships with distribution partners such as Nordstrom, Macy's and Neiman Marcus.

Today, the Internet is also very useful because almost every business has an online website where they sell their products and try to turn visitors into future buyers and subscribers. With online subscribers, the marketing team will be provided with an online database with information such as name, age, gender, zip code and email address. This information is successful because customers will be aware of product promotions, sales and new collections that will be sent through emails.

The lower-end jewelry brands such as small boutiques or low priced jewelry spend less money on developing a strong brand. Some small boutiques can't afford to spend money on magazine ads or direct marketing and so they utilize the Internet as their primary communication channel. They try to promote and sell their products through their websites. In order to have consumers to come and visit their store, the most successful method is by word of mouth.



On the other hand, low priced jewelry distribute their products through low- to -middle end retailers such as Walmart, TJ Max and Target. This positions their products as middle-to-low end quality that most people who represent low to middle high-class status will be able to afford.



2.2 Competitive Analysis

Even though the jewelry market is a huge one with many brands and with a high level of competition; HOLA has no main competitor because of the way this brand is being developed and launched. Additionally, our unique philosophy and image won't allow HOLA to have a major competitor.

However, there is a brand that will be considered a minor competitor because of the similarity of the design concept and the target it reaches the most (Hispanic). In comparison to HOLA; Tous is a strong jewelry brand that started their collections with a symbol of a bear. This symbol has been and is still being used in almost every design that Tous provides. Unlike HOLA, Tous is already a well-established brand that has been in business for many years. Not only does Tous is well known for their jewelry and famous bear, but also for the beautiful handbags they offer that have been a very powerful trend for years.

Tous is what will be considered as our competitor because HOLA wants to stick with the concept of introducing a symbol that will be part of the design in each and every earring, bracelet, necklace and ring offered. Since it has been such a powerful strategy for Tous to build a strong and recognizable image HOLA will introduce their first collection with the logo and the word "HOLA" on it. This will represent what Tous used as the bear symbol.

Aside from the similarity of the design concept, Tous's main target market are Hispanics. Since this brand was first introduced in Spain, it has been able to reach a big part of the Hispanic Market in the USA. Their ads and website are also provided in English and Spanish. This is why Tous will be considered not only a competitor but also a business model to follow.



2.3 Opportunity Analysis

An analysis of the high-end jewelry market as well as the Hispanic market shows several opportunities for HOLA Jewelry. These opportunities will reveal the plan HOLA wants to pursue for consumers and distribution.

Consumers

- HOLA has the powerful opportunity to **build a strong brand image** by targeting to the Hispanic Market in the USA. This market is a huge and dominant one. This allows HOLA to establish itself as a powerful jewelry brand in the USA. The fact that HOLA is targeting to this specific market also gives the opportunity to expand to different markets in the future in order to grow and become a high-end jewelry brand.
- Latin Americans have a high rate of consumption in the jewelry market. In addition, the jewelry market is a \$40 billion per year industry. This is why HOLA will have the opportunity to **develop brand awareness** as well as to establish itself in this powerful market because consumers will have a new and unique brand available with a meaningful message tailored to them.
- Our unique marketing approach will allow us to **enhance the firm image**. Consumers will feel proud to wear HOLA Jewelry because of its meaningful concept and the unity it wants to bring among Hispanics in the USA and the fact that part of the sales will be donated to Hispanic charities around the country.

Distribution

- HOLA will have the opportunity to **increase market share** through a selective distribution. Its products will be sold to specific middle to high-level retailers in the USA. By doing so, we will be able to better infiltrate into the jewelry market and to better reach our main target market.



- HOLA will have the opportunity to **increase sales volume** by distributing its products in different geographic locations in the USA. They will be determined according to those states where there is high concentration of Hispanic Americans: Florida, Arizona, Texas, Illinois and California.
- Through new channels of direct distribution, HOLA will have the opportunity to **build customer traffic**. Sales through the Internet and catalogs will be the two main channels that will allow the traffic growth.



2.4 Target Market Analysis

Target Market

HOLA's target market will be a Hispanic American who is looking for modern and high-quality jewelry. The target is a person who will be highly influenced by other Hispanics and who will be able to follow this new trend by wearing HOLA jewelry and feel proud of their roots.

The target will also be someone who has a passion for fashion jewelry and are the typical trend followers. Someone who is willing to spend money in order to satisfy their wants and feel with a unique and modern look.

Our marketing campaign focuses on two target segments:

- 1. Hispanic Target:** Hispanic males and females between the ages of 18-35 with a total annual family income of \$75,000 and up who represent middle to high-class status and can afford to buy fine jewelry
- 2. American Target:** American Males and females between the ages of 18-35 with a total annual family income of \$75,000 who represent middle to high-class status and can afford to buy jewelry.
 - Males are considered to be part of the two target segments not only because there will be designs offered to them; also because they are the ones who are considered to be buying jewelry for their spouse, fiancée or daughter on special occasions.

Customer Analysis

HOLA will focus on a special kind of customer: the kind of person who is proud to be a Hispanic living in the USA and who likes to wear fine jewelry. The psychographics will allow us to determine the different consumer segments that will feel satisfied by buying HOLA products.

- **Hispanic Pride:** This group will include Hispanics who are proud of their heritage and live in the USA trying to blend in and be part of this country. These customers will feel



proud to wear HOLA jewelry not only because of its modern and unique look but also because of its unique business concept.

- **Fine Jewelry Lovers:** These are the typical customers who love to wear jewelry on a daily basis. Hispanics have a high purchasing power in the jewelry industry; this is why this segment includes fashion lovers who are ambitious and who are willing to pay more for high quality jewelry.

Segmentation Analysis

- **Consumer:** The consumer market is based and segmented by age, lifestyle, income and personal interest. The two segments include Hispanics as a primary target and Americans as and a secondary target. The groups share the same interests, lifestyle and annual income. The Hispanic group is considered the primary target because it is the market that is trying to be reach first. On the other hand, the secondary target includes Americans who will also be considered part of the target market but as a secondary market that will be reached completely after the brand is well established and considered not only for Hispanics but just a jewelry brand offered to a wide public.
- **Distribution:** HOLA's main distribution will be through different states where there is the most concentration of Hispanics. These states include Florida, Arizona, Texas, Illinois and California. These five states will allow HOLA to distribute the jewelry lines to different middle to high-end stores available in each state.

3.0 Corporate Strategies

- 3.1 Corporate Image Strategy
- 3.2 Brand Development Strategy
- 3.3 Brand Positioning Strategy
- 3.4 Public Relations Strategy
- 3.5 Evaluation





3.0 Corporate Strategies

HOLA's image is based on offering a beautiful, elegant and entirely unique line of jewelry. HOLA also wants to introduce a concept along with the brand that connects directly to the Hispanic Market. This is why HOLA stands for Heritage of Latin America.

In order to start building a strong brand, HOLA will start by developing a unique and elegant line of jewelry that will be appealing to the Hispanic Market in USA. Research and efforts will be made to attract the primary market in the beginning of the first launch. HOLA's goal is to create a strong image among its competitors by creating brand awareness through uniqueness and differentiation.

Through marketing efforts such as advertising, sales promotions, public relations and sponsorships; HOLA will be able to start building potential customers as well as developing relationships and contracts with leading retailers to maximize the exposure of their products.



3.1 Corporate Image Strategies

HOLA's corporate goal is to become one of the most modern and unique lines of jewelry offered to the Hispanic Market in the USA. In addition to that, HOLA wants to bring a sense of unity and pride among Hispanics Americans through a representation of the brand with famous Hispanic celebrities around the country, charity organizations, special promotions, public relations, etc. It is a society pulled in two directions, trying to blend in and be part of this country while remaining true and proud to their unique heritage. They have become a huge and strong market in the USA, since they represent almost 16% of the entire population and a big influence in this country's everyday life.

By being introduced to this new line of jewelry, Hispanics will start to follow this new trend that offers a meaningful concept to them. HOLA wants their future customers to know that they will be provided with beautiful and unique designs of earrings, bracelets, necklaces and rings offered in sterling silver and gold with a variety of precious stones, based around a basic design using the word "hola".

In order to start this new trend successfully, HOLA will start building new customers by implementing unique strategies of advertisements, sales promotions, public relations and sponsorships. The fact that HOLA will be donating part of its sales to charity organizations will attract consumers to buy our products. This will allow HOLA to help build and maintain a strong image in the market place as well as brand awareness.

Even though these strategies will help this brand to become one of the most modern and unique lines of jewelry to wear with its meaningful business concept; there are certain obstacles that might have to be overcome. This is an untested concept, it remains to be seen if it will resonate with the Latin community.



3.2 Brand Development Strategy

The brand name “HOLA” was selected because the word “HOLA” is the most common word among Hispanics and also one of the few Spanish words that is understood by Americans. Almost everyone knows the meaning of it and it expresses “friendship”. HOLA wants to introduce a jewelry line in the USA that stands for Heritage Of Latin America. The brand is trying to communicate primarily with the Hispanic market and by using this well-known word; future customers will eventually feel familiarized and will evoke positive feelings from the brand name and its concept.

The name “HOLA” will be a successful word that has a high level of stimulus codability because it has a meaning and cultural concept behind the word. The brand name will be easily recognized in advertisements and it will immediately grab the attention to its main target market. Each design will be built with the HOLA symbol in order to make this shape recognizable in every jewelry design. Since the word is famous and communicates “friendship”, the brand will be able to sell its products through the use of this word in every piece of jewelry.

The logo is an undulated square plaque with rounded corners, 4 holes (one on each corner) and a smaller hole in the center, which represents the letter “O”. Part of the word HOLA, which is carved through the design, gets together with the letters “L” and “A”; which ends up on a beautiful symbol that will be perfect to use in the first collection in order to promote the brand successfully in the beginning of the first launch.

The symbol has the word HOLA in the middle in order to be recognized easily. The logo remains consistent with the brand image by representing elegance and uniqueness. The logo’s color is gray with a platinum effect that represents a modern look as well as the typical sterling silver color in jewelry. HOLA wants to transmit an overall look of simplicity as well as cleanliness. The lines will be available for women, men and children. The design is very well rounded and allows endless possibilities in jewelry for future collections that are being developed.

HOLA wants to communicate two main words: “unity” and “friendship”. This market will not only love the fact to wear beautiful jewelry designs but the fact that they represent a huge market in the USA that share a unique heritage: history, roots, language, culture, art, family values and traditions.



Logo Design





3.3 Brand Positioning Strategy

HOLA is positioned based on its attributes and price-quality relationship. It wants to position itself in consumers mind as a modern and unique jewelry brand that not only represents a beautiful fashion statement, but a cultural meaning within the brand. HOLA wants to build an effective positioning strategy so that the firm can expand itself into new markets in the future. HOLA wants to establish long-term relationships with both, consumers and distribution partners.

The quality and elegance of the jewelry collection will be positioned in the consumer's mind as a beautiful piece of jewelry to wear and to feel proud of wearing. In contrast to its major competitors, we will offer an affordable price with a good value for attractive jewelry designs appealing to a wide public. Most jewelry brands limit their main target marketing by offering designs only to females. On the other hand, HOLA will offer multiple designs to both, males and females.

By wearing HOLA, Hispanics will feel proud of their heritage. They will be able to represent their cultural background with a universal word that offers friendship. Many Hispanics wear fine jewelry because of tradition and over half own a piece of religious fine jewelry. They also follow the latest trends, such as right-hand rings and three-stone jewelry. There are many occasions like: birthdays, Christmas, Father's day, Mother's day, etc. Any occasion will be perfect to buy this jewelry - a unique cultural symbol and a unique and beautiful fashion statement.

HOLA is more than a brand; it is a business concept that wants to incorporate sports, successful Latin American celebrities, charity organizations, tourism and art to its jewelry line. By donating part of its sales to charity organizations; HOLA will attract consumers to buy our products.



3.4 Public Relations Strategy

HOLA will hire an external PR consultant to handle our press and make our information newsworthy. The consultant will be part of a PR agency; they will be in charge of monitoring internal and external publics and provide positive information about our company.

We have to work hard on informing our consultant about our business concept and company background. Otherwise, the audience will think this is just like every other jewelry brand. We have to make sure to provide successful information about our unique strategy that is being developed as part of this brand.

Our primary strategy is to maintain a consistent image of community involvement within the Hispanics living in the USA. We will generate positive publicity by informing the audience about our unique brand that wants to bring a sense of unity among Hispanics besides the beautiful jewelry we will be offering. The fact that HOLA will be donating part of our profits to charity organizations will put a positive image into the consumers mind.

We will also establish a strong brand reputation through sponsorship events and campaigns that will inform the audience on how they can change someone's life by buying our products and becoming part of the HOLA spirit.



3.5 Evaluation

Evaluations for our **consumer** objective will be conducted internally and by DS Innovation Media through constant marketing research that will take place after the launch of the brand in 2010. These evaluations will be done early in the year in order to plan for the rest of the year according to the studies made. The evaluation will involve an in-depth analysis of the brand awareness and brand image, positioning, advertising campaign, consumer promotions and direct marketing. The analysis will provide us with the necessary feedback concerning our advertising goals and objectives for the next year.

Brand awareness and brand image will be evaluated by conducting surveys to individuals that fit our main target market. It will also be evaluated by looking at our website traffic and the number of subscribers in our database. The awareness will be collected by the end of each year and later studied in order to follow with a new approach if the current one is not increasing brand awareness.

The position analysis will be measured by the end of the year. Our Marketing Director and the rest of the consulting team will evaluate this. The analysis will allow us to know if the right positioning was projected. The results will let us adjust our main goals and objectives for the next year.

The advertising campaign will be evaluated by conducting an advertising impact study. The information provided from this study will allow us to know how efficient and influential our campaign has been. We want to know if we are reaching the main target market and if they are getting the concept of the brand and the meaning of the word "HOLA" through our advertisements. All this information will be available through attitude and opinion tests.

Our consumer promotions' effectiveness will be evaluated by measuring the amount of customers that bought our products by utilizing gift cards that were sent through direct mail. This will be determined by information that will be kept from purchases made online or at a retail store. This evaluation is also part of the direct mail program. This will allow us to see the impact of the direct mailing. DS Innovation media will be in charge of evaluating the effectiveness of these efforts.



To evaluate the **distribution** component we will utilize various methods of evaluation. We will analyze the impact of our advertising to our members of the distribution channel. This will consist of a large study conducted internally and externally. The evaluation will include an analysis of the personal selling aspect and trade promotions.

Personal selling will be a very important aspect of our evaluation. It will be done during March and April. We want to find if the satisfaction level of our distribution channel members is what we projected. This will consist of an examination that will determine the overall satisfaction of our business customers.

Trade promotions will also be part of our evaluation since we are utilizing this method to push our products through the channel. We will examine the effectiveness of the promotions we used previously and how it impacted sales. According the results on the effectiveness we will later determine what will remain consistent or what needs to change from the previous trade promotions.

4.0 Integrated Marketing Communication Management

- 4.1 IMC Objectives
- 4.2 IMC Budget
- 4.3 Agency Selection
- 4.4 Internet Website





4.0 IMC Management

HOLA'S main objectives for this plan are to develop brand awareness and to reach our main target market. In order to do so, we will implement strong marketing strategies in the consumer and distribution market.

The overall budget for this IMC plan for the year 2010 will be a total of **\$1,639,000**. The largest portion of the budget will be spent on media cost in order to fulfill for our number one objective (consumer). This portion is \$1,087,000, which is 66% of the overall budget.

A smaller portion will be allocated to the distribution efforts. It will be 34% of the overall budget, which is a total of \$552,000.



4.1 IMC Objectives

HOLA's primary objective is to develop brand awareness. Advertising efforts will allow us to inform potential customer and distribution partners about our products. The following marketing objectives will help us achieve our main goals.

Objective One (Consumer)

- To create brand awareness among Hispanics in the USA.
- To position HOLA as a unique and high-end jewelry brand.
- To inform potential customers about our unique business concept.

Objective Two (Distribution)

- To encourage channel members to carry our products.
- To persuade channel members to provide information to potential customers about our business concept.



4.2 IMC Budget

HOLA'S total expense budget is set to **\$1,639,000**. The IMC budget will be allocated into two main objectives: IMC Objective 1 (Consumer), IMC Objective 2 (Distribution). The total budget will be distributed as follows:

-IMC Objective 1 (Consumer): \$1,087,000

-IMC Objective 2 (Distribution): \$552,000

IMC Objective 1 addresses the need to create brand awareness towards potential customers. Most of the budget will be spent on media costs and brand development. Therefore, 66% of the IMC budget is allocated to his objective, of which 40% will be spent on advertising.

IMC Objective 2 addresses the needs of the channel of distribution. We will use 34% of the total budget in order to market potential customers, of which 20% will be spent on advertising.



4.3 Agency Selection

HOLA selected DS Innovation Media as our agency that will handle most of the integrated marketing communications material. DS Innovation Media is a boutique agency located in Boca Raton, Florida. Their area of expertise is to assist clients in marketing, website design, advertising design, direct mail and integrated campaigns. Additionally, they have bilingual professionals who are able to specialize in the Hispanic Market.

HOLA decided to use DS Innovation Media as their external advertising agency because it is a small agency that has experience in marketing and advertising strategies that have been able to help other clients to build strong image for their businesses. Aside from the experience and their multicultural knowledge, HOLA chose this boutique because it is a small agency that will focus on their marketing communications plan as well as providing affordable prices for exceptional advertising and marketing plans.

DS Innovation Media will provide us with a successful integrated marketing communications material that will help the brand to build a strong image as well as to develop brand awareness to two specific targets.



4.4 Internet Website

HOLA's website, www.holatin.com is an important aspect for our communications strategy where our main purpose is to draw more customers into our business. It is a content and an e-commerce website. First of all, we want to ensure that we provide our visitors with the necessary information about our company since it offers such a unique business concept. This portion of the website will be easy to navigate. The website will also contain a Flash video that will show all the jewelry we offer. This presentation will be available to all customers who wish to see our products in a more dynamic format. For other visitors who are not into this level of high-tech computerization, a "skip intro" tab will be available in order to take them directly into the home page.

HOLA's e-commerce site will allow us to sell our products online in order to make it convenient for some shoppers. It will contain an appealing catalog that will show a presentation of our products by looking at photos and general information. It will also contain a shopping cart where the purpose is to assist consumers as they select products. The site will continue with a payment page where customers will make the final decision to buy their products.

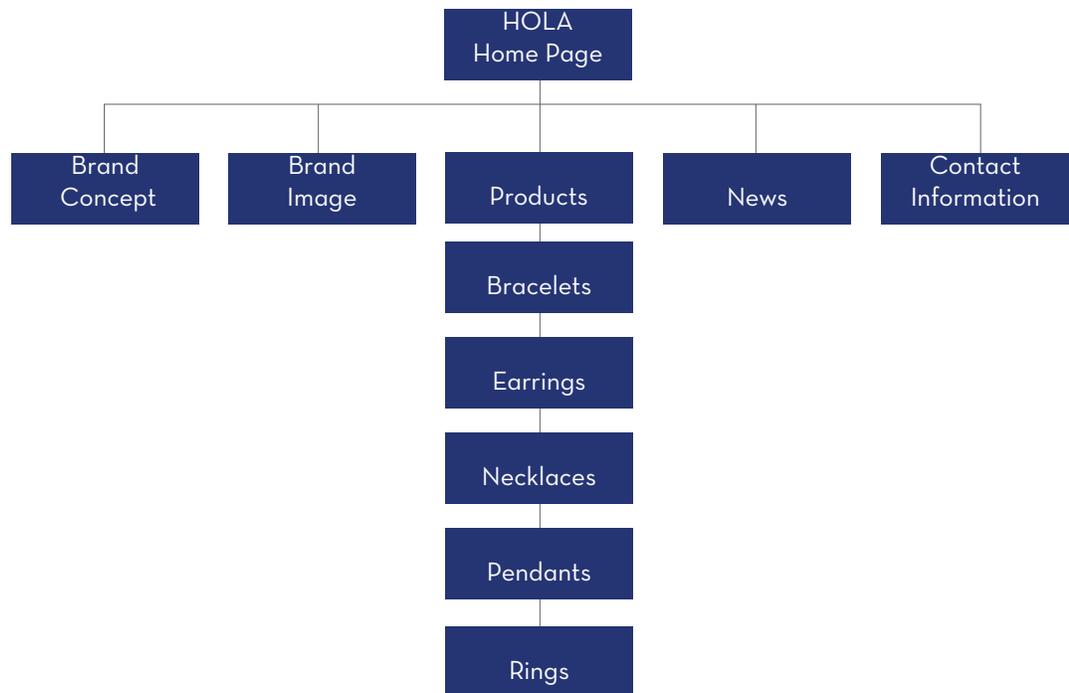
Our website will also provide customer service, HOLA will support the customer after the sale when necessary. Customers will have the opportunity to send e-mail or use the FAQ for further information about their purchase.

Finally, the website will be part of our strategy to create a positive public relations image. We will place information about non-profit organizations as well as links to website where their purpose is to help Hispanic charity organizations in the USA. HOLA will also contain other links to other websites that will inform the Latin Americans about events or general information about Hispanics that might fit their interest.

DS Innovation Media will help us accomplish these goals in order to build a successful website. The agency will also work on expanding and improving the online database program that will allow us to build closer relationships with our customers as well to increase sales.



Site Map



5.0 IMC Objective One - Consumer

- 5.1 Marketing Budget - Consumer
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 - 5.2.4 Sponsorship Programs
 - 5.2.5 Database Programs
- 5.3 Media Plan
 - 5.3.1 Sample Media Schedule - Radio





5.0 IMC Objective One - Consumer

The objective of our target market focuses on creating brand awareness within the Hispanic market in the USA. We also want to persuade customers that we will offer a unique and high-end jewelry along with a unique business concept. The development of these objectives will help us to generate sales that will result in profits for our business.

In order to accomplish our main objectives we will utilize a combination of advertising, consumer promotions, direct marketing, sponsorships and public relations.

The overall jewelry market has not been advertised heavily specifically to Hispanics. This will allow us to advertise heavily to this target market.



5.1 Marketing Budget - Consumer

The IMC Budget by consumer will be spent in 5 major areas. For the advertising budget we will be spending a total of **\$437,000**. As shown in the table and the graph below, it represents that advertising is the largest portion of the total budget. We believe it is an important investment because it will help us achieve our main goal: create brand awareness among potential customers.

The second major part of this budget will be **\$200,000**. This amount will be spent on several sponsorships that will take place throughout the year. This will also be considered an important investment in our company because it will enhance the brand image and help to create positive word of mouth. For personal selling, we will spend **\$180,000** in order to develop high quality customer service when selling our products.

The database program will be developed once the website is active. The development of this process will be constantly changing throughout the year until we are able to acquire the necessary information from our customers. The cost for the database program will be approximately **\$120,000**.

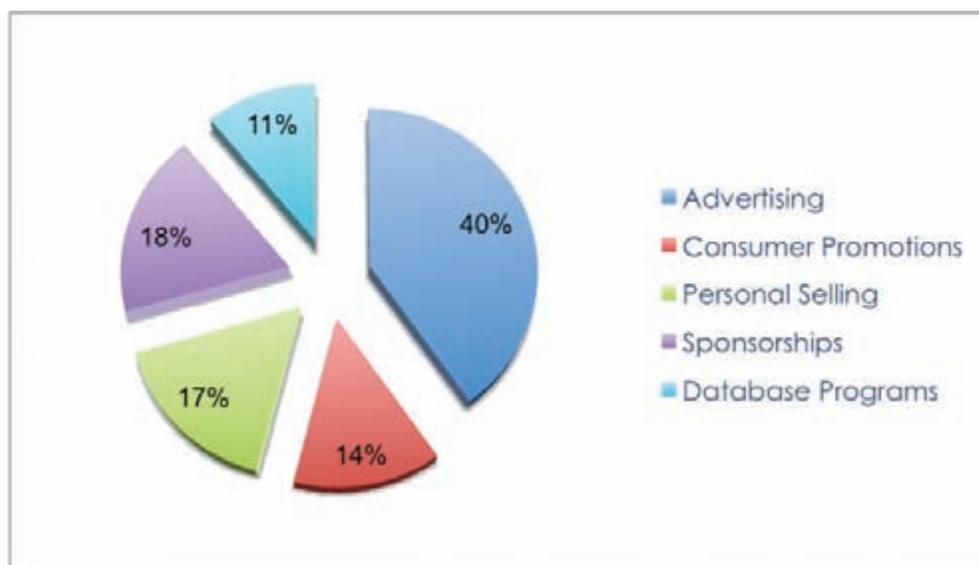
Finally, for consumer promotions we will utilize mainly direct mail pieces. By utilizing this method we will provide customers with gift cards and catalogs. This will show the customer that we care about them as well as informing them about our new collections. The cost for this will be approximately **\$150,000**.

HOLA does not have to choose to spend the exact budget amount for consumer advertising. This is an estimated budget where the purpose is to demonstrate all possibilities that will help achieve our main goals for reaching our customers.



IMC Budget by Consumer

Budget	2010
Advertising	\$437,000
Consumer Promotions	\$150,000
Personal Selling	\$180,000
Sponsorships	\$200,000
Database Programs	\$120,000
Total	\$1,087,000





5.2 IMC Methodologies - Consumer

In order to reach our main target market effectively we will utilize various methods. Advertising is the primary component of our approach. In addition to that, we want to supplement with consumer promotions, direct marketing and sponsorship programs.

Creating brand awareness and enhancing our brand image is the primary goal for advertising. Through consumer promotions we will encourage our customers to continue to buy our products as well as persuade them to visit our website and retail stores that carry our products.

The direct marketing approach will be done through mail and email. This will motivate individuals to buy our products by looking at our catalogs and the jewelry offered.

The sponsorship programs will help to generate brand awareness and enhance our brand image. We will sponsor Hispanic events that will consist of fund raising programs that will help charity organizations with the gain of the total profits of the event.



5.2.1 Advertising - Consumer

Advertising is our primary communication vehicle for this IMC plan. Our primary goals are to build a strong brand image, create brand awareness and to inform future customers about our unique brand. We also want to establish HOLA brand name in the consumer's evoked set. HOLA is an entirely new and unique jewelry brand. Therefore, we need to ensure that our advertisements are consistent, creative and very effective. By placing effective advertisements in several media we will be able to start reaching our main target market.

Television advertisements will be 58% of our advertising budget. We will start to place our ads in the beginning of the year 2009. The months will be during January, March, August and November. The advertising campaign will inform customers about our new jewelry brand that is being offered to Hispanics. The three main TV channels will be: Telemundo, Univision and Mega TV.

Radio advertising will be 28% of our budget. We will place the radio ads in two main radio stations: Romance 106.7 and Amor 107.5. These two radio stations are Hispanic and they target to this specific market. Both stations have as their primary audience Latin Americans. By utilizing these two radio stations we will be able to place ads in the morning drive time from 7-9 and also in the afternoon from 4-6.

Our magazine ads will be placed primarily in Level Magazine. This magazine targets the Hispanic market as well. We will start placing our ads in January 2009 and continue to do so for the entire year. We will also consider other magazines that target this specific market later throughout the year. Additionally, we will begin to place our ads in magazines that target Americans in order to start reaching our secondary target.

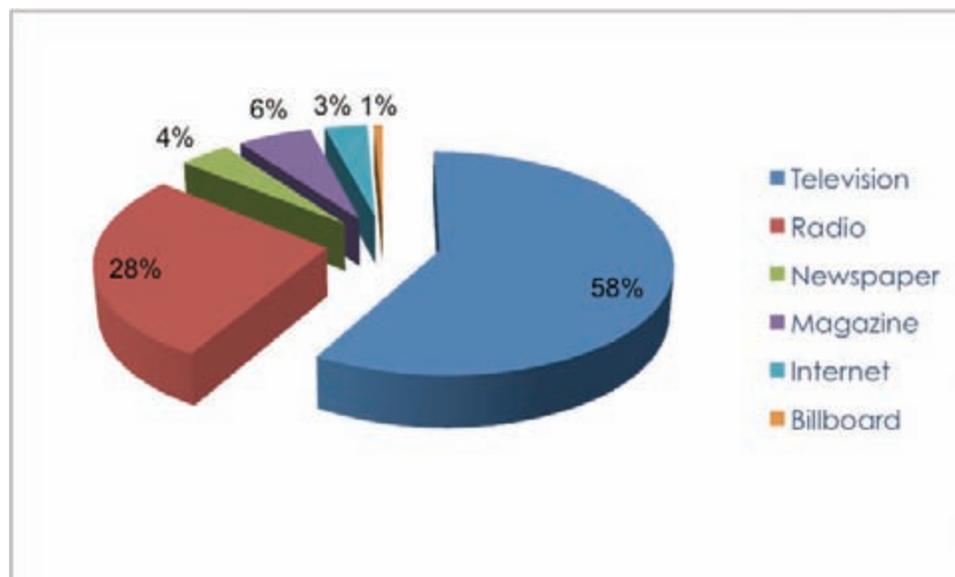
Internet advertising will consist of banner ads that will be placed primarily on Hispanic websites. The three main websites will be terra.com, entretenimiento.com and latino.msn.com. These three websites have large number of visitors and by looking at our banner ads traffic will be directed to our website.



5.2.1.1 Advertising Budget

Consumer advertising will be 40% of the \$1.08 million budget for Objective One. Of the **\$437,000** allocated for consumer advertising, \$255,000 will be for television advertising, \$120,000 will be for radio advertising, \$18,000 will be for newspaper advertising, \$26,000 will be for magazine advertising, \$15,000 will be for Internet advertising and the remaining \$3,000 on billboard advertising.

Budget	2010
Television	\$255,000
Radio	\$120,000
Newspaper	\$18,000
Magazine	\$26,000
Internet	\$15,000
Billboard	\$3,000
Total	\$437,000





5.2.1.2 Creative Brief - Consumer

Objective: To build a strong brand image and to develop brand awareness.

Target Audience: Males and females between the ages of 18 to 35 who represent the Hispanic population in the USA. These customers typically earn an annual family income of \$75,000 and represent middle to high-class status. This target includes people who are jewelry lovers and can afford to buy fine jewelry. It is the typical Hispanic who likes to look and feel elegant and modern by wearing a beautiful fashion statement.

On the other hand the target audience will include the same gender, age, lifestyle and annual income. Unlike the primary target, the secondary target will be directed to the American market.

Message theme: The primary theme will be that HOLA is a unique and modern line of jewelry that is being introduced to Hispanics living in the USA.

Support: The meaningful business concept along with the brand that wants to bring a sense of unity among Hispanics; which will include the participation of famous Latin American celebrities and charity organizations.

Unique Selling Point: Modern and unique line of jewelry with beautiful designs directed to the Hispanic market.

Product Benefit: Unique, beautiful jewelry that looks good.

Personal Values: By wearing HOLA jewelry, Hispanics will feel proud of their roots and happy to buy beautiful jewelry from a brand that will give part of their profits to charity organizations.

Leverage Point: The leverage point will be the headline, which is the meaning behind the word HOLA: "Heritage of Latin America". This meaning will be further explained in the copy by informing that this brand sells not only jewelry but also a meaningful business concept and our unique strategy to be helping charity organizations.



5.2.1.3 Advertising Design

HOLA will utilize an **affective message strategy** for their print advertisements. This strategy will allow HOLA to sell their products through **emotional advertising**, which leads the consumer to act. Feelings and emotions affect decisions and connect the consumer with the product. This is why HOLA will utilize this method because the brand is building itself with a unique concept among Hispanics that will invoke feelings.

The strategy will be conveyed through an **emotional appeal**. The ad will feature the meaning behind HOLA (Heritage of Latin America), their roots and passion for life. The text will be focused on the main characteristics Hispanics have: beauty, love, warmth and joy.

HOLA will also utilize **informative execution**. This will be developed by informing the viewer with further explanation in the copy about this unique brand and the whole concept it wants to transmit. In addition to that, the jewelry will be the main point of the ad, which will grab the eye of the consumer. The overall look of the ad will demonstrate elegance, uniqueness and a clean look.

For our television commercials HOLA will utilize a slightly different approach. We will still utilize an **affective message strategy** through **emotional advertising**. The appeal will also be emotional. Unlike the ad, the TV commercial will utilize a **slice of life execution** that mimics real life events. This will demonstrate the four main aspects of the brand: love, joy, warmth and beauty.



5.2.2 Consumer Promotions

The budget for consumer promotions will be **\$150,000** for the entire year. Since HOLA offers high-end jewelry, the consumer promotion will be through direct mail. Each month, birthday gift cards will be sent out to our subscribers who provided us with information about their birthday and other general information. The gift card will have a special offer of 10% off of their purchase online or at any retail store that offers HOLA jewelry. This method will be very effective because it will show the consumer that we care about them. This will also invite the consumer to visit our webpage or retail stores where our products would be carried and to introduce them with our new designs.

Aside from the gift cards, invitation cards will be sent along with the catalogs in order to have our subscribers invite friends and family members to join the HOLA community. This will be sent during the months of October and November in order to promote the Holiday season by becoming a member of our website. Each customer will be notified that if they become a member they will receive free catalogs, gift cards and they will also have the opportunity to donate to charity organizations by buying our products. This will have an emotional appeal to consumers during the holiday season of giving.

Other consumer promotions such as price reductions or coupons would not be a prominent part of this plan. We offer high-end jewelry brand and offering the mentioned promotions would not be a logical approach. Our image instead is a high quality brand that offers beautiful jewelry to a very powerful market.



5.2.3 Personal Selling - Consumer

HOLA will spend **\$180,000** on personal selling for the consumer budget. We want to ensure that the sales people from the retailers have the required knowledge, background and experience in order to develop high quality customer service when selling our products. The salespeople should be trained in order to provide customers with information about our company and the whole background reasoning for this new brand.

We will be checking on a bi-monthly basis inventory and sales in order to make sure that everything is on track. Additionally, we will be placing additional information on posters and POP displays in retailers as soon as new collections come out.

HOLA will also offer incentive programs to our retailers. We will provide the salespeople with HOLA jewelry. This will encourage each sales person to provide our customers with a high level service and at the same time the opportunity to show our jewelry through the sales person that is in charge of selling our products.

Since there is no personal sales team for HOLA; the people who will be in charge of selling our products will be the salespeople from each retailer. HOLA's goal is to be able to open a store in the future in order to provide our future salespeople with unique uniforms that will represent our store with elegance and high-end brand.



5.2.4 Sponsorship Programs

For sponsorship programs we want to enhance our company image in order to help our firm develop closer relationships with prospective customers. We want to match our target audience by sponsoring Hispanic charity events primarily. In the future we would also like to sponsor a variety of events related to Hispanic causes. In all these events we will be spending a total amount of \$200,000. We will be presenting a unified message to our main audience in order to project a positive corporate image and create brand awareness.

In all these events we will make sure it fits with our corporate image; this is why we also choose to sponsor fundraising events such as, concerts of Latin American singers, fashion shows by having the models wear HOLA jewelry and finally, bar/restaurant openings in Miami. The main goal is to gain profits that will be later donated to non-profit organizations.

Our catchy phrase will be: "Catch the HOLA spirit and be part of it!" We will place the HOLA symbol around the event in big posters and we will also give away pins with our company logo. We want to make sure that we put our website address in every piece we give out in order to begin to build traffic in our website and begin word of mouth.



5.2.5 Database Programs

Collect Data:

Through data collection we will be provided with information for direct mail and Internet marketing. The total budget for this will be approximately **\$120,000**. All information that will be collected will be available from an online database program in our website. The person in charge to manage all the information available will be the marketing director and several assistants that work for HOLA as a marketing team. Information such as age, gender, annual income, lifestyle and email address that will be filled by our customers who buy anything online or at retail stores. Aside from general information, we will also ask customers about what influences their purchase decision such as price, quality, the concept of the brand, etc. We would want to know if our customers are buying our jewelry because they either loved our jewelry as a fashion statement, or because they were inspired by the business concept. All the information will be kept confidential at all times and only available to our marketing representatives who will manage and access everything on the database program.

Data Warehouse:

HOLA will use the data warehouse by targeting customers through direct marketing. Our system will work in a way that the salespeople have access to important customer information as they prepare to make sales calls. We will make sure that our internal salespeople are able to have access to the database when a customer calls to place an order or deal with inquires and complaints from previous purchase.

Direct Marketing

We will implement a direct marketing campaign in order to reach our customers constantly. Our campaign will consist of two methods of direct communication: e-mail and mail. We know that consumers are being reached and bombarded with direct marketing material so we will make sure that our campaign is entirely unique and creative in order to attract the mind of the viewer when looking at our direct marketing pieces. Through mail we will be sending catalogs to update our customers about our latest collections or any promotions available. Through email we will also inform our customers about similar information but with less information. We will continue to follow our objectives and themes when it comes to creativity.



Permission Marketing

HOLA will provide a subscriber tab on our website in order to obtain information by asking customers for their email to see if they will allow us to send them information about our product developments and/or promotions. They can either choose to become or not to become part of the e-mail list. We will notify them that by becoming an online subscriber they will have the opportunity to donate to charity organizations and help people around the world. We also want to collect as many emails as possible in retailers and trade shows in order to attract customers aside from the online subscribers.

Frequent Shopper Program

We will encourage our customers to continue to buy our products by placing continuous advertising and by inspiring them to wear beautiful jewelry for a meaningful reason. Through our advertisements we will always inform about our unique business concept as well as the several benefits from buying HOLA products. This will inspire customers to make repeat purchases because they will feel happy to make donations to charity organizations.



5.3 Media Plan

Our primary objective is to create brand awareness and influence consumers as they are approaching a purchase decision. In order to develop successful brand awareness we will use frequency and continuity.

The main goal is to establish HOLA as a high-end jewelry brand that is mainly offered to Hispanics Americans. Additionally, we want to transmit and inform future customers about our unique business concept. Jewelry is not purchased on a frequent basis. As a result, it is important for consumers to have HOLA brand in their evoked set just as they are contemplating a purchase. We will do so by placing repetitive ads in several medias such as television, radio, magazines, direct mail, Internet and mall.

HOLA does not have to choose to utilize all media that will be listed in the following pages. They are part of this IMC plan where our purpose is to demonstrate all possibilities that will maximize frequency, reach and profitability for HOLA.

Television

For Television advertising we will start to place our ads in the beginning of the year 2009. The months will be during January (launching the brand), February (Valentine's Day), March (Mother's Day, several promotions will be offered. The advertising campaign will inform customers about our new jewelry brand that is being offered to Hispanics. The three main channels will be: Telemundo, Univision and Mega TV. These three channels are mainly directed to the Hispanic market. This is why they were chosen; they will inform our main target about our products by placing our ads. The perfect timing will be during the morning news during the weekdays, this is the typical time were our main target (Hispanic women) are watching morning television while getting ready to go to work or take their kids to school. At night will also be a good time for our ads placement because people are usually watching soap operas or news before going to sleep.

Radio

Radio advertisements will be placed in two main radio stations: Romance 106.7 and Amor 107.5. These two radio stations are Hispanic and they target to this specific market. Both stations have



as their audience Latin Americans that are constantly listening to this radio station because they feel identified with the topics, music and several programs that are offered to their audience. By utilizing this radio station we will be able to place ads in the morning drive time from 7-9 and also in the afternoon from 4-6; trying to reach once again, Hispanic women that will be either driving to work or traveling their kids to school. On the other hand, we have many employees that listen to radio during their office hours as well as people who are in transition to or from work.

Magazine

HOLA will place print advertisements in Level Magazine. This magazine targets the Hispanic market as well. They try to reach Latin American men and women from 25-38 years of age who earn from a medium to high household income. His or her main lifestyle will be someone who lies within what is new and sophisticated. This magazine fits perfectly with the target we want to reach and this is why it was chosen. Level is a publication created by and for the Hispanic and Latin American community in the USA. By introducing this brand to the Level team we were able to negotiate a special rate with the level team in order to place a full-page ad 11 times throughout the next year for a lower price than what is usually offered.

Direct Mail

Through direct mail we will be able to send catalogs to customers who become subscribers online as well as future customers that will be part of the client database. This will enable us to introduce our customer with new collections and designs available. Aside from the catalogs that will be sent according to the launch of new collections there will also be consumer promotions for database clients who's birthday is about to come.

Internet

For the Internet HOLA will place banner ads in different websites. The three main websites will be terra.com, entretenimiento.com and latino.msn.com. These three websites have large number of visitors and by looking at our banner ads traffic will be directed to our website and consumers will start to become aware of this new jewelry line.



5.3.1 Sample Media Schedule - Radio

Format: Hispanic Music. 107.5 Amor

MEDIA	WEEKS (January)	SPOTS/ DAY (Mon-Fri)	LENGTH/ SPOT	DAYPART ₁ (6am-9am)	COST/SPOT (Daytime 1)	DAYPART ₂ (4pm - 7pm)	COST/SPOT (Daytime 2)	COST/ WEEK
Radio (107.5)	Week 1 (1-7)	4	30sec	2 spots	\$550	2 spots	\$500	\$10,500
	Week 2 (8-15)	4	30sec	2 spots	\$550	2 spots	\$500	\$10,500
	Week 3 (16-22)	4	30sec	2 spots	\$550	2 spots	\$500	\$10,500
	Week 4 (23/29)	4	30sec	2 spots	\$550	2 spots	\$500	\$10,500
TOTAL:								\$42,000

6.0 IMC Objective Two - Distribution

- 6.1 Marketing Budget - Distribution
- 6.2 IMC Methodologies
 - 6.2.1 Advertising - Distribution
 - 6.2.1.1 Advertising Media Budget
 - 6.2.1.2 Creative Brief - Distribution
 - 6.2.1.3 Advertising Design
 - 6.2.2 Trade Promotion
 - 6.2.3 Personal Selling - Distribution
- 6.3 Media Plan





6.0 IMC Objective Two - Distribution

Our second objective is to encourage our channel members to carry our products and to provide information about our company to potential customers. We will do so by utilizing middle to high-end retailers. This is a traditional distribution channel that will be in charge of pulling customers into the store. The main goal is to be the vendor of choice of the retailers and to increase sales volume and market share.

We will use a selective distribution by selecting different geographic locations in the USA. The states will be determined according to those states where there is high concentration of Hispanics. The main retailers will be primarily Nordstrom's and Macy's. These retailers will give HOLA the opportunity to position itself as a high quality jewelry brand.



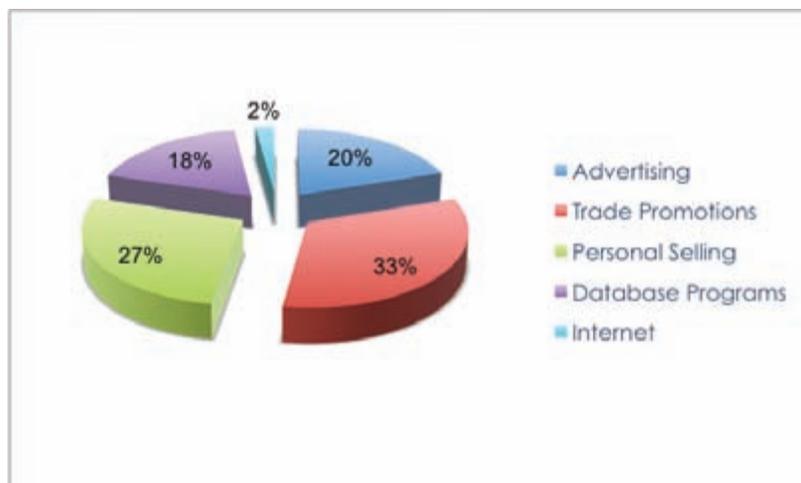
6.1 Marketing Budget - Distribution

The budget for developing distribution channel for 2010 will be a total of **\$552,000**. As shown below in the table and graph; the largest portion will be spent on trade promotions. It has been budgeted for approximately **\$180,000**. These funds will be spent primarily on retailers that carry our products.

For advertising we will utilize trade journals, direct mail and the Internet that will cost **\$110,000**. We will also spend **\$100,000** on database programs and **\$150,000** for personal selling. Finally, for the Internet we will spend approximately **\$12,000**.

This overall budget provided below will allow us to start initial distribution and recruit channel partners. HOLA does not have to choose to spend the exact budget for distribution. This is an estimated budget where the purpose is to demonstrate all possibilities that will help achieve our main goals for distribution channels.

Budget	2010
Advertising	\$110,000
Trade Promotions	\$180,000
Personal Selling	\$150,000
Database Programs	\$100,000
Internet	\$12,000
Total	\$552,000





6.2 IMC Methodologies

In order to develop distribution channels, we will implement advertising. Our main goal is to establish relationships with our channel members that will carry our products. We will use several tools such as trade journals, direct mail and the Internet. We will also utilize trade promotions, which will allow us to gain advantage among our competitors.

Personal Selling will be an important tool used for this plan. We want to build strong relationships with those who will become our partners. We will advertise in trade journals and on websites of channel members. This will be important for attracting retailers who will be selling our products. The tools listed above will improve our communication between our future partners and us. It will also give us the opportunity to increase orders from our retailers in the future.



6.2.1 Advertising - Distribution

The advertising budget for our distribution channel will be divided into three main channels: trade journals, direct mail and the Internet. Our main goal is to establish relationships and encourage our distribution partners to carry our products.

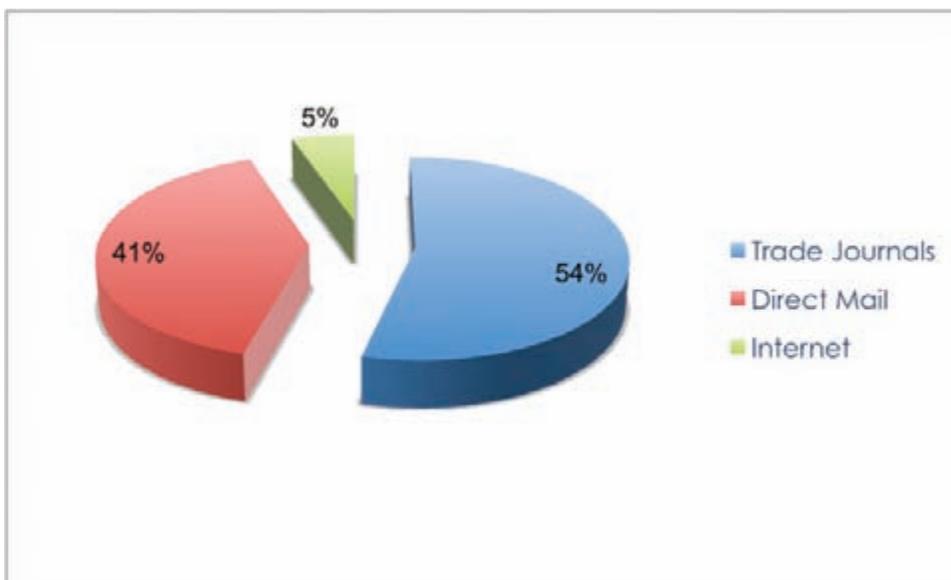
Trade journals will be approximately 54% of our budget. We will purchase advertising space in MJSA journal. We will send out our advertisements through direct mail to our major distributors. Finally, to supplement the trade journals we will place banners ads on the Internet in trade journal sites.



6.2.1.1 Advertising Media Budget

The advertising budget for the distribution program will be 20% of the \$552,000 for Objective Two. Of the **\$110,000** allocated for distribution channel advertising; \$100,000 will go to trade journals and \$75,000 will be for direct mail. With the remaining, \$10,000 will be used for the Internet.

Budget	2010
Trade Journals	\$100,000
Direct Mail	\$75,000
Internet	\$10,000
Total	\$110,000





6.2.1.2 Creative Brief - Distribution

Objective: To generate inquiries into stocking HOLA jewelry line into middle to high-end retailers in order to increase sales volume and market share.

Target Audience: These targets are middle to high-end retailers that sell high quality jewelry and certain fashion statements such as clothes, shoes and handbags. All these retailers are willing to know how adding HOLA jewelry line will benefit their business.

Message Theme: The primary theme is that HOLA will satisfy individuals who are looking for fine jewelry with a modern and unique design they can wear on a daily basis. For the distribution market, the theme is carried one step further to include the distributor as an important link to that customer.

The Support: HOLA not only sells high-end jewelry but a unique concept with the brand that wants to sell specifically to Hispanic Americans living in the USA. HOLA will be donating part of its profits to charity organizations.

The Constraints: There are many jewelry brands that want to sell their products to the same distributors. Therefore, the distributors may not want to sell more jewelry brands.
Unique Selling Point: elegant, modern, unique jewelry.

Benefit: HOLA will enable its distributors with a unique and modern line of jewelry. The beautiful and modern look of the display and the jewelry will help sell jewelry for the distributor.
Distribution Channel Value: Less selling effort required.

Leverage Point: The leverage point will be the headline, which is the meaning behind the word HOLA: "Heritage of Latin America". This meaning will be further explained in the copy by informing that this brand sells not only jewelry but also a meaningful business concept and the fact that HOLA's profits will be donated to specific charity organizations.



6.2.1.3 Advertising Design

Print advertisements for the distribution channels will remain consistent with the print ads for consumers, but utilizing a different approach.

We will use a **cognitive message** strategy because we want to focus on our product's attributes and benefits. We will also utilize a **unique selling proposition** in order to be able to show HOLA's unique advantage over other jewelry brands that are not mainly directed to the Hispanic market; and because of our unique and modern designs appealing to a wide public. This strategy will be conveyed through a **rational appeal**, by doing so HOLA will be able to support the brand through meaningful facts.

The executional framework that will be utilized is **informative**. This strategy will inform the distributor about HOLA on a straightforward manner and at the same time trying to involve an emotional appeal.

Ads for the Internet will be somehow similar but will contain less information in order to be able to inform and attract the viewer rapidly.



6.2.2 Trade Promotions

The budget for trade promotions will be **\$180,000**. It will be used for trade shows and POP (Point of purchase) displays. Since HOLA will be launching in the beginning of 2009, we will be attending several trade shows in order to start initial distribution and recruit channel partners. By attending trade shows we will discover potential customers and begin to build strong relationships with our distribution partners. We also want to introduce ourselves as a strong brand image by informing future buyers about our unique business concept and the line of jewelry we will be offering.

Aside from the trade shows, HOLA will also utilize Point of Purchase display that will be located in retail stores in a place where it can be noticed. Since POP displays serve as an important aid to retail selling, HOLA will use this trade promotion in order to develop brand awareness. This is also a high effective tool for increasing sales, since 50% of the money spent at mass merchandise stores is unplanned. HOLA wants to create awareness by putting POP displays that will grab the eye of the consumer while walking around the store.



6.2.3 Personal Selling - Distribution

HOLA will spend **\$150,000** on personal selling in the distribution budget. We want to make sure that we will offer high quality sales presentations to potential channel members. We also want to identify viable channel customers by qualifying those prospects in order to later develop positive relationships. Our final goal will be to establish a fluid chain that begins with the retailer and ends with the final customer.

The owners and creators of HOLA are the sales representatives for the company. We are currently meeting with several distribution partners and attending several trade shows in order to start building relationships with future customers.

We will be qualifying these prospects by obtaining a prospective customer visit from contacts that were made through advertisements in the Internet, trade journals, direct mail programs and referrals from other sales people. We will later develop a detailed examination to obtain the qualifying prospects. The reputation, competitors and customer base of each prospect will be evaluated in order to determine which prospect better satisfies the screening. After defining the prospect we will solicit a discussion of possible partnership arrangements.



6.3 Media Plan

HOLA wants to reach several distribution channel members to carry our products. This will require extensive advertising as well as the use of several media. In order to do so, we will select three major advertising media: trade journals, direct mail and Internet.

The trade journals should be advertised before the launch of every collection according to the different seasons of the year. It will be convenient to place higher amounts of advertising by September right before the fall collection is launched. By doing so, we will hopefully achieve high sales during the Holiday season right before Christmas.

Direct Mail pieces will also be part of this strategy as well as the Internet by utilizing once again continuous advertising before the launch of every collection, especially during the months leading up to the holiday season. As a result, HOLA will be able to reach major distributors that will encourage them to carry HOLA jewelry.

7.0 Strategic Planning

- 7.1 Company Background
- 7.2 Mission and Vision Statement
- 7.3 Goals and Objectives
- 7.4 Product Review
- 7.5 SWOT Analysis
- 7.6 SWOT Matrix
- 7.7 Marketing Mix Strategies
- 7.8 Management Team
- 7.9 Industry Research





7.1 Company Background

In the beginning of 2007, after many ideas and thoughts, a decision was made to develop a unique idea for a new jewelry line. After owning and managing several jewelry stores in Mexico, Alberto Salazar felt very confident to introduce a unique jewelry brand in South Florida. Alberto Hallivis, an excellent marketing and business consultant decided to join him to start this new project. Both, Alberto Salazar and Alberto Hallivis (coming from a Hispanic culture) decided to name this new jewelry brand HOLA - Heritage of Latin America.

HOLA will launch the first collection in the beginning of the year 2010. Not only does HOLA want to introduce a beautiful line of jewelry with earrings, bracelets, necklaces and rings in sterling silver and gold. HOLA will also introduce a unique concept along with the brand that connects directly to the Hispanic Americans. HOLA wants to bring a sense of unity and pride among Hispanics in the USA. It is a society pulled in two directions, trying to blend in and be part of this country while remaining true and proud to their unique heritage: history, roots, language, culture and art, family values and traditions. They have become a huge and strong market in USA, since they represent almost 16% of the entire population and a big influence in this country's everyday life.



7.2 Mission and Vision Statement

Vision Statement

The vision of HOLA - Heritage of Latin America is to be the most beautiful, unique and modern jewelry brand offered to Hispanics living in the USA.

Mission Statement

To provide a sense of unity and pride among Hispanics living in the USA.

To offer unique and modern jewelry designs appealing to a wide public.

To be recognized as a company of honesty and integrity.

To train and motivate our employees in order to develop excellent communications skills with our customers.

To donate part of our profits to Hispanic non-profit organizations.



7.3 Goals and Objectives

Goal #1: Increase sales consistently over the next 2 years.

Objective A: Start to implement the advertising campaign in the beginning of 2010.

Objective B: Start to develop an exclusive product line by the end of 2010.

Supporting Policy: In the beginning of 2009, start the development of the marketing and advertising campaign.

Supporting Policy: In the beginning of 2009, establish unique advertising in various media in order to start the development of brand awareness.

Goal #2: Become a regional and national brand by 2011.

Objective A: Increase points of distribution by selling our products to at least two more stores by the end of 2010.

Objective B: Start to distribute our product in different geographic locations in the beginning of 2011

Supporting Policy: Attend many trade promotions in order to start to push our products through different channels

Supporting Policy: Start to build strong relationships with new and existing distributions partners.

Goal #3: Increase profitability consistently over the next 2 years.

Objective A: Increase net income by 5% by the end of 2010.

Objective B: Increase net income by 10% by the end of 2011.

Supporting Policy: Increase production to reduce costs. (Take advantage of increase sales to lower the costs of materials, productions and distribution.)



7.4 Product Review

HOLA's unique styles of jewelry want to provide its customers with a variety of designs that will be appealing to a wide public. The main idea behind the jewelry is to make Hispanics feel proud of their heritage by wearing HOLA. In order to satisfy the needs of our customers we will enable them with beautiful, modern and unique designs in silver and gold. The designs for the first launch will include earrings, bracelets, necklaces, rings and pendants. Each design will be offered either in gold and silver with different stones.

The following is a list of the products that will be offered:

•PENDANTS:

- o HOLA: unisex HOLA pendant offered in different sizes.
- o JAZIN: pendant for women with the shape of HOLA's symbol.
- o CIELO: pendant for men with a square shape.
- o LIMA: religious pendant with the shape of a cross, surrounded by HOLA's symbol offered for women and men.
- o RELI: pendant for children with the HOLA symbol.

• RINGS:

- o RIVERA: sterling silver ring with HOLA's symbol holding a diamond.
- o LILU: offered in gold and sterling silver. It has two rings that join with the HOLA symbol.
- o PALU: a combination of silver and gold in one ring with a basic shape and the HOLA symbol on the top.

• BRACELETS:

- o HARMONY: 3 bracelets in silver with unique shapes.
- o VICTORIA: silver chain bracelet with HOLA symbol.
- o JOLI: leather bracelet with HOLA symbol on the top.
- o BEAU: a combination of silver and gold bracelet.



• **EARRINGS:**

- o **PALU:** silver earrings with diamonds in the center of the HOLA symbol
- o **GALINDO:** gold modern earrings with the shape of the HOLA symbol
- o **DALI:** sterling silver earrings that follow the shape of a circle and is attached to the HOLA symbol with beautiful diamonds.

• **NECKLACE:**

- o **FLORENTINE:** sterling silver necklace with the HOLA symbol all around it
- o **BELIN:** gold necklace with beautiful diamonds

Aside from the list provided above, HOLA will offer a combination of the designs already established. The list provides the basic designs of pendants, rings, bracelets, earrings and necklaces.



7.5 SWOT Analysis

Strengths:

- Unique and modern styles of jewelry
- Great variety of designs appealing to a wide public
- Unique business concept along with the brand
- Launching the brand in Miami (area full of fashion and Hispanics)

Weaknesses:

- Little to no brand awareness
- Start-up costs
- Lack of working capital
- Risky to launch such unique a business concept

Opportunities:

- First jewelry brand that is targeting Hispanics in the USA
- Fundraising events will give back to the community and create an environment for the company to market its products
- Achieve national recognition for the business due to its unique model.

Threats:

- Difficulty in having customers embrace the new jewelry style
- Overcoming the requirements of major retail stores
- Cost of gold increasing
- Threat of new entrants into the market



7.6 SWOT Matrix

	<p>Strengths</p> <ol style="list-style-type: none"> 1. Unique and modern styles of jewelry. 2. Great variety of designs appealing to a wide public. 3. Unique business concept along with the brand. 4. Launching the brand in Miami (are full of fashion and Hispanics). 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Little to no brand awareness. 2. Start-up costs. 3. Lack of working capital. 4. Risky to launch such a unique business concept.
<p>Opportunities</p> <ol style="list-style-type: none"> 1. First jewelry brand targeting Hispanics in the USA. 2. Fundraising events will give back to the community and create an environment for the company to market its products. 3. Achieve national recognition for the business due to its unique model. 	<p>SO Strategies</p> <ol style="list-style-type: none"> 1. Create brand awareness and enhance brand image. (S3, O1, O2) 2. Build strong brand image. (S3, O2, O3) 3. Encourage Hispanics to be part of this unique brand by wearing beautiful jewelry. (S1, O1) 	<p>WO Strategies</p> <ol style="list-style-type: none"> 1. Start promoting the brand through advertising in order to attract potential customers. (W1, O1) 2. Start to develop fundraising events in order to increase awareness and profits. (W2, W3, O2)
<p>Threats</p> <ol style="list-style-type: none"> 1. Difficulties in having customers embrace the new jewelry style. 2. Overcoming the requirements of major retail stores. 3. Cost of gold increasing 4. Threat of new entrants into the industry. 	<p>ST Strategies</p> <ol style="list-style-type: none"> 1. Maximize exposure and appeal of HOLA brand in relevant market. (T1, S1, S2, S4) 2. Provide a product line that uses gold and silver. (T3, S2) 3. Set a unique HOLA style to set a new trend in the industry. (T1, S1) 4. Establish brand-awareness among competitors to block new entrants. (T4, S1, S2) 	<p>WT Strategies</p> <ol style="list-style-type: none"> 1. Emphasize in the high quality, rare designs and reasonable costs. (T1, W1, T3) 2. Present an appealing product line to major retail chains to add value to their current selection. (T2, W4)



7.7 Marketing Mix Strategies

Product

HOLA's products are high-end jewelry offered in sterling silver and gold with a variety of precious stones, based around a basic design using the word "hola". The jewelry line is entirely unique and modern and has a wide variety of designs available. The first launch will offer earrings, necklaces, bracelets, pendants and rings for both women and men.

Place

HOLA will use a selective distribution. We want to focus in those states where there is high concentration of Hispanic Americans: Florida, Arizona, Texas, Illinois and California. The first launch will be based in South Florida. The jewelry collection will be available in middle to high-level retail stores such as Nordstrom and Macy's.

Price

The price will be set up to a higher than average price among its competitors. HOLA wants to position itself as an upscale brand as well as superior quality jewelry.

Promotion

HOLA will be promoted with famous Latin American celebrities, charity events, fundraising events, holidays, sponsorships and tourism. We will also promote ourselves through a variety of media such as magazine ads, catalogs, Internet and various channel promotions.



7.8 Management Team

Alberto Salazar

Alberto Salazar is a graduate from Universidad Autonoma in Mexico City with a Bachelor's Degree in Dental Surgery. He continued his career as a dentist for 10 years. In 1988 he was invited to be part of the management team in a jewelry company in Cancun, Mexico. In 1995, he continued to manage as the head of the company. He started to open several stores around Mexico inside of Hotels. In 1998 he started to design silver jewelry pieces for his stores. In 2005 he moved to the USA in order to establish a company that imported silver jewelry from Mexico. By the end of 2006, Alberto realized how powerful the Hispanic Market has become in the USA. He also realized that there are no jewelry brands that are mainly offered to his market. Therefore, after several years of experience in the jewelry market, he decided to start the development of this new brand HOLA - Heritage of Latin America.

Alberto Hallivis

Alberto Hallivis is a graduate from Universidad Autonoma with a Bachelor's Degree in Industrial Engineering. He worked for several companies in Mexico City such as General Motors, Ford, DINA and DHL. In 2003 he moved to the USA and he continued to work for DHL as the Vice-president of Marketing and Sales of Latin America. He developed excellent skills as marketing and advertising consultant after 8 years of experience in this job. In 2007, Alberto decided not only invest in this new company (HOLA), but he decided to become part of this project as a marketing and business consultant.



7.9 Industry Research

In the past 5 years the Hispanic jewelry market has become a very powerful one. According to the Jewelry Consumer Opinion Council (JCOC), Hispanic consumers represent the fastest-growing market in the country, and their buying habits indicate that their love for fine jewelry will mean significant growth this year and in the future.

Since this is becoming such powerful market, US jewelers are trying to find ways to attract the Hispanic market, since the latest studies have shown its annual spending could reach over \$1 trillion by 2009.

Recent surveys have also shown that approximately 41.3% of Hispanic consumers prefer yellow gold jewelry, although they show interest in white gold and platinum pieces, too. Only 6.9% identify sterling silver as their favorite metal, compared to 16% of the general U.S. population.

Jewelry companies have specific occasion opportunities with the Hispanic market. Most Hispanics buy jewelry for birthdays and Christmas. Another important and common occasion will be “The Quinceanera”, when a girl turns 15, it is a great opportunity for jewelry sales to promote this occasion. Hispanics also buy more jewelry for Mother’s Day or Father’s Day than the general population. Close to 65% say they’ve bought jewelry for themselves, and they’ve spent more on themselves than when buying for someone else.

In the USA Hispanic market, there is \$1 million allocated to advertising that until 2007 has seen zero dollars go to Spanish-language network television. Today, there is \$420,000 that went to Hispanic television networks. And the majority of advertising was allocated to Spanish magazines. Jewelry brands are the only category in 2008 in which none of the top advertisers (those investing at least \$19,000 in Spanish-language media) used television to reach their target audience.

The growing wealth among Hispanic immigrants who have established themselves within the USA business community has allowed HOLA to reach this market. It is proven to be an effective way for jewelry brands that target Hispanics as one continued growth and long-term gains.



Sources:

- Jewelry Consumer Opinion Council, MVI Marketing, Paso Robles, CA; (805) 239-2994, www.mvimarketing.com.

- “Hispanic market ripe for retail jewelers”

By Beth Braverman

Publication: National Jeweler

- “JCOC study reveals a hidden giant”.

By Peggy Jo Donahue

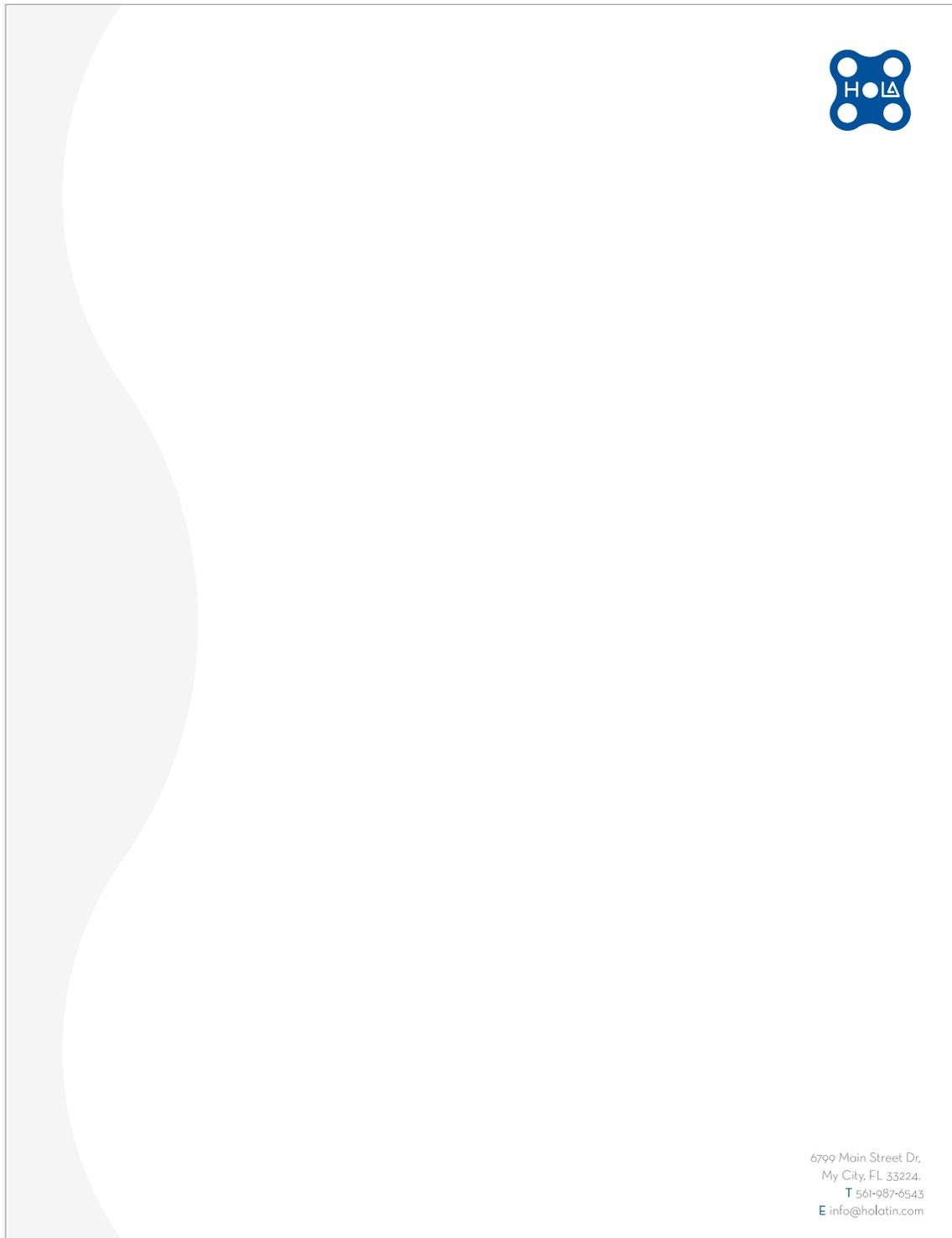
8.0 Corporate ID

- 8.1 Letterhead
- 8.2 Envelope
- 8.3 Business Card





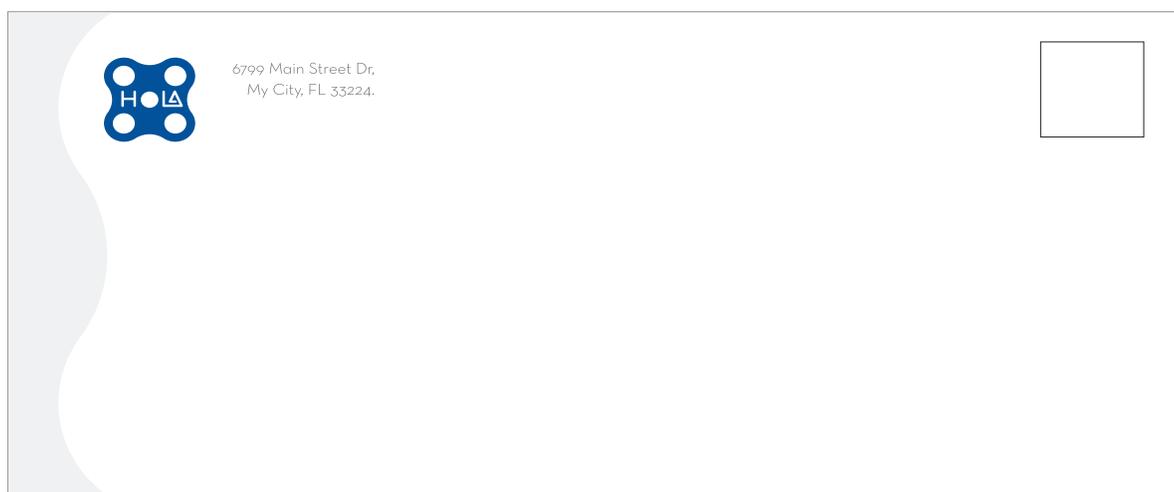
8.1 Letterhead



6799 Main Street Dr,
My City, FL 33224.
T 561-987-6543
E info@holatin.com

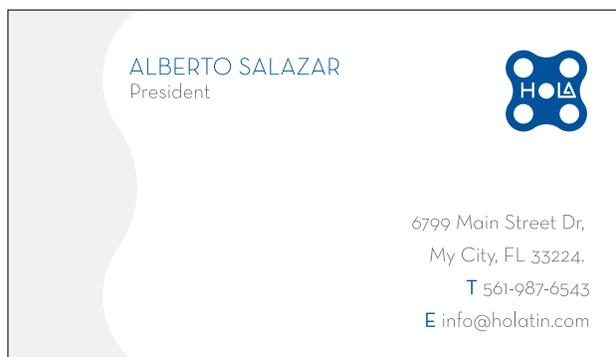


8.2 Envelope





8.3 Business Card



9.0 Advertising Campaign

- 9.1 3 Ad Series
- 9.2 TV Story Board
- 9.3 Radio Script
- 9.4 Press Release
- 9.5 Direct Mail Piece
- 9.6 Banner Ad
- 9.7 Billboard
- 9.8 Poster
- 9.9 POP Exhibit





9.1 3 Ad Series

An advertisement for HOLA Jewelry. The top half features a pair of silver Palu earrings against a dark blue background. One earring is shown from the side, revealing its curved, metallic form. The other is shown from the front, featuring a central diamond set in a four-lobed, organic shape with four circular cutouts. Below the earrings, the text reads: "CERTAIN THINGS ARE BORN FROM THE HEART SUCH AS LOVE, JOY, WARMTH AND BEAUTY. THIS, IS OUR HERITAGE... HERITAGE OF LATIN AMERICA". At the bottom center is the HOLA Jewelry logo, a smaller version of the four-lobed shape with "HOLA" and "JEWELRY" written below it. At the bottom left, the website "WWW.HOLATIN.COM" and phone number "561.3760571" are listed, along with "MIAMI, FL". At the bottom right, the product name "Palu Earrings CODER008" is displayed.

CERTAIN THINGS
ARE BORN
FROM THE HEART
SUCH AS
LOVE,
JOY,
WARMTH
AND BEAUTY

THIS, IS OUR HERITAGE...

HERITAGE OF LATIN AMERICA

HOLA
JEWELRY

WWW.HOLATIN.COM | 561.3760571 | MIAMI, FL

Palu Earrings CODER008

Magazine Ad. 8 1/5 x 11



CERTAIN THINGS
ARE BORN
FROM THE HEART
SUCH AS
LOVE,
JOY,
WARMTH
AND BEAUTY

THIS, IS OUR HERITAGE...

HERITAGE OF LATIN AMERICA



WWW.HOLATIN.COM | 561.3760571 | MIAMI, FL

Harmony Bracelets CODBR008

Magazine Ad. 8 1/5 x 11



CERTAIN THINGS
ARE BORN
FROM THE HEART
SUCH AS
LOVE,
JOY,
WARMTH
AND BEAUTY

THIS, IS OUR HERITAGE...

HERITAGE OF LATIN AMERICA



WWW.HOLATIN.COM | 561.3760571 | MIAMI, FL

Florentine Necklace CODN009

Magazine Ad. 8 1/5 x 11



9.2 TV Story Board

TV Spot (:30)



Video: Opening shot - Hola logo animated

SFX: Piano background and sound effects according to animation.



Video: Close-up of flower blooming and camera tilts up to woman's face.

VO: Certain things are born from the heart, such as...

SFX: Piano background



Video: Animation of the word "love" fades in

VO: Love

SFX: Piano background



Video: Word "love" fades out and shot of young latin couple fades in - they are getting engaged. Close-up of HOLA jewelry by the end of the scene.

SFX: Piano background



Video: word "Joy" fades in with animation effects.

VO: Joy.

SFX: Piano background and sound effects according to animation.



Video: Word "Joy" fades out. Latin couple spinning - looking joyful at the beach. Close-up of jewelry by the end of the scene.

SXC: Piano background.



Video: The word "Warmth" fades in with animation effects.

VO: Warmth.

SFX: Piano background.



Video: Word "Warmth" fades out. Close-up of couple holding hands tightly. Woman has a HOLA ring on her hand.

SFX: Piano background.



Video: Word "Beauty" fades in with animation.

VO: Beauty

SFX: Piano background



Video: Word "Beauty" fades out. Hispanic woman close-up fades in wearing HOLA Jewelry with an elegant and modern look.

SFX: Piano Background continues



Video: HOLA logo fades in with additional information

VO: This is our heritage - Heritage of Latin America

SFX: Piano background fades out



9.3 Radio Script

HOLA - Radio Spot. (:30)

SFX: _____ SOFT BACKGROUND MUSIC THROUGHOUT THE SPOT

WOMAN 1: (STRONG LATIN VOICE) CERTAIN THINGS ARE BORN FROM THE HEART

WOMAN 2: SUCH AS LOVE

WOMAN 3: JOY

WOMAN 4: WARMTH

WOMAN 5: AND BEAUTY

MAN 1: THIS IS HOLA... AN ENTIRELY UNIQUE AND MODERN JEWELRY LINE WITH A MEANINGFUL CONCEPT BEHIND IT. HOLA WANTS TO INVITE YOU TO SHARE THE HERITAGE OF LATIN AMERICANS LIVING IN THE USA BY WEARING A BEAUTIFUL JEWELRY.

HOLA WILL BE SUPPORTING NON-PROFIT ORGANIZATIONS BY DONATING PART OF ITS PROFITS. BECOME PART OF THE HOLA SPIRIT AND BE PROUD OF IT!

ANNOUNCER: FOR MORE INFORMATION VISIT US AT ANY MACY'S OR NORDSTROMS NEAR YOU, OR LOG ONTO WWW.HOLATIN.COM



9.4 Press Release

Contact: Daniela Stolk
561.654.5947
info@danielastolk.com

PRESS RELEASE
FOR IMMEDIATE RELEASE

FOLLOW THE HOLA SPIRIT

HOLA - Heritage of Latin America launches its first jewelry collection

February 18, 2009 - Miami, FL - HOLA - Heritage of Latin America presents a new high-end jewelry line. It is an entirely unique and modern line of jewelry designed and created by Alberto Salazar. HOLA wants to provide a brand with a beautiful fashion statement that will be donating part of its profits to Hispanic non-profit organizations.

This brand is mainly offered to Hispanics living in the USA. The idea behind this brand is to bring a sense of unity and integrity among this powerful market that is trying to blend in and be part of this country.

HOLA offers earrings, bracelets, rings and necklaces in sterling silver and gold with precious stones, such as diamonds, rubies, sapphires and emeralds. The design is well rounded and it allows endless possibilities for future collections. There is a line for women, men, children and a religious one. The first collections are available online, at Macy's and Nordstrom.

"The main idea is to make Hispanics feel proud of their heritage. They will not only love the fact of wearing beautiful jewelry, but the fact to be supporting Hispanic non-profit organizations by buying HOLA jewelry," says Alberto Salazar, president and jewelry designer of HOLA. HOLA will sponsor Hispanic fundraising events around south Florida, such as concerts, fashion shows and restaurant openings. By becoming a buyer of HOLA jewelry, customers will be invited to special events and will be on our mailing list for direct mail pieces where special promotions will be offered.

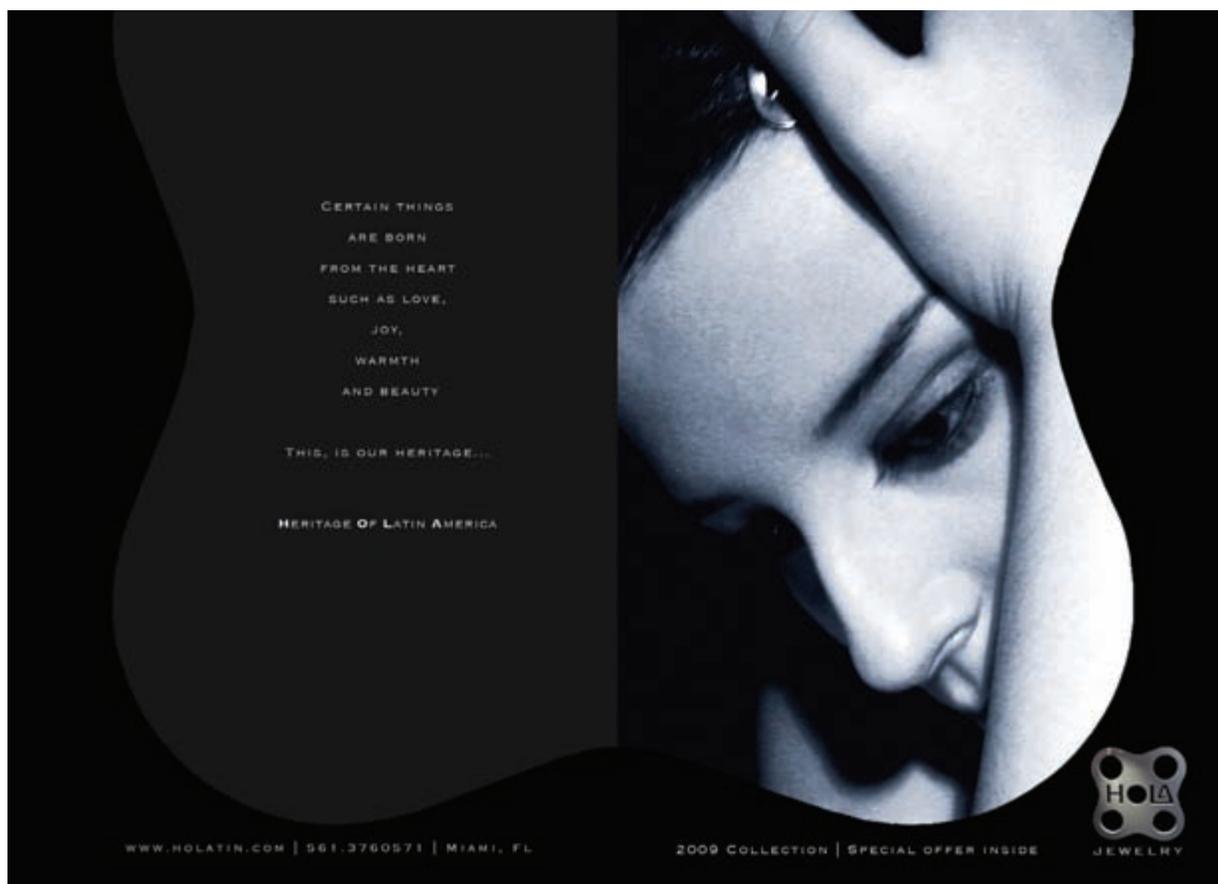
For more information visit www.holatin.com, or contact Daniela Stolk at 6799 Newport Lake Circle, Boca Raton FL, 33496.

###



9.5 Direct Mail Piece

Product Catalog



Catalog (Outside) 8 1/5 x 11



Product Catalog

SILVER COLLECTION 2009

Florentine Necklace
Sterling Silver
\$85

Palu Earrings
Sterling Silver and Diamonds
\$320

Rivera Rings
Sterling Silver and Diamonds
\$220

Harmony Bracelets
Sterling Silver
\$380

SPECIAL OFFER ON YOUR SPECIAL DAY

HOLA - Heritage of Latin America wants to bring a sense of unity and pride among hispanics living in the USA. Hispanics represent a powerful market in this country. HOLA wants to introduce this unique jewelry line that will be donating part of the profits to Hispanic Non-profit organizations. We want to be part of many events that bring unity among Latin people here in the USA.

A SPECIAL *Gift* FOR YOU
10% OFF
your \$100 purchase

By wearing HOLA jewelry, you will be part of the HOLA spirit. You will feel proud of your heritage as well as being part of our help to people who need it.

Catalog (Inside) 8 1/5 x 11



9.6 Banner Ad



English Banner



Spanish Banner



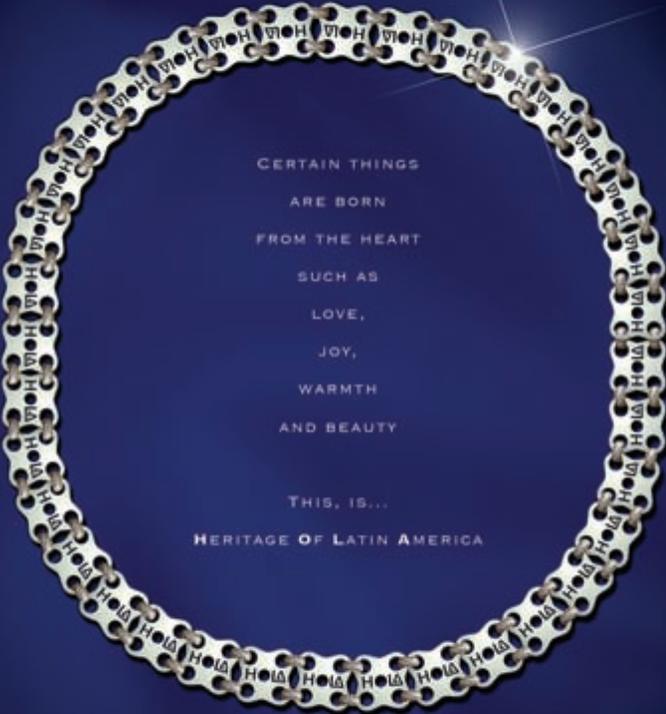
9.7 Billboard





9.8 Poster

FOLLOW THE HOLA SPIRIT
AND BE PROUD OF IT.

A circular necklace made of many small, identical charms. Each charm is a small metal ring with the word "HOLA" and a triangle on the 'A' engraved on it. The necklace is set against a dark blue background with a bright light flare at the top right.

CERTAIN THINGS
ARE BORN
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WARMTH
AND BEAUTY
THIS, IS...
HERITAGE OF LATIN AMERICA



JEWELRY

WWW.HOLATIN.COM



9.9 Point of Purchase Exhibit



