

## Case Study: Luxury Lifestyle



### Background

Cartier the renowned French jeweller and watch maker is present in India only through their distributors and retailers, it has only one boutique/ showroom at the Emporio Mall in Delhi and jewellery is available only through showroom

### Challenges

- Promoting jewellery without it being present in India
- Visually appealing product, required photo-shoots/ touch-feel experience
- Dubai boutique in convenient proximity
- Cartier spokespeople not in India

### Communications Objective

- Mandate of generating awareness about Cartier and its product portfolio in India
  - Watches
  - Fragrances
  - Accessories
  - Jewellery

### Strategy

- Initiation of strategic placements coupled with exclusive magazine cover shoots to showcase the creativity and brand persona
- Coordinated e-mail interactions
- Prepared a manual of frequently asked questions and their relevant answers
  - Facilitated media interactions conveniently
  - Exudes brand knowledge across team members

### Initiatives

*Exclusive cover shoots with leading lifestyle magazines such as Femina*

- With an added 6 pages inside and an additional editorial endorsement
- Magazine invited renowned model Katrina Kaif to wear the jewellery

*Media familiarisation visits to various Cartier events internationally*

- SIHH, Geneva
- Orchid Jewellery launch in New York
- Windsor Polo
- Dubai Polo
- Dubai boutique re-opening

*Proactive interaction between the media and international spokespersons and active participation in relevant industry stories*

## *Event*

### **Cartier Alternative Elephant Polo Cup, Jaipur, Rajasthan, India**

Provide media an opportunity to feel and experience the event and the unique tournament and facilitate interaction with the organizers

- Involvement of elephant family and HIS, a local NGO
- Faced protests and criticism from PETA
- Local media was instigated and protests and opinions were mobilized
- Key message communicated through national newspaper, Times of India, Mumbai

### **Strategy**

- Sent a letter to the protestor community expressing the desired objectives of the event
- Invited local media and select lifestyle national media to witness the event

### **Media relations**

- Select interactions with Cartier's International CEO
- Dissemination of press kits nationally
- Exclusive live on electronic channel NDTV to cover the event and the ceremonies around it

### **Achievements**

- The event was well accepted by the media – both locally and nationally
  - Exclusive live 2 days coverage on NDTV
  - 7 magazines with exhaustive editorial and pictorial coverage
  - 11 features across mainlines

### **Select Media Coverage**

cover story

**Louis Vuitton: What is the biggest of them all up to?**

Louis Vuitton, the most valuable brand in the world. Only one other brand has been associated with Louis since the 1850s, when he began making trunks and suitcases. One of them — John Galt, an American. John Galt is a name that is not known to many, but it is the name of the man who helped Louis Vuitton to become the world's most valuable brand. He was the first to introduce Louis Vuitton's trunks to the United States. He was the first to introduce Louis Vuitton's trunks to the United States. He was the first to introduce Louis Vuitton's trunks to the United States.

Louis Vuitton's strategy is to focus on the high-end market. They are not interested in the mass market. They are not interested in the mass market. They are not interested in the mass market. They are not interested in the mass market. They are not interested in the mass market. They are not interested in the mass market. They are not interested in the mass market.

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ANDREW HAIN

MARKETING

**According to a survey by Nielsen, Google is the most popular brand among Indians, followed by Christian Dior. The most popular brand was a foreign brand, followed by Google and Louis Vuitton.**

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**How to Sell Luxury**

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ANDREW HAIN

**What India is spending on CATEGORY WISE MARKET SPENDS, 2008 IN US\$ BILION**

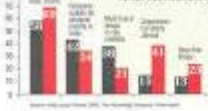
Category	Market spend	Change vs 07
JEWELLERY	4,084	2,525
CELEBRITY	3,368	1,084
TEXTILE	1,817	1,159
TOILET	1,253	769
CELEBRITY	1,118	712
FOOTWEAR	943	596
ACCESSORIES	874	546
SHOES	862	549
PERFUMES	761	502
CELEBRITY	708	468
CELEBRITY	258	157
BEAUTY	223	138
BEAUTY	138	82
TOTAL MARKET SPEND	14,804	8,202

**The bottom without ground**



More than 1 million households spending over Rs 10 lakh (1.25 crore) per year on luxury goods and services. The market potential is about Rs 1.25 lakh crore (12.5 lakh crore) growth of about 12 per cent in the number of such households.

**Where India likes to shop: RETAIL SPENDING PREFERENCE (%)**



**World luxury markets: SPENDING BY GEOGRAPHICAL AREA**



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ANDREW HAIN

cover story

**THE GLOBAL BIGGERS**



Ferruccio Perregino, Managing Director, Sabana Brands; Patrick Norman, CEO, Sabana Brands; Stephen Uppshart, Managing Director, Sabana Brands

The Sabana Brands Group is a leading player in the Indian market. They are not interested in the mass market. They are not interested in the mass market. They are not interested in the mass market. They are not interested in the mass market. They are not interested in the mass market. They are not interested in the mass market.

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MARKETING

**THE INDIAN FACES**



Vikram Joshi, Managing Director, Sabana Brands; Mohan Marjani, Managing Director, Sabana Brands; Rohan Sani, Managing Director, Sabana Brands

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P O R T F O L I O

What happens when Cartier meets Gucci and Sergio Rossi hits the high note with Michael Kors?  
When Emilio Pucci and Luisa Beccaria get together on these pages? What you get is...

# O SHEER OPULENCE

**FASTTRACK de-luxe**

**9** When did jewelry become so important? The time arrived. The red carpet rolled out. The most coveted of the red carpet is the world's most and oldest of the jewelry. The jewelry is made of diamonds, rubies, sapphires, emeralds, and pearls. The jewelry is made of diamonds, rubies, sapphires, emeralds, and pearls.

## Romancing the Stones

Cartier recently showcased its collection of haute jewelry titled *Cartier of Orchestre par Cartier*. **AMY FERNANDES** talks jewelry in a class.

When you think of jewelry, you think of diamonds. But the world of jewelry is much more than just diamonds. It's a world of color, of texture, of light. It's a world of art and science. It's a world of passion and dedication. It's a world of beauty and elegance. It's a world of romance and love. It's a world of joy and happiness. It's a world of peace and harmony. It's a world of hope and faith. It's a world of love and compassion. It's a world of kindness and generosity. It's a world of courage and strength. It's a world of wisdom and understanding. It's a world of peace and harmony. It's a world of love and compassion. It's a world of kindness and generosity. It's a world of courage and strength. It's a world of wisdom and understanding.

**AMY FERNANDES** is a jewelry designer and author of the book *Jewelry: A Guide to the World of Haute Jewelry*.

**FIRE AND ICE**  
This diamond and rubies set is the perfect piece to set off the fire and ice in your heart. The jewelry is from the collection of *Cartier of Orchestre par Cartier*.

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**Specialist**  
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**Beauty**  
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**Affordable Ayurvedic Health**  
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**Beauty of the Face**  
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**A Life of Love, and Then, and Then**  
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**Beauty and Health**  
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**The Beauty of Health**  
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Beautiful Season



The Elephant Family Parade



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**The Elephant Family Includes**  
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- Patrons:**  
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- Sponsors:**  
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the far pavilions



WARRIOR: King, the Indian Elephant has been in evidence in the Indian art, film

**B**Y THE TIME you have finished reading this article, the Indian Government will have already announced its decision to allow the import of foreign elephants. This decision is a landmark one, as it marks the first time in the history of the country that elephants have been allowed to be imported from abroad. The decision is a result of a long and arduous process, which began in the late 1990s when the Indian government started to receive requests from foreign countries to import elephants. The government initially refused these requests, citing the need to protect the Indian elephant population. However, in recent years, the government has become more open to the idea of importing elephants, and this decision is a clear sign of that change.

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# Precious Mettle



## FACE OFF

The Indian elephant has been in evidence in the Indian art, film and literature. It has been a part of the Indian psyche for centuries. The elephant is a symbol of strength, wisdom and power. It has been a part of the Indian culture for as long as there has been a civilization in the Indian subcontinent. The elephant is a creature of great intelligence and is capable of forming strong bonds with humans. It has been a part of the Indian art and literature for centuries. The elephant is a creature of great intelligence and is capable of forming strong bonds with humans. It has been a part of the Indian culture for as long as there has been a civilization in the Indian subcontinent.