



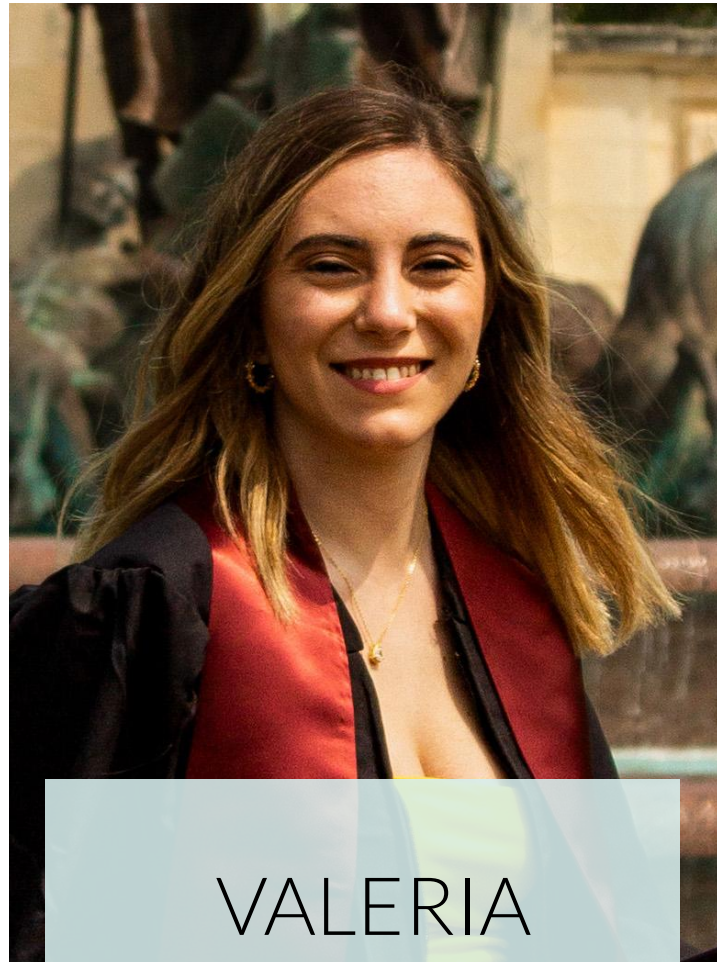
KENDRA SCOTT

PART ONE:

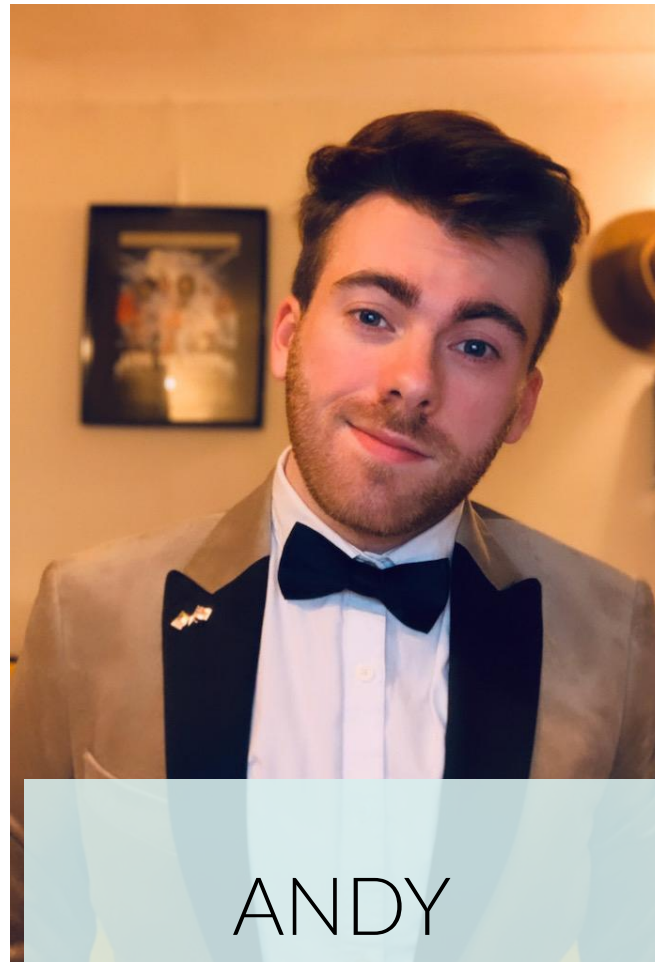
Research & Insights

MEET THE TEAM

ONE **STOP** MEDIA



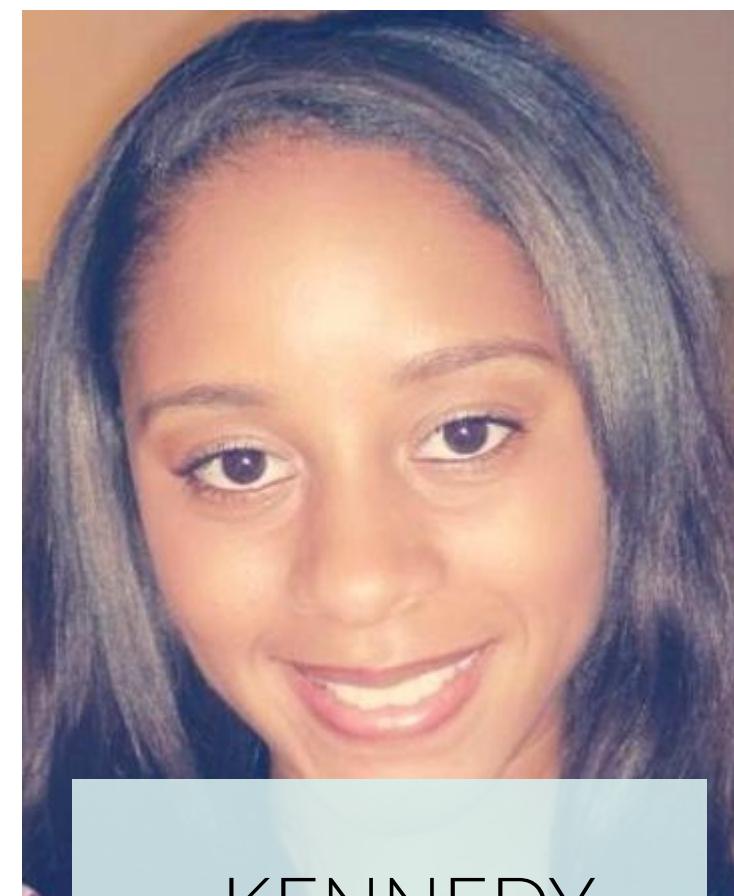
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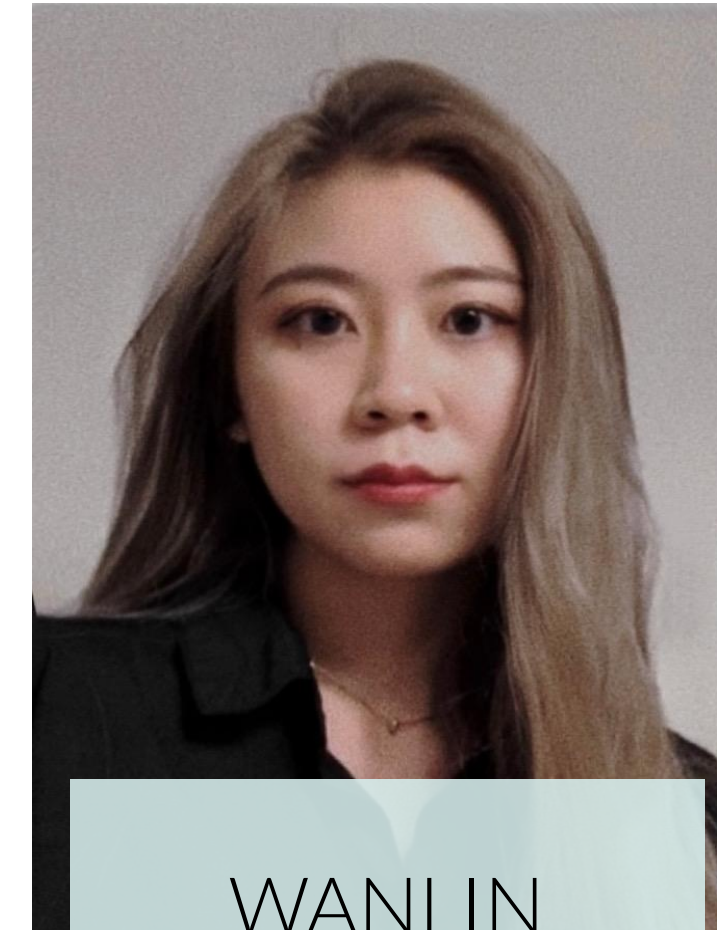
ANDY
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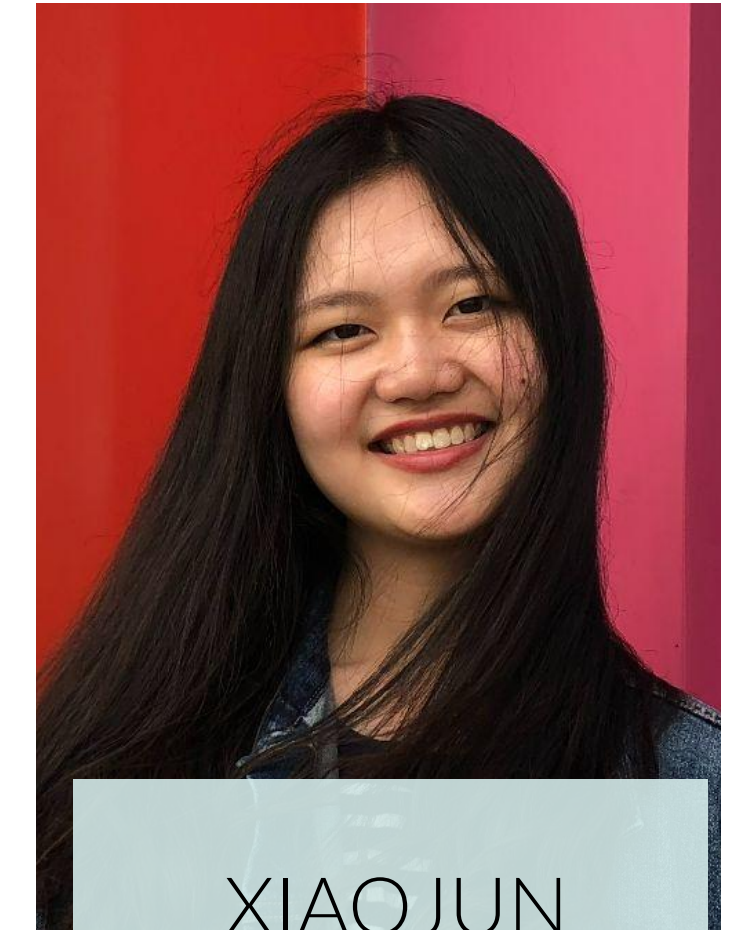
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Executive Summary

WHO IS KENDRA SCOTT?

Founded in 2002, Kendra Scott grew into a multi-million dollar jewelry experiential brand with 118 retail locations across the U.S. As they continue to grow, the company remains committed to their three core values: family, fashion, and philanthropy. As a mother and businesswoman, Kendra (founder) continues to treat customers as family, always adding the “Surprise and Delight” factor. The brand is mostly known for their affordable high quality pieces, recognizable form, as well as their unique customization experience, ColorBar. Through their mission statement “We exist to create good in the world”, Kendra Scott believes that giving back to the community is the truest form of success.

WHERE ARE THEY HEADED?

With COVID-19, Kendra Scott saw the opportunity to implement new ideas. They launched virtual online sessions as well as AR try-on experience. They added a new men’s line called Scott Bros. The company is expanding partnerships to reach new customers. And now that classes are back in person, Kendra Scott is more involved than ever with her Women’s Entrepreneurship and Leadership Institute at the University of Texas at Austin. The institute empowers female students in the university by offering classes, mentorship and events, and even competition pitches. Overall, Kendra Scott keeps looking for new ways to bring community and experiences.

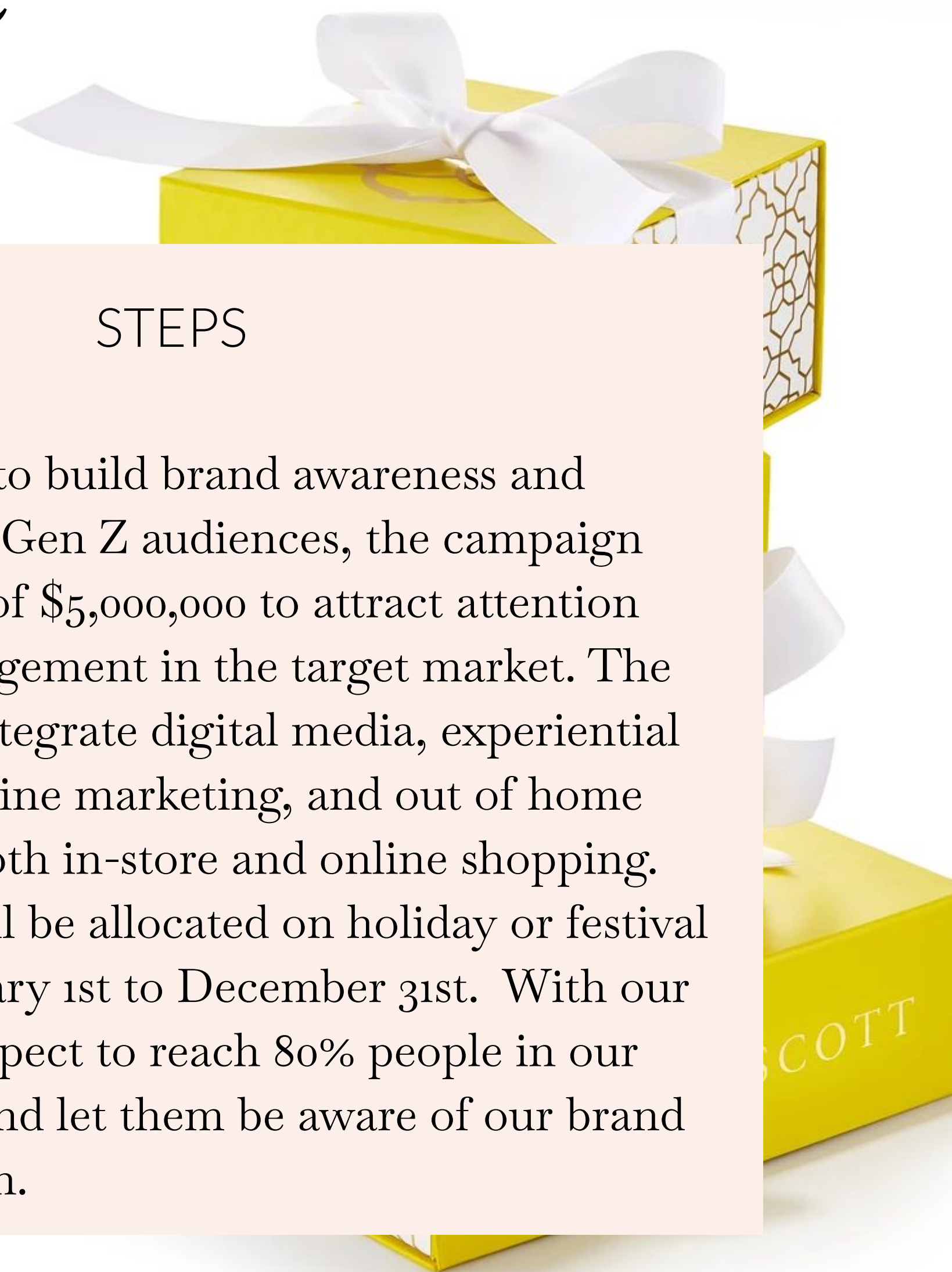
WHO DO THEY WANT TO REACH?

Kendra Scott is focusing on Gen-Z (ages 18-24), within Texas, neighboring states, and in college towns within these states. These customers are community-oriented, individualistic, creative, innovative, but overall, they are constantly looking for a sense of belonging.

HOW WILL THEY REACH THEM?

By implementing a media plan that will position Kendra Scott as a brand that delivers this sense of belonging, the brand will take opportunities of major holidays and events that promote people coming together. Kendra Scott will use popular platforms within Gen-Z such as social media, experiential events, SEM Keywords, display ads, and OOH that will help push this message across to reach the new audience.

Campaign Scope



GOALS

The brand plans to launch a new collection in 2022. With the release of new collection, Kendra Scott is looking to increase their brand awareness, generate brand buzz, increase new and qualified website traffic, online engagement, and sales with emerging Gen Z audiences. By researching on the feature of Gen Z and building unique connection with Kendra Scott, the campaign aims to deliver the sense of belonging to the target market. We plan to achieve this outreach through a strategic media plan that can resonate with Gen Z audiences.

STEPS

For Kendra Scott to build brand awareness and expand market in Gen Z audiences, the campaign will use a budget of \$5,000,000 to attract attention and increase engagement in the target market. The media plan will integrate digital media, experiential media, search engine marketing, and out of home ads to advertise both in-store and online shopping. The campaign will be allocated on holiday or festival period from January 1st to December 31st. With our media plan, we expect to reach 80% people in our target audience, and let them be aware of our brand and new collection.

Who is Kendra Scott?

BRAND'S GREATEST STRENGTHS

She is a force in her own right: With an air of fun and possibility, her presence is felt when she walks into a room. Whether in a group or one on one, she makes people feel there is more than enough to go around.

Part of what makes her so magnetic is her openness. She knows who she is and shares her story with candor. Her honesty gives depth to her advice and words of encouragement: People feel they can trust her because they feel they know her.

She's always looking for the good in things, choosing to find the silver lining — not because she's naïve, but precisely because she isn't. She sees the best in the people around her, and she helps them see it, too.

She embodies the
BIG DREAMS & COLORFUL CONFIDENCE
that define the Kendra Scott brand.

Source: Kendra Scott Brand Guidelines/ Brand Personality



RECOGNIZABLE FORM

Kendra Scott has established a well-known jewelry look. Any time someone looks at a piece of statement jewelry that has a colorful stone surrounded by a metal frame, they can easily say “That is a Kendra Scott piece.”



COLOR, COLOR, COLOR

Unlike most of their competitors that use mostly metal, Kendra Scott focuses their designs around bright and playful colors.

Through this play on color and materials, Kendra Scott established its well-known ColorBar where customers can be a part of their own jewelry design process.

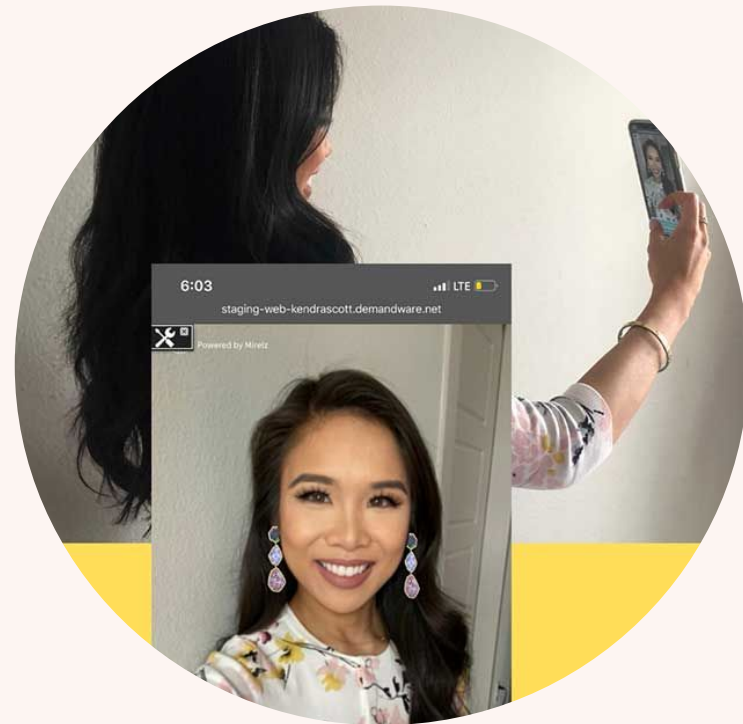


STRONG BRANDING

With their core values being family, fashion, and philanthropy, Kendra Scott has established a well-known strong experiential branding.

Not only are their colors and interior designs warm and inviting, but they revolutionized shopping by freely displaying the jewelry for customers to try on. Kendra Scott took the intimidation of buying jewelry behind the glass. As a customer, *you* are part of their family, and they make you feel like it.

Since COVID...



VIRTUAL EXPERIENCES INCREASED

New virtual platforms emerged, like Zoom, virtual events, and more. Kendra Scott launched her new AR try-on feature along their virtual personal shopping sessions, where customers get to virtually try on jewelry, and be advised by their team members straight from home.

Because of this virtual shifts, along with masks, people began to buy more jewelry to express themselves in ways that the mask or camera would not allow them to.¹



THERE'S BEEN A BIGGER SENSE OF COMMUNITY, SUPPORT, AND INCLUSIVITY

Since school closures and COVID-19, topics have arisen surrounding the impact on inclusivity and community. Gaps have been exposed where diverse students are not getting enough support from their schools. Because of these, among the fact that more people are vulnerable, there has become a bigger sense of community among people.

Kendra Scott wants to share that inclusivity by adding a men's line, "Scott Bros" as well as continue to support and empower female leaders and other groups.²



PEOPLE ARE APPRECIATING GOING BACK TO SCHOOL

As schools are slowly opening up, students share that out of everything, what they miss most is their friends, social life, and attending in person-events such as football games.

Luckily for Kendra Scott, she is now more than ever involved with the college life through UT Austin, where she has a game-day collection, and launched her KS Women's Entrepreneur and Leadership Institute in 2019.³



COMPANIES HAVE INNOVATED NEW WAYS TO REACH THEIR CUSTOMERS

Since stores began to close down due to government restrictions, it was crucial to find new ways to keep customer interaction. New ways of delivery emerged such as curbside pick-up and same-day delivery.

Kendra Scott was no different. The company began to expand their omni-channels during the holiday season by partnering with Favor, adding the option of curbside and same-day deliveries, as well as opening a new fulfillment distribution center in Dallas.⁴



PEOPLE VALUE COMMUNITY AND EXPERIENCES NOW MORE THAN EVER!

Social Distancing has created a craving for experiential opportunities among the community. Now, more than ever, people are seeking in-person activities where they can "return to normal" in safe ways.

Companies are viewing this as an opportunity to bring events to their customers. Kendra Scott continues to be an experiential brand by bringing back their philanthropic events as well as some virtual ones.⁵

Overall, COVID has also increased real estate vacancy due to e-commerce, but it is also created an opportunity for companies to produce long-lasting events and experiences with their customers.⁶

- <https://www.jckonline.com/editorial-article/kendra-scott-pandemic-pivot/>
- <https://www.oecd.org/coronavirus/policy-responses/the-impact-of-covid-19-on-student-equity-and-inclusion-supporting-vulnerable-students-during-school-closures-and-school-re-openings-d593b5c8/>
- <https://www.insidehighered.com/news/2021/03/24/student-experiences-during-covid-and-campus-reopening-concerns>
- <https://multichannelmerchant.com/operations/kendra-scott-quickly-adds-omnichannel-tactics-to-address-covid-19/>
- <https://kendrascottevents.splashthat.com/>
- <https://www.forbes.com/sites/forbesagencycouncil/2021/10/12/a-new-era-for-live-events-bringing-brand-experiences-to-a-post-covid-world/?sh=7fa4cb5c2ee5>

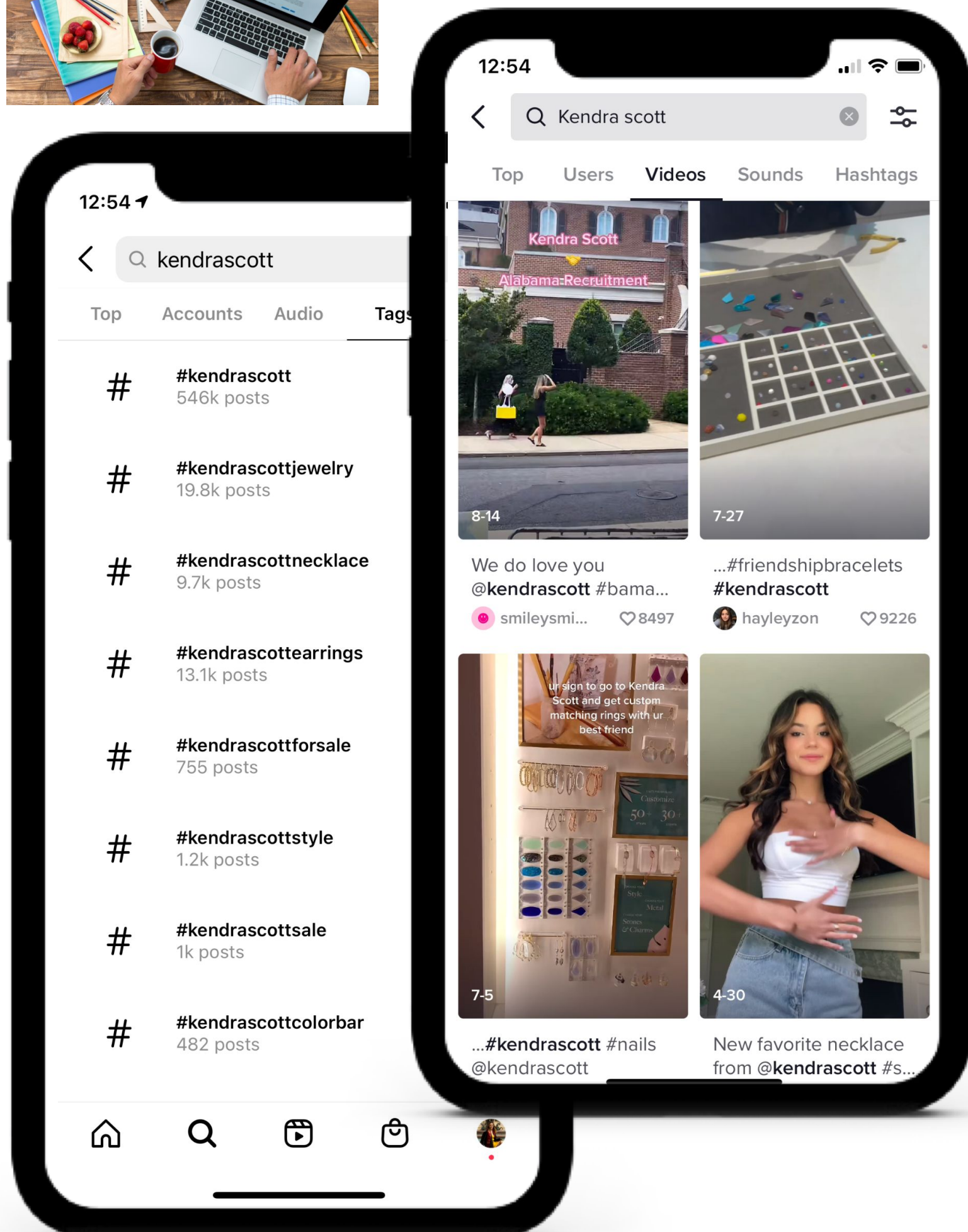
Observational Research

OUR OBSERVATIONAL RESEARCH SHOWS THAT GEN Z
KENDRA SCOTT SOCIAL MEDIA FOLLOWERS HAVE THIS IN COMMON...

KEY WORDS:

- productivity
- self-care / self-reflection
- connectivity (with oneself)
and with others
(matching jewelry)
- discovering/ experiencing
- sharing/being a part of

- Likes Coffee and going out → **feeling of productivity and social belonging**
- Blogs → love writing and creative reflection of their lives → **Self reflection / self identity**
- Value experiences (to share through an online platform)
- Minimal over statement jewelry → **it's the little special things that matter**
- Social influence → **sense that they are contributing to the world**
- Football life (playing dress up) → **feeling like you belong, and you have a group to support**
- Lots of Self care (“retail therapy”, “treat yourself”, “this is such a therapy for me. Love organizing my earrings by color.”@kendrascottaddicts
 - [Staying Apart, Together: Why putting on jewelry is my new self-care](#)
- Sharing experience (going to the color bar and choosing matching rings) → **feeling connected with each other through an experience or piece of jewelry**
- Piercings and Gen Z? (is it about the experience and feeling risky?) → **idea of sharing an experience with someone else**
- Highly associated with the word “preppy”
 - #OOTD
 - sorority girls → **social belonging**
- women involved with sports (soccer, baseball, volleyball→ mostly team sports) → **feeling of belonging to a team or your second family**



Connecting the Dots

THROUGH OUR RESEARCH, WE DISCOVERED THAT KENDRA SCOTT'S MARKETING EFFORTS FOR GEN-Z HAVE STRONGLY FALLEN ON THE "SORORITY-TYPE GIRL".

Looking through social media and campus ambassadors, Kendra Scott has successfully targeted girls that are very involved with their universities through sororities/spirit groups, game days, and any other experiences they can share with their friends.

However, what if we take one step back...

Maybe it is not about targeting this specific type of girl...

Maybe it's about *the feeling* these girls look for that *lead them* to join these groups. — THE SENSE OF *BELONGING*



Target Market

Through primary and secondary research, we found that the ideal, future Kendra Scott girl is seeking out places that provide her with a **sense of belonging**. She belongs to Generation Z, and is in her early career and financial stage. At the moment, she spends her available income on her basic necessities, and is still **economically dependent on her parent(s)**. Purchases made outside of her basic necessities are **carefully researched through recommendations** from social media influencers or friends, and purchases are made to **fulfill self-care needs or to supplement her personal style**, which is a form of her self-expression.

Like her peers, she shares similar values and characteristics. She values individualism, diversity and being a realist. As a consumer, she expects brands to be innovative and to provide convenience and security. She is best described as **individualistic, creative, innovative and a digital native**. She desires belongingness and lifelong friendships, and wants to belong to something much bigger than herself.

She is currently **seeking higher education** at a highly-ranked public research university. In her new home for the next 4 years, she is **actively searching for her tribe** and seeking **sisterhood** through extra-curricular activities and/or student-run organizations/groups through her university or within her surrounding community. She desires to be a part of a group that allows her to be a leader and cultivates her entrepreneurial spirit, She takes pride in her university, and displays this pride through clothing and accessories. You can find her sporting the latest trends, in her school colors, at game-day tailgates, in the classroom, or walking around campus.

DEMOGRAPHIC OVERVIEW

Target Demographic:

- Ages: 18-24
- Education: Seeking Higher Education

Psychographics:

- Community-Orientated; Embraces Diversity
- Individualistic, Creative, Innovative, and Wants to be empowered
- Self-expression through personal style
- Prefers to learn from their peers
- Hyper-connected, tech-savvy and digital-driven lives
- High value on experiences
- Practicing self-care is a crucial part of their lives
- Economically dependent on parents

Purchasing Behavior:

- Rarely indulges in impulse buying-
- Researches products through peer, social media and internet reviews and recommendations



Persona



ASHLEY

Age	20
Status	In a Relationship
Job Title	Student; Dance-girl for college
Personality	Confident, Colorful, Lively
Personal Style	Feminine, Minimalistic
Location:	Louisiana



WHAT DOES A FUTURE KENDRA SCOTT GIRL LOOK LIKE?

A future Kendra Scott girl looks a lot like Ashley - a small town southern girl, who now attends a highly-ranked public research university. Ashley has had a life-long dream of attending this university because she grew up watching their football games with her family- making her a fan since youth. Like her peers, Ashley spent her freshman year online due to the pandemic, but is now living on campus as one of the newest dance girls and student ambassadors. She is highly active on campus and is slowly accomplishing her goal of leaving a positive imprint on her school and community. Because of her school involvement and long history with the school, she has a huge amount of school pride, and can be seen around campus rocking her school's colors through clothing and accessories. **Ashley seems to have it all figured out and is adjusting well to college life; however, she has yet to fulfill her need of belonging to something much bigger than herself.**

Growing up in a family with 3 brothers, she's always wanted to find lifelong friends where she can create a sisterly bond. **She is looking for a sisterhood where she can be vulnerable, have and give support when needed and share similar values and experiences.** One experience she is looking to fulfill with a group is shopping in-person. Back home, Ashley never shopped solo. She always shopped with friends or family members that shared a similar style to her own. But now that she is in a new city for college, she has not explored shopping in-person. Instead, she has shopped primarily online, but is **longing for a friend or a group of friends to go shopping with because she values the opinions of her peers before purchasing products.** She is currently looking to join a sorority to fulfill this need of belonging to a sisterhood, as well as, fulfilling her need to belong to something much bigger than herself through philanthropy.

WHY SHOULD ASHLEY MATTER TO THE KENDRA SCOTT BRAND?

Ashley has not had much experience or purchased from the Kendra Scott brand yet; however, she is the perfect example of a future Kendra Scott customer. She is an active student at her school and active member of her community through volunteering. She wears her school's colors with pride in and around campus and is not afraid to cheer her school on in the stands on game days. She **seeks to empower other women**, and like Kendra Scott, she believes that **“women can do it all.”** When shopping, she likes to be surrounded by people who share a similar style to her, and primarily **shops in stores that make her feel like home and allow her to shine through self-expression.**

Empathy Map

The pandemic was a time for self-reflection, most importantly on Ashley's sense of style. She is now looking to express her versatile style and wants to incorporate jewelry back into her everyday attire

"I usually like to keep things simple but I am willing to put a spin on things!"

SAYS

DOES

Likes to stand outside the crowd

Shows solidarity with people in need by supporting causes that aim to help those in need

Active on social media

Willing to pay more for sustainable products and brands and is also into brands that have a focused message



Value personalized products and is drawn to brands who share her point of view

Socially minded and an independent thinker

Skeptical and frugal shopper

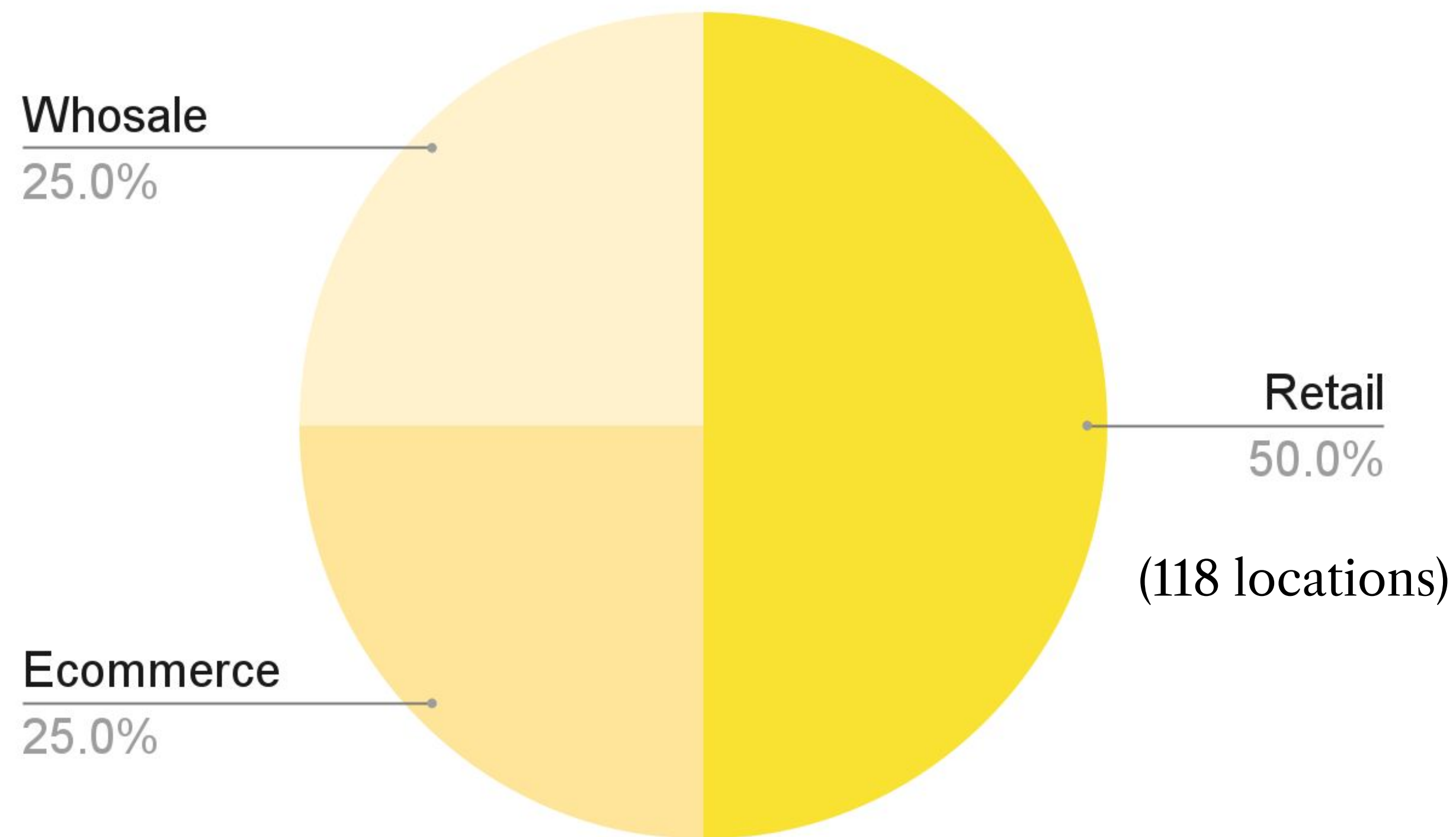
THINKS

FEELS

Wants a sense of independence as well as belonging

Doesn't like being put inside a box

Geographic Market



KENDRA SCOTT REVENUE
DISTRIBUTION 2014

Top States with the most Kendra Scott locations:

- Texas (23%)
- Florida (6%)
- California (6%)

50% Kendra Scott's revenue is from company-owned retail locations, 25% from direct ecommerce sales, and 25% from a mix of wholesale accounts including specialty boutiques and high-end department stores like Nordstrom, Neiman Marcus, and Bloomingdale's.

Kendra Scott chief marketing officer says that the company saw a significant increase in e-comm traffic, both year-over-year and heading into the Black Friday sales period.

According to Forbes, online sales of Kendra Scott have outperformed historical sales performance within their physical retail stores after the virtual try-on and Ship from Store program was launched.

Macro:

Most of the states in the U.S. only own one or two Kendra Scott locations. However, for the neighbor states of Texas, there are around **2-4 locations each in Louisiana, Oklahoma, and Arkansas. New Mexico, as a neighboring state of Texas, has only one Kendra Scott spot but located in a big college town.** Texas and its neighboring states share similar culture, which could lead them to the same direction on their purchase behavior.

From the revenue distribution of Kendra Scott, it can be seen that **50% revenue came from retail stores, and 25% revenue came from wholesales.** Although there are thousands of wholesales in the United States, compared the wholesales with retail locations, **the retail stores have the color bar for customers to personalize their jewelry and can promote in-store experience which the wholesales cannot.** With a large percentage of retails located in Texas and its neighboring states, it would be meaningful to advertise more on customized feature and in-store experience, and mainly target at the young women group, who wants to hang out especially after quarantine, and build more social connection in the community.

Therefore, our team concluded that Kendra Scott can advertise more on **customized color bar, in-store experience and services across Texas and its neighboring states**, which can improve the sales for locations still, and concentrate on college towns to expand target audiences. And for those **states that own only one or two locations** of Kendra Scott, **online shops** could be emphasized more in the campaign, as well as the virtual try on feature to encourage online shopping.

Micro:

What bridges Kendra Scott and our target audience together is they both have the sense of belonging to their community. **It is Kendra Scott's contributions to the community and universities that makes Kendra Scott different from other jewelry brands.** Kendra Scott gives back to local nonprofit organizations, partners with local brands and charities, sponsors UT events, and Kendra Scott herself joins UT staff to teach. Kendra Scott plays a role in the community of Austin, even in Texas. When customers visit Kendra Scott retail stores, they would enjoy a warm, welcoming, and home-like environment. Kendra Scott is dedicated to **creating a sense of belonging to customers.**

Since we are targeting women aged 18-24 at their college age, seeking to engage with the community and connect with others, **we are focusing on placing advertisements in college towns where there are the most number of people in this age range.**

Compared to small institutions such as liberal arts college, **public research universities and private research universities** are usually located in **medium-sized and large-sized cities** with a larger population, which is also where Kendra Scott's retail stores located in. Besides larger population, public-research and private research universities has more school events, student organizations, and better university football teams, bringing more sense of belonging to their students.

In this case, we will **deliver our message of sense of belonging around campuses on big game day, Graduation, Back to School, and Welcome Week.**

Competition

Herf Jones - Greek

HQ: Warwick, Rhode Island

Prices: \$20 - \$180+

Established: 1920



Established in 1920, Here Jones has been the leading provider of scholastic, collegiate, commercial and military jewelry. The Greek Division of Herff Jones serves as exclusive Official Jeweler to Greek-letter organizations including college fraternities, sororities, honor societies, professional and local organizations. It is hand-crafted and contains official jewelry for sorority and fraternity including pins, badges and chapter guards, rings, officer dangles, lavalieres, pendants, charms, bracelets, and a host of other accessories which serve to symbolize and celebrate a lifetime of meaningful membership.

8 Other Reasons

HQ: Los Angeles, California

Prices: \$15 - \$150+

Established: 2010

8 OTHER REASONS

8 other reasons creates cute, sexy and colorful statement designs. The company recently created a line in collaboration with Drag Race star Naomi Smalls - a name many fans of the franchise will recognize. Many younger girls would be more aware of the drag scene as these are stars featuring in major fashion magazines such as vogue, I-D and Dazed, many of which can be found in most fashionable girls collection. When scrolling through the website/products, most if not all of the models are shown having fun, some even seeming like sisters just as most friendship groups see each other and the KS customer definitely feels at this young age. They also featured male models on their instagram, showing them as a progressive, inclusive company providing a sense of belonging across the board.

Brinker and Eliza

HQ: Connecticut

Prices: \$50 - \$240+

Established: 2017



Founded by a mother/daughter duo, Brinker & Eliza design especially with the individually in mind. They want every woman to feel like the piece was made just for them. Their designs can be found to be streamlined or quirky and colorful, providing a range of styles for every woman. They offer earring charms, allowing to create a mix and match style with their jewelry, ranging from stylish cut stones to glass mushroom.

Stella and Bow

HQ: Los Angeles, California

Prices: \$50 - \$240+

Established: 2012

STELLA AND BOW

Stella and Bow has a fantastic array of clients from not only the everyday woman but to strong female role models such as Taylor Swift, Chelsea Handler, Chrissy Teigen and Meghan Markle. The company also has had many collaborations with and have made significant donations to various non-profits including, but not limited to: BCRF, Planned Parenthood, The National Multiple Sclerosis Society. Whilst they sell clean-cut pieces, Stella and Bow also create pieces harking back to any girls childhood of buying 'create your own' jewelry sets and makes them more accessible for the adult woman who wants to feel more free.

BaubleBar

HQ: New York

Founded: 2011

Prices: \$20 - \$295

BAUBLEBAR

BaubleBar creates many colorful pieces. With collaborations with Disney, the NFL and the NBA, BaubleBar has established itself as a favourite for jewelry and charms. Available in a wide range of colors, characters and even teams, the company makes sure its products are fit for any girl, even offering custom gifts - something that would bring consumers to the company as girls can get matching sets of earrings from the shop or even create their own together.

Local Competition

Amanda Deer

HQ: Austin, TX

Founded: 2009 / first hire 2015

Price range: \$28 - \$380 (Not the one I wanted to feature but have lost the link to the one I wanted - need to find as super cool and major - Will be done ASAP)



Haley LeBeuf

HQ: Austin, TX

Founded: 2011

Price range: \$30 - \$500

HALEY
LEBEUF

Established in 2011, Haley Lebeuf Jewelry is effortless, modern, handmade jewelry. Born of the love of the craft, the jewelry is joyfully made from the basic and precious elements of sterling silver and 14 karat gold-fill. A UT Advertising graduate from 2007, LeBeuf has been an Austin girl through and through.

Nina Berenato

HQ: Austin TX

Founded: 2015

Price range: \$22 - \$330



Established as a jewelry designer in 2010, Nina Berenato was featured in over 200 stores nationwide before moving to Austin, TX in 2015 to open her first and only flagship store in the well known Domain shopping area. Since then she has designed for Beyonce, Lady Gaga, Angelina Jolie and many more. Berenato was commissioned as recent as 2019 for Beyonce to create 10 custom pieces for a music video. She has also been recognised as the first fashion retail business in Austin to earn the honor of being a Platinum Green Business Leader.

RANKINGS

- BaubleBar
 - Stella and Bow
 - Nina Berenato
 - Brinker and Eliza
 - 8 Other Reasons
 - Haley LeBeuf
 - Herf Jones - Greek
- Highest
- Lowest

Based on the research conducted, it would be safe to assume that nationally, BaubleBar can be a huge competitor for KS and be a brand we could lose the future market to. Again as we go down the list, we can see that brands like Stella & Bown and Nina Berenato are solidifying themselves in the jewelry game - both being women owned and having huge celebrity names attached to them, names that are well known within the Gen Z target market and many would look up to or have followed for most of their teen years. On the bottom end of the scale are well established brands such as Herf Jones - despite being one of the go tos for greek life merch, they haven't branched out and are not associated with any schools like KS, giving KS an advantage in this field.

PART TWO:

Strategy & Media Plan

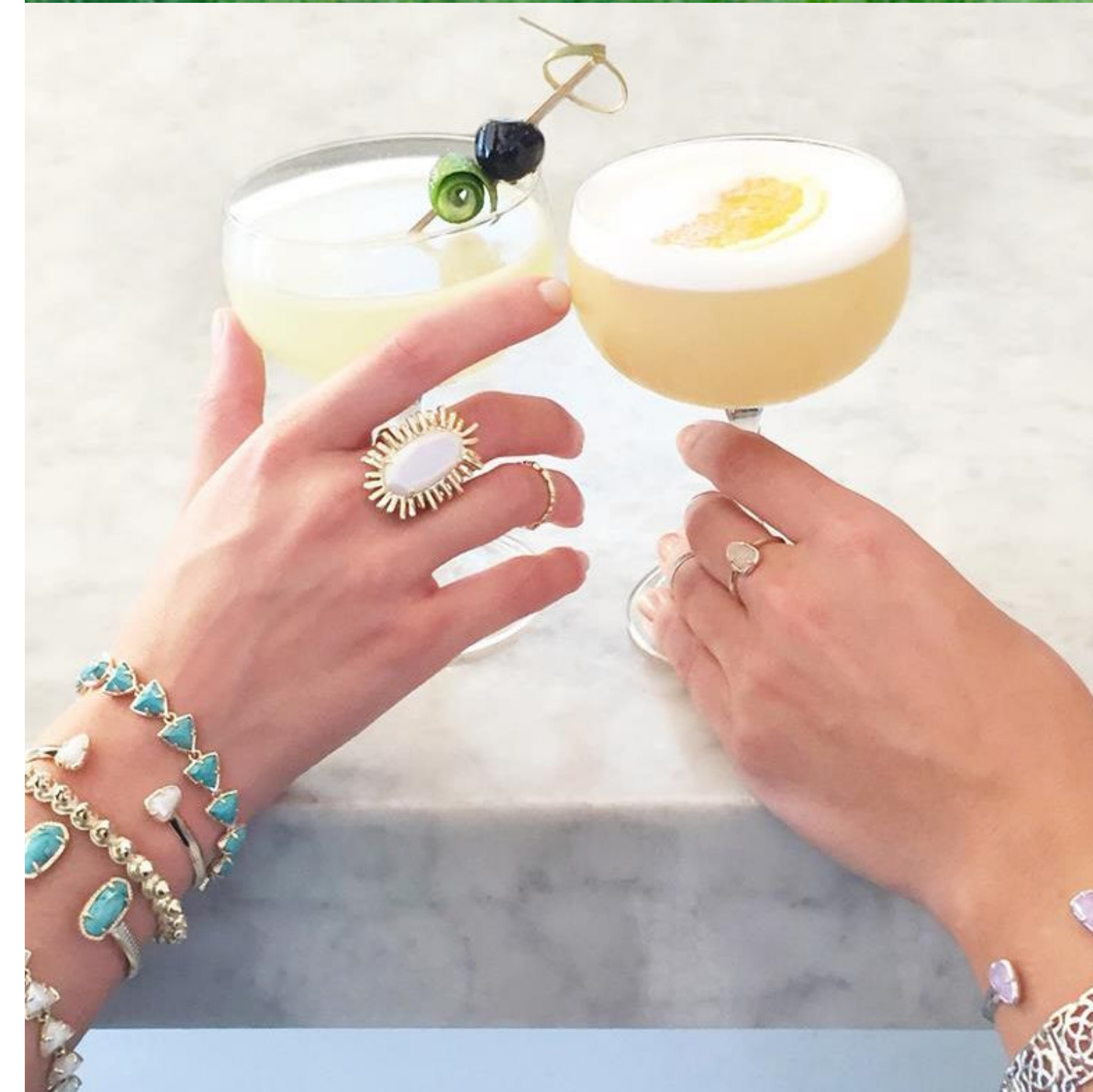
Communication Platforms

The Kendra Scott community thrives on dreams, fashion, empowerment, influencer/social lifestyle, and community involvement. For Gen Z, these values have resembled the most with the sorority-type girl.

However, it's time to take a step back and focus on the aspirations that *lead* customers *to become* this type of girl. With a post-covid generation that revolves around meaning and inclusion, **Kendra Scott will make many efforts to position themselves as a company that delivers a sense of belonging**, whether that comes through the form of football games, family/friend group lifestyle, fandoms, hobbies, or even matching jewelry that connects with someone far away.

In-alignment with the core values of family, fashion and philanthropy, Kendra Scott will increase brand awareness by delivering current and future customers more than just a piece of jewelry.

Kendra Scott will make *you* feel like *you* have a place to belong.



Media Objectives

Objectives

80% target audience awareness of brand and new collection through strategic media plan

Target

We will integrate various media channels to meet our media objectives, which are **social media, display ads, OOH ads, SEM, and experiential media**. Different media channel will increase brand awareness, generate brand buzz, improve engagement from different aspect. All the media channels are essentials for our following media strategy.

Strategy

- **Social media** will be the most important platform we use to deliver brand message to target audience and increase brand awareness. It will let more people realize the exist of the brand and be familiar with the brand. (16–24-year-olds spend approximately 3 hours a day on social media.)
- **Display ads** will be useful to attract the audience and track engagement through the clicks. Display ads is used for increasing brand awareness and brand recall to let people actually know the brand and actually involved.
- **OOH** ads are essentials medial strategies with better audience measurement and innovative place-based buys. It can drive engagement and direct purchase action. (Nearly 26% of people visited a store as a result of seeing an OOH ad. And in general, 17% of consumers engaged with brands after seeing an ooh ad.)
- **Experiential media** will help connect the brand with target audience, and give audience immersive experience to engage and recognize the brand. (3/4 of today's Gen Z population prefer shopping in a store. They also want that shopping trip to be a sensory experience.)
- **SEM** can be used to increase brand awareness and advertise new product. Generation Z is heavily connected to social media. Research shows that their favorite platforms include Instagram, Snapchat, and TikTok. One of the main things Gen Z searches for on social media is brand information. In fact, recent research shows that 45% of Gen Z will search for new products on Instagram.

1. <https://letter.ly/how-much-time-do-people-spend-on-social-media/>

2. <https://topmediadvertising.co.uk/ooh-advertising-statistics/>

3. <https://factory360.com/10-gen-z-characteristics-that-matter-most-to-experiential-marketers/>

4. <https://blog.hubspot.com/marketing/how-gen-z-searches-for-content>

Measurement/KPIs



INCREASE BRAND AWARENESS

Kendra Scott is looking to increase brand awareness with emerging Gen Z audience. As social media occupying a large part of daily usage in young group, running ads on main social platform, such as Facebook, TikTok, and Instagram, will be a good start to gain attention from Gen Z audiences. With the sense of belonging as the main message, Kendra Scott will firstly aim at the people who wants to assimilate into a community and find their spot in this social world.



GENERATE BRAND BUZZ

Kendra Scott aims to target at Gen Z audience to provide them the sense of belonging to their school, family, or community. In order to achieve this goal, Kendra Scott will deliver their messages through digital media and OOH ads to generate buzz. Kendra Scott can utilize its colorful feature and its own connection with school to stand out and create brand recognition across college group.



GENERATE INTERACTION & DIRECT PURCHASE

Through advertising on digital media, OOH, Kendra Scott will expand its market across Gen Z audience and in college town areas. With emphasis on in-store experience across local stores in Texas and neighboring states, specifically college town areas, and emphasizing on online shopping nationwide, it will be able to increase new, qualified website traffic, online engagement, and sales from both online and in-store across Kendra Scott locations within Gen Z audience segment.

Strategy Specifics

FLIGHT 1

25% of the budget will be used in Flight 1, most of which will go to online channels. In Flight 1, we have Galentine's/ Valentine's Day/Palentine's Day, International Women's Day, Mother's Day and International Friendship Day when our target audience will give gifts to their love ones and celebrate relationship. Social media and display ads are channels for Kendra Scott to showcase products visually, increase brand awareness, and drive direct purchase. We are targeting college students who are outgoing and value community and their social life. International Friendship Day will be a big moment for them to celebrate their relationship and share friend jewelry. We will use social media to encourage our target audiences to engage with our accounts and generate buzz. Along with SEM, keywords such as "gifts for boyfriend", "best gift on International Women's Day", and "Friendship jewelry" will be used to gain attention from our target audience since Kendra Scott jewelry would be great options as those festival gifts. Since Gen-Z prefer face-to-face communication and people will go outside to celebrate Galentine's/ Valentine's Day/Palentine's Day, we will also have in-store experience events on Feb 14th to generate interaction.

FLIGHT 2

5% of the budget will go to Flight 2, focusing on social media and experiential events. In this flight, we have SXSW and Pride Month because they both are about people with common interests and sense of belonging to their groups gathering together. In March, we will set up pop-ups in SXSW, one of the biggest events in Austin with a large number of college students as volunteers and visitors, to deliver brand messages and generate interaction. Pride Month is a big moment that could resonate with the minorities and inspire sense of belonging. Meanwhile, the symbol of Pride Month is colorful, which is related to Kendra Scott products. Thus, we will launch in-store events to show our support to Pride Month and gain exposure from earned media.



Strategy Specifics

FLIGHT 3

30% of the budget will be used in Flight 3 with the theme of Belong to Your School. We have Graduation, Back to School Shopping, and Welcome Week in this flight. During Graduation and Welcome Week, college students spend most of their time on campus and will purchase merchandises for memories and being involved in the community. We will place ads in bus stations near campuses to increase brand awareness, set up tailgates around campuses on gameday in Welcome Week and launch in-store events during the flight to interact with our target market and increase brand awareness. Social media will be used to generate brand buzz. As the second largest day people will spend money on, Back to School Shopping will be a good opportunity for us to drive direct purchase through social media and display ads. Keywords such as “Back to School shopping list” and “Prepare for college” will be used to in SEM.

FLIGHT 4

5% of the budget will be used in Flight 4. Football game is the event that can represent sense of belonging to the university mostly. We are communicating with college students around Texas. Red River Showdown is a big day that would attract students from near cities or states to the same location. Thus, we will launch bus stations advertising and pop-ups around the Cotton Bowl in Dallas on Red River Showdown day. Social media can build up a community for our target market to create sense of belonging. We can take advantage of the big game day to generate brand buzz and interaction and inspire sense of belonging. Beside, Red River Showdown is held during the State Fair of Texas, where people will go with their friends and families, pop-ups will also be set up in State Fair of Texas to generate interaction and brand buzz.

FLIGHT 5

35% of the budget will be used in Flight 5. There are also Black Friday and Christmas in this flight, which are the most important ecommerce festivals of the year and people will go shopping for family. In this flight, we will deliver message about holidays and families. Similar to Flight 1, social media, display ads, and SEM will be used to increase brand awareness and convert direct purchase. To interact with people who will choose offline shopping, we will launch in-store events to interact with them.



FLIGHT 1: WOMEN EMPOWERMENT

	Holiday/Event	Platform	Description
	❖ Galentine’s/ Valentine’s Day/Palentine’s Day Date: Feb 14th, 2022	❖ Venue: Instagram, Tik Tok, Facebook, Amazon Web Category: Digital (social media, SEO) and Google Adwords Location: Austin Tx, Dallas TX, San Antonio TX, Houston TX, Baton Rouge Louisiana, New Orleans Louisiana, Sheveret Louisiana, Oklahoma City Tulsa, New Mexico Albuquerque, Arkansas Rogers, Little Rock Time Frame: Start: Jan 31- End: Feb 14 *Monday, Jan 31 @ 12:00 pm post on ALL socials *Thursday, Feb 6th @ 12:30 pm post on ALL socials *Wednesday, Feb 9th @ 6:30 pm post on ALL socials *Thursday, Feb 10th @8:00 pm post on ALL socials *Saturday, Feb 12th @ 12:00 pm post on ALL socials *Monday, Feb 14th @ 10:00 am post on ALL socials Experiential: Sunday, Feb 13th from 12:00 pm -3:30 pm *In-store event	Goal: Times are changing for our Kendra Scott girl and according to a survey, the majority of Generation Z has turned Valentine's Day into a day of hanging out with friends, rather than spending it with a partner. However, not all of Gen-Z are anti-romance. Nearly 73% of female users surveyed said they will participate in Galentine's Day, which is a fun version of the romantic holiday, where girls spend the day with their friends, instead of a beau. Our Kendra Scott girl values friendship and is not afraid to show off her friends. For this reason, KS should go beyond the romance by using social media and Amazon display ads to elicit customer engagement and drive sales. Keyword: best gifts on valentine’s day, best gifts for boyfriend, jewelry stores, pendant, jewelry, ring, necklace, custom jewelry, simple necklace, fashion earrings, dainty rings, unique rings, tourmaline ring, stone earrings, hoop earrings
https://extremereach.com/blog/hitting-the-target-with-valentines-day-marketing/ https://extra.ie/2020/02/13/news/irish-news/gen-z-valentines-day-outdated https://www.foxbusiness.com/markets/gen-z-valentines-day-fun-friends https://www.wsj.com/articles/nobody-likes-valentines-day-anymore-retailers-florists-cash-in-on-galentines-day-a-ladies-only-spin-11549713601	❖ International Women’s Day Date: March 8th	❖ Venue: Instagram, Tik Tok, Facebook, Pop-ups Category: Digital (social media, SEO) Location: Austin Tx, Dallas TX, San Antonio TX, Houston TX, Baton Rouge Louisiana, New Orleans Louisiana, Sheveret Louisiana, Oklahoma City Tulsa, New Mexico Albuquerque, Arkansas Rogers, Little Rock Time Frame: Start: Feb 28th - End March 8th * Monday, Feb 28 @ 10:00 am post on ALL socials *Thursday, March 3rd @ 12:00 pm post on ALL socials *Friday, March 4th @ 8:00 pm post on ALL socials *Saturday, March 5th @ 4:30 pm post on ALL socials *Monday, March 7th @9:00 am post on ALL socials *Tuesday, March 8th @ 12:00 pm post on ALL socials Experiential: Tuesday, March 8th from 12:30 pm - 4:30 pm * In-store event	Goal: In our research, we mentioned it would be meaningful to Gen Z to advertise more on customized features and allow them to have that in-store experience and since international women's day falls during is on March 8th, we thought KS could host a “woman in entrepreneurship” symposium because according to research Gen Z is rapidly becoming known as the most entrepreneurial generation ever. Keyword: gifts on international women’s day, jewelry stores, pendant, jewelry, ring, necklace, custom jewelry, simple necklace, fashion earrings, dainty rings, unique rings, tourmaline ring, stone earrings, hoop earrings

FLIGHT 1: WOMEN EMPOWERMENT

Time Frame	Holiday/Event	Platform	Description
	❖ Mother’s Day Date: May 8th, 2022	❖ Venue: Instagram, Tik Tok, Facebook, Amazon web Category: Digital (social media, SEO), Display ad Location: Online Time Frame: Start: April 20th - End May 8th * Wednesday, April 20th @ 10:00 am post on ALL social * Saturday, April 24th @ 11:00 am post on ALL socials * Thursday, April 27th @8:00 pm post on ALL socials * Saturday, April 29th @ 12:30 pm post on ALL socials * Thursday, May 5th @ 3:30 pm on All socials * Sunday, May 8th @ 11:30 am post on All socials	Goal: Mother’s Day is one of the most profitable holidays, ranking third in consumer spending for a seasonal event. According to research, consumers spend more than \$20 billion each year on Mother’s Day gifts and studies also show most wait until the very last minute to buy gifts. This procrastination can benefit KS, as millions of perplexed purchasers turn to the internet for advice on what to buy. For this reason, we recommend using social media and Amazon ad displays to increase awareness, consideration, purchase intent, and purchase experience Keyword: gifts for mother, jewelry stores, pendant, jewelry, ring, necklace, custom jewelry, simple necklace, fashion earrings, dainty rings, unique rings, tourmaline ring, stone earrings, hoop earrings
https://tinuiti.com/blog/amazon/amazon-sponsored-display-ads-guide/ https://www.wbir.com/article/money/consumer/national-retail-federation-predicts-americans-will-spend-more-than-20-billion-on-fathers-day-gifts/51-be92633f-82f4-4bf3-87b5-a51b5b9f10bb	❖ Int’l Friendship Day- Date: July 30	❖ Venue: Instagram, Tik Tok, Facebook, Amazon Web Category: Digital (social media, SEO) and Google Adwords Location: Austin Tx, Dallas TX, San Antonio TX, Houston TX, Baton Rouge Louisiana, New Orleans Louisiana, Sheveret Louisiana, Oklahoma City Tulsa, New Mexico Albuquerque, Arkansas Rogers, Little Rock Time Frame: Start: July 17th - End: July 30th * Sunday, July 17th @ 11:00 am post on ALL socials * Wednesday, July 20th @ 12:30 pm post on ALL socials * Friday, July 22nd @8:00 pm post on ALL socials * Sunday, July 24th @11:00 am post on ALL socials * Friday, July 29th @ 2:00 pm on All socials * Saturday, July 30th @ 11:00 am post on ALL socials Experiential: Saturday, July 30th from 12:00 pm -3:30 pm * In-store event	Goal: International Friendship Day places an emphasis on involving Gen Z, in a community of activities that include different cultures from different backgrounds and promote international understanding and respect for diversity. KS can host an in-store event that will increase brand awareness, Keyword: friendship jewelry, international friendship day gift, jewelry stores, pendant, jewelry, ring, necklace, custom jewelry, simple necklace, fashion earrings, dainty rings, unique rings, tourmaline ring, stone earrings, hoop earrings

FLIGHT 2: COMMUNITY

Timeframe	Holiday/Event	Platform	Description
	❖ SXSW Date: March 11th - 20th	❖ Venue: Instagram, Tik Tok, Facebook, Pop-ups Category: Digital (social media, SEO) , Google Adwords, experiential Location: Austin Tx, Dallas TX, San Antonio TX, Houston TX, Baton Rouge Louisiana, New Orleans Louisiana, Sheveret Louisiana, Oklahoma City Tulsa, New Mexico Albuquerque, Arkansas Rogers, Little Rock Time Frame: Start: March 6th - End: March 20th *Sunday, March 6th @ 11:00 am post on ALL socials *Friday, March 11th @ 12:30 pm post on ALL socials *Tuesday, March 15th @ 2:00 pm on ALL socials *Friday, March 17th @ 11:00 am on ALL socials Experiential: Saturday, March 12 @ 12:00 pm & Wednesday, March 16th @ 2:00 pm * Event pop-up	South by Southwest is a two-week event that celebrates the convergence of the tech, film, and music industries. Located deep in the heart of Austin, Texas, SXSW is the premier destination for discovery, and this is the perfect opportunity for KS to reach a large demographic of attendees. We recommend that KS focus on experiential marketing by bringing KS color bar to SXSW. In our research, we mentioned it would be meaningful to Gen Z to advertise more on customized features and allow them to have that in-store experience but this time we are bringing that experience to them. Keyword: jewelry stores, pendant, jewelry, ring, necklace, custom jewelry, simple necklace, fashion earrings, dainty rings, unique rings, tourmaline ring, stone earrings, hoop earrings
https://www.sxsw.com/?utm_medium=ppc&utm_term=sxsw&utm_source=adwords&utm_campaign=SXSW%202019%20-%20General%20Search%20Remarketing&hsa_ver=3&hsa_ad=552631858988&hsa_acc=5629257571&hsa_src=g&hsa_tgt=aud-1187035849089%3Akwd-305750455420&hsa_cam=14861501234&hsa_grp=127593498883&hsa_mt=e&hsa_kw=sxsw&hsa_net=adwords&gclid=Cj0KCQjw5oiMBhDtARIsAJi0qk1IDNRCozEaa56DCJmT3sCDUFWfnhBSUMqlqRS181O4f-tx4tzdRwQaAiAzEALw_wcB	❖ Pride Month Date: June 1st-30th	❖ Venue: Instagram, Tik Tok, Facebook, Amazon web Category: Digital (social media, SEO), Display ad Location: Online Time Frame: Start: May 29th - End: June 30th * Sunday, May 29th @ 12:00 pm post on ALL social *Thursday, June 1st @ 11:00 pm post on ALL socials *Thursday, Juana 8th @11:00 pm post on ALL socials *Tuesday, June 15th @ 2:00 pm post on ALL socials	Pride is a month-long celebration for the LGBTQ+ community. It is a time for those within this community to come together and find others who share similar experiences growing up. Not only does Pride month provide a sense of belonging, it covers a large diverse demographic- which Gen z values. During this time period, we believe KS should market the idea of community and sense of belonging. Keyword: jewelry stores, pendant, jewelry, ring, necklace, custom jewelry, simple necklace, fashion earrings, dainty rings, unique rings, tourmaline ring, stone earrings, hoop earrings

FLIGHT 3: BELONG TO YOUR SCHOOL

Timeframe	Holiday/Event	Platform	Descriptions
❖ Start: April 25th - End: May 6th (2 weeks)	❖ Graduation 2022	Venue: Instagram, Tik Tok, Facebook, Google Adwords Display Ads: Amazon Web Category: Digital (social media, SEO) Time Frame: Start: April 25- End: May 14 Frequency: 3x/week Monday= April 25, 2022 and May 2, 2022 Wednesday= April 27, 2022 and May 4, 2022 Friday= April 29, 2022 and May 6, 2022	Graduation is a time where students come together to celebrate their accomplishments with families and friends. This is the time where students are leaving one community to join a new community. KS can establish new connections with new graduates through social media and display ads on Amazon web. <i>Goal: Increase Brand Awareness + Drive Sales through Direct Purchase</i>
❖ Start: July 11 End: July 22 (2 weeks)	❖ Back to School Shopping	Venue: Instagram, Tik Tok, Facebook, Google Adwords Display Ads: Amazon Web OOH: Bus Stops Category: Digital (Social Media, SEO) Time Frame: Start: July 11- End: July 22 Frequency: 3x/week Monday= July 11, 2022 and July 18, 2022 Wednesday= July 13, 2022 and July 20, 2022 Friday= July 15, 2022 and July 22, 2022	Back to School shopping is retail’s second biggest spending event of the year, and we believe this to be a crucial time for KS to increase brand awareness and sales. In 2021, an estimated \$71B was expected for back to school shopping among college students with each family estimated to spend \$1200. Out of that \$71B, \$9.4B was expected to be spent on clothing. For back to school, we are recommending using Social Media and Google Adwords to increase brand awareness and drive sales. <i>Goal: Increase Brand Awareness + Drive Sales through Direct Purchase</i>

FLIGHT 3: BELONG TO YOUR SCHOOL

Timeframe	Holiday/Event	Platform	Descriptions
❖ Start: Aug 15- End: Aug 26 (2 weeks)	❖ Back to School Welcome Week	Venue: Instagram, Tik Tok, Facebook, Google Adwrods Display Ads: Amazon Web Experiential: In Store Events Category: Digital (Social Media, SEO) Time Frame: Start: Aug 15- End: Aug 26 Frequency: 3x/week Monday= August 15,2022 and August 22, 2022 Wednesday= August 17, 2022 and August 24, 2022 Friday= August 19, 2022 and August 26, 2022 Locations: University of Texas at Austin; University of Houston; University of North Texas; Texas A&M University; Louisiana State University; University of Arkansas; University of Oklahoma; University of New Mexico Keywords: jewelry stores, pendant, jewelry, ring, necklace, custom jewelry, simple necklace, fashion earrings, dainty rings, unique rings, tourmaline ring, stone earrings, hoop earrings	For the second component of back to school, we recommend that KS focuses on an Immersive Experience for new and returning students at her stores located in Austin, Houston, Dallas, Oklahoma City, Rogers and Albuquerque. From research, we found that although Gen Z are tech-savvy and digital natives, they still prefer face-to face interactions. It is important that KS establishes these relationships with Gen Z through personable and meaningful connections, and the best way to create these connections is through their stores. <i>Goal: Increase Brand Awareness + Drive Sales through Direct Purchase</i>

FLIGHT 4: RED RIVER SHOWDOWN

Timeframe	Holiday/Event	Platform	Descriptions	Earned Media
❖ Start: Sept 26- End: Oct 7	❖ Red River Showdown (UT vs OU Game) Date: Oct 8	Venue: Instagram, Tik Tok, Facebook, Google Adwords Experiential: Tailgate Pop-up Category: Digital (Social Media), Experiential Time Frame: Start: Sept 26- End: Oct 7 (10 days) Event Date: October 8 Frequency: 2x/week Monday= September 26, 2022 and October 3, 2022 Friday= September 30, 2022 and October 7, 2022 Locations: Austin, TX; Oklahoma City, OK; Norman, OK; Dallas, TX Social Media Keywords/Interests: game day jewelry, red river showdown, jewelry, football, tailgate, friendship, fashion accessories, shopping, family	Before Event: Advertising Tailgate Booth on Instagram, Tik Tok and Facebook. Since Instagram is the preferred platform for Gen Z, more money will be placed on this platform to inform audience. <i>Goal: more website visits to learn more about event and rsvp to event</i> During Event: KS will set up in a similar fashion to the flagship store. Comfortable seating with tables so that friends/family can gather. <i>Goal: Brand Awareness + Brand Buzz</i> Estimated attendance: >100,000	The Dallas Morning News (newspaper) Austin-American Statesman (newspaper) The Oklahoman (newspaper) Culturemap Austin (blog) Culturemap Dallas (blog) NBC 5 Dallas-Fort Worth (news station) KTUL- Tulsa Oklahoma (news station)

FLIGHT 5: SHARE YOUR TRADITIONS

Timeframe	Holiday/Event	Platform	Descriptions
❖ Start: Nov 1- End: Nov 28	❖ Black Friday- Date: Nov 25 Cyber Monday Date: Nov 28	Venue: Instagram, Tik Tok, Facebook, Google Adwords Display Ads: Amazon Web Experiential: In-Store Events Category: Digital (Social Media), Experiential Time Frame: Start: Nov 1- End: Nov 28 Frequency: 3x/week Monday= November 7, 2022, November 14, 2022, and November 21, 2022 Wednesday= November 3, 2022, November 10, 2022, November 17, 2022 Friday= November 5, 2022, November 12, 2022, and November 19, 2022 Locations: Austin, TX; Houston, TX; Dallas, TX; San Antonio, TX; Oklahoma City, OK; Tulsa, OK; Albuquerque, NM; Little Rock, AR; Baton Rouge, LA; New Orleans; LA; Shreveport, LA Keywords: necklace design, charm bracelets, bracelets for women, dangle earrings, small gold earrings, gold jewelry set, rings for women, necklace set, jewelry set,	Holiday shopping is retail’s largest shopping event. During this time, consumers are purchasing gifts for those in their community. We believe that this time period for KS can be split between advertising on social media platforms outlined and in store events. For the in store event component, KS should offer customers gifts and refreshments to create a sense of “home away from home” feeling. Gen Z is big on experiences and face-to face and it is crucial that KS caters to this need during this time frame. <i>Goal: Drive Sales Through Direct Purchase</i>
❖ Start: Dec 1- End: Dec 25	❖ Christmas- Date: Dec 25	Venue: Instagram, Display Ads: Amazon Web Experiential: In-Store Events Category: Digital, Experiential Time Frame: Start: Dec 1 - End: Dec 25 Frequency: 3x/week Monday= December 5, 2022 and December 12, 2022, December 19, 2022 Wednesday= December 7, 2022 and December 14, 2022, December 21, 2022 Friday= December 2, 2022 and December 9, 2022, December 16, 2022 Locations: Austin, TX; Houston, TX; Dallas, TX; San Antonio, TX; Oklahoma City, OK; Tulsa, OK; Albuquerque, NM; Little Rock, AR; Baton Rouge, LA; New Orleans; LA; Shreveport, LA Keywords: christmas gifts, necklace design, charm bracelets, bracelets for women, dangle earrings, small gold earrings, gold jewelry set, rings for women, necklace set, jewelry set,	Like Black Friday and Cyber Monday, holiday shopping continues up until December 24th. During this time, consumers are purchasing gifts for those in their community. We believe that this time period for KS can be split between advertising on social media platforms outlined and in store events. For the in store event component, KS should offer customers gifts and refreshments to create a sense of “home away from home” feeling. Gen Z is big on experiences and face-to face and it is crucial that KS caters to this need during this time frame. <i>Goal: Drive Sales Through Direct Purchase</i>

Budgets

POPULATION DATA FROM UNITED STATES CENSUS (2019, AGE 18-24)

Texas: 2826700

Louisiana: 423707

Oklahoma:385498

New Mexico: 196991

Arkansas: 262566

Total:4095462

FLIGHT 1: WOMEN EMPOWERMENT		
Medium	% of Budget	Cost
Social Media	35%	\$437,500
Experiential/Event	5%	\$62,500
Display Ads	25%	\$312,500
SEM Keywords	35%	\$437,500
Total	25%	\$1,250,000

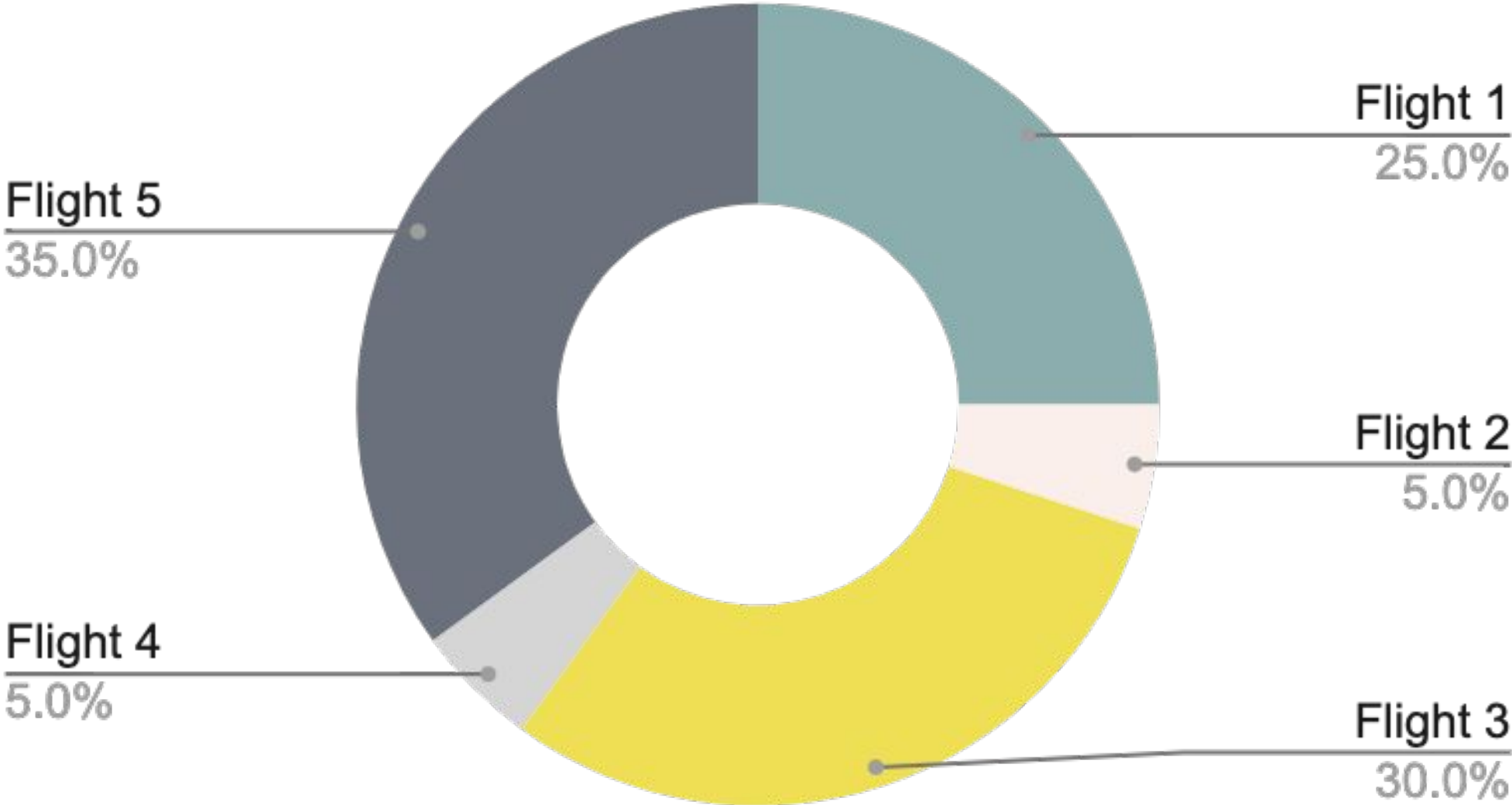
FLIGHT 2: COMMUNITY		
Medium	% of Budget	Cost
Social Media	30%	\$75,000
Experiential/Event	60%	\$150,000
Display Ads	5%	\$12,500
SEM Keywords	5%	\$12,500
Total	5%	\$250,000

FLIGHT 3: BELONG TO YOUR SCHOOL		
Medium	% of Budget	Cost
Social Media	42%	\$636,000
Experiential/Event	28%	\$420,000
Display Ads	10%	\$150,000
SEM Keywords	15%	\$225,000
OOH	5%	\$75,000
Total	30%	\$1,500,000

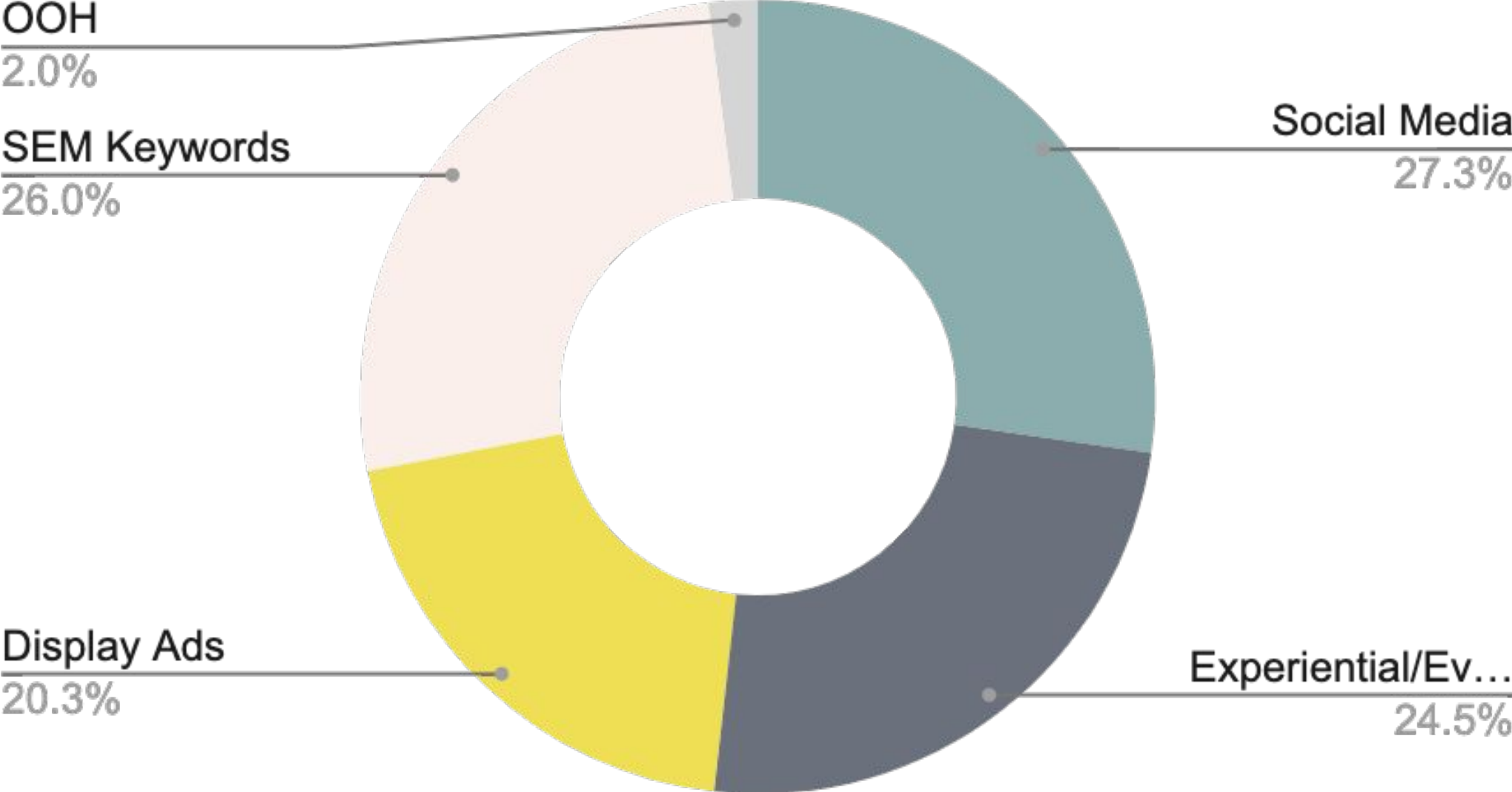
FLIGHT 4: RED RIVER SHOWDOWN		
Medium	% of Budget	Cost
Social Media	13%	\$33,202
Experiential/Event	67%	\$167,500
Display Ads	5%	\$12,500
SEM Keywords	5%	\$12,500
OOH	10%	\$25,000
Total	5%	\$250,000

FLIGHT 5: SHARE YOUR TRADITIONS		
Medium	% of Budget	Cost
Social Media	30%	\$525,000
Experiential/Event	5%	\$87,500
Display Ads	30%	\$525,000
SEM Keywords	35%	\$612,500
Total	35%	\$1,750,000

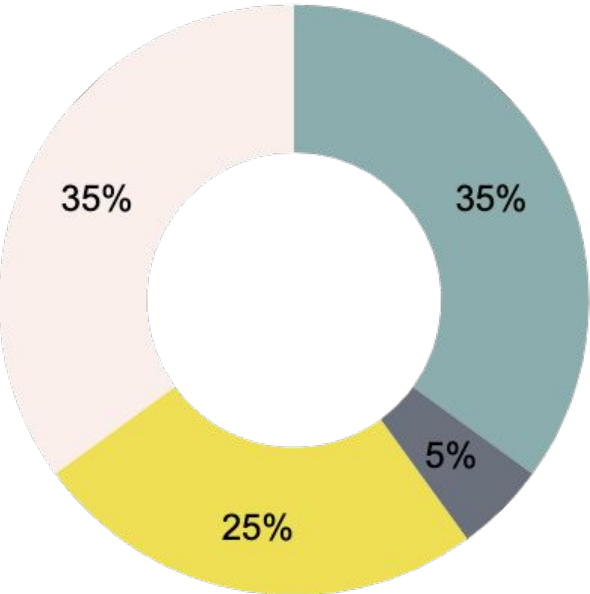
Budget by Flight



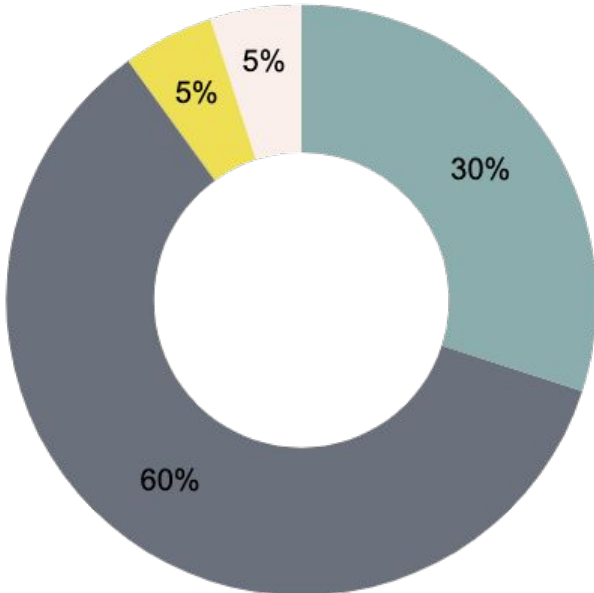
Budget by Medium



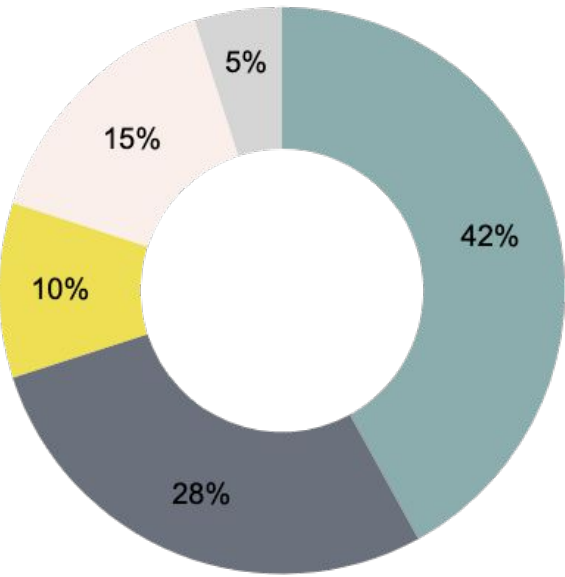
Flight I: Women Empowerment



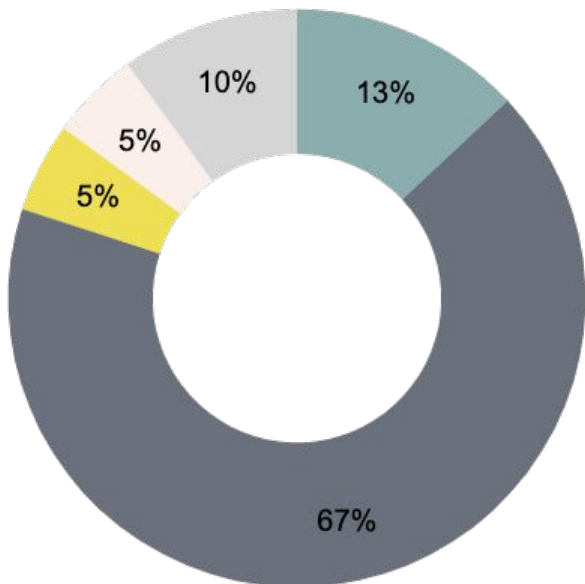
Flight II: Community



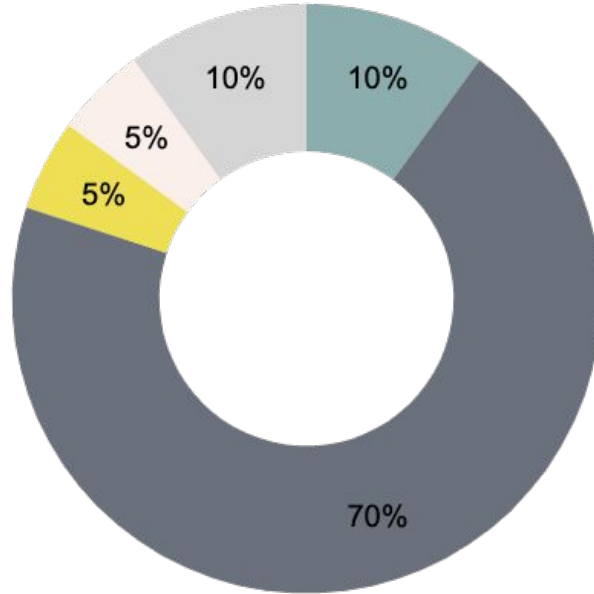
Flight III: Belong to Your School



Flight IV: Red River Showdown



Flight IV: Red River Showdown



● Social Media ● Experiential/Event ● Display Ads ● SEM Keywords ● OOH

Flowcharts

FLIGHT 1	(VALENTINE'S DAY, INTERNATIONAL WOMEN'S DAY, MOTHER'S DAY, INTERNATIONAL FRIENDSHIP DAY)											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Medium												
Social Media												
Facebook		4,239,341 imp	4,239,341 imp		4,239,341 imp		4,239,341 imp					
Instagram		4,069,010 imp	4,069,010 imp		4,069,010 imp		4,069,010 imp					
TikTok		20,032,051 imp	20,032,051 imp		20,032,051 imp		20,032,051 imp					
SEM		47,145 Clicks	47,143 Clicks		47,143 Clicks		47,143 Clicks					
Display Ads		116,605 Clicks	116,605 Clicks		116,603 Clicks		116,603 Clicks					
Experiential/Event		107,650 Reach	107,650 Reach		107,650 Reach		107,650 Reach					

FLIGHT 2	(SXSW, PRIDE MONTH)											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Medium												
Social Media												
Facebook			1,453,488 imp			1,453,488 imp						
Instagram			1,395,089 imp			1,395,089 imp						
TikTok			6,868,131 imp			6,868,131 imp						
SEM			2,694 Clicks			2,694 Clicks						
Display Ads			9,329 Clicks			9,329 Clicks						
Experiential/Event			208,700 Reach			208,700 Reach						

FLIGHT 3	(GRADUATION, BACK TO SCHOOL,, WELCOME WEEK)											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Medium												
Social Media												
Facebook					5,627,904 imp		5,627,904 imp	2,813,395 imp				
Instagram					5,401,785 imp		5,401,785 imp	2,700,892 imp				
TikTok					26, 593,406 imp		26, 593,406 imp	13,296,702 imp				
SEM					38,792 Clicks		38,792 Clicks	19,396 Clicks				
OOH					30,000 imp		30,000 imp	15,000 imp				
Display Ads					89,520 Clicks		89,520 Clicks	44,760 Clicks				
Experiential/Event					375,796 Reach		375,796 Reach	187,898 Reach				

FLIGHT 4	(RED RIVER SHOWDOWN)											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Medium												
Social Media												
Facebook										1,286,860 imp		
Instagram										1,235,156 imp		
TikTok										6,080,769 imp		
SEM										5,388 Clicks		
OOH												
Display Ads										18,657 Clicks		
Experiential/Event										2,292,182 Reach		

FLIGHT 5	(BLACK FRIDAY, CHRISTMAS)											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Medium												
Social Media												
Facebook											9,831,460 Imp	9,831,460 Imp
Instagram											9,765,625 Imp	9,765,625 Imp
TikTok											48,076,923 Imp	48,076,923 Imp
SEM											132,004 Clicks	132,004 Clicks
Display Ads											391,791 Clicks	391,791 Clicks
Experiential/Event											1,263,185 Reach	1,263,185 Reach

Call to Action

WE ARE A GENERATION THAT SEEKS FOR MEANING BEHIND EVERYTHING WE BUY. WE KNOW THAT IT IS MORE THAN A PRODUCT, IS THE FEELING, THE STORY.

In alignment with family, fashion, and philanthropy. One Stop Media wants to help Kendra Scott expand their brand story and recognition by fulfilling Gen-Z's sense of belonging. Our team has connected the dots on what most of the social media followers have in common, and we found a way to fill the gap that Kendra Scott was missing.

Through our extensive research, One Stop Media has put together a strategic media outreach plan that will not only emphasize a deeper meaning within the Kendra Scott brand, but will also increase brand awareness, generate brand buzz, interaction and direct purchase. But most importantly...it will let customers know that Kendra Scott gives *you* a place to belong.

Our team would be honored to work with your brand to make this happen and provide our services to create this future for Kendra Scott.

