

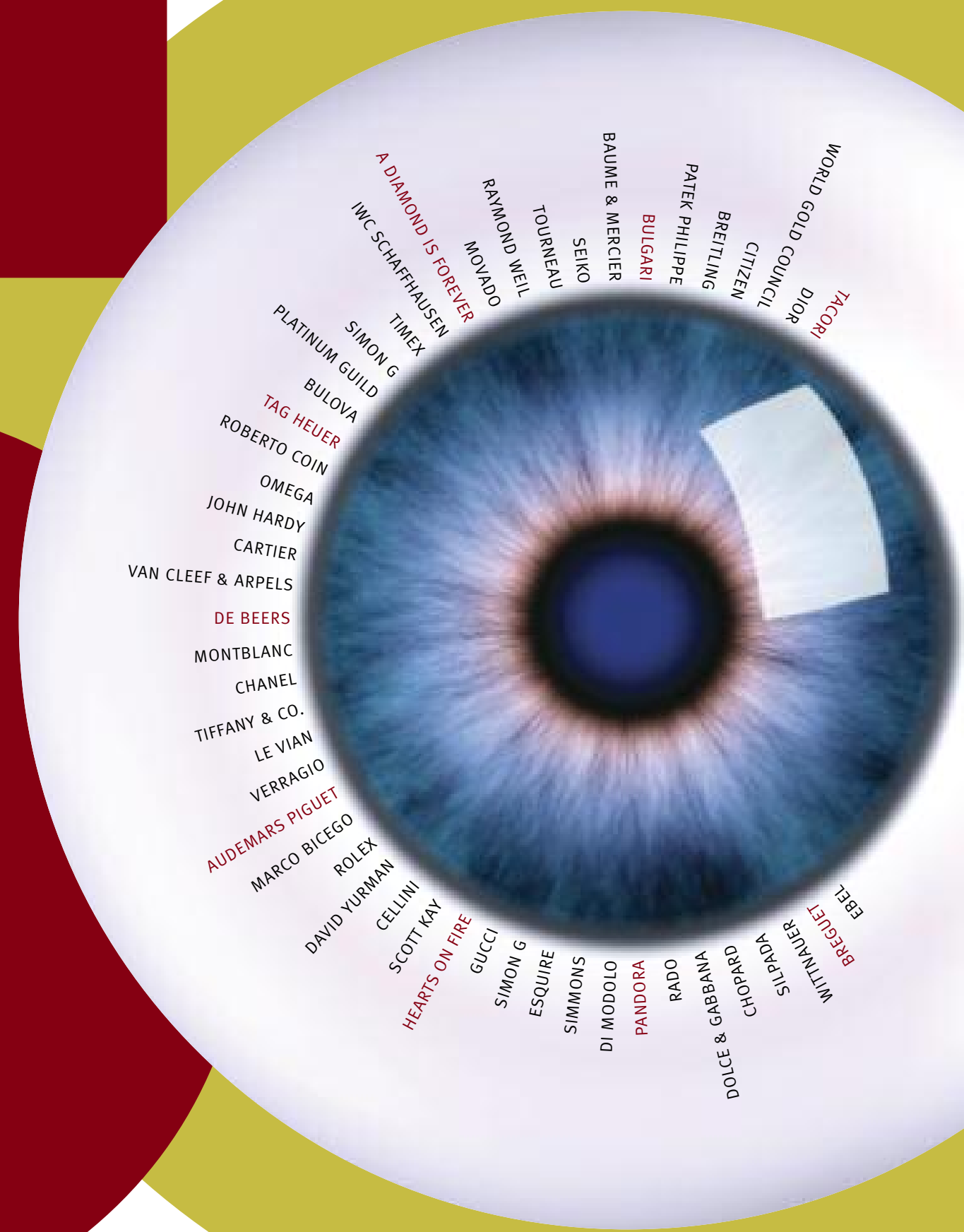
BRAND

THE MOST VISIBLE JEWELRY + WATCH BRANDS IN AMERICA

IN CERTAIN CIRCLES, jewelry and watch brands are household names — but some of those circles encompass a broader swath of the population than others. Certainly there are great reasons to carry little-known, highly-talented designers. And it's true that reaching the *right* people can have as much impact on your bottom line as reaching a mass audience. But there's also no doubt that the more people who know about and believe in the value of the brands you carry, the better for your store.

In our second annual report, we've tried to give you an even better measurement of which brands achieve high visibility through their national advertising campaigns. In addition to counting the number of consumer magazine ad pages each brand has purchased over the past year, we've factored the circulation of those magazines into the equation. The result is a visibility index that allows us to rank every brand purely by the number of readers likely to see their ads. Some of the results are unsurprising, but some may have you raising your eyebrows in disbelief. Regardless, one fact remains inarguable: These brands are likely to have an impact on your customers' purchase decisions in 2009. We hope you'll enjoy this look at this year's 50 most visible brands.

THE BIG STORY | BY ANDREW MORGAN AND TRACE SHELTON



MARKETING TECHNOLOGY

Total ad pages for each brand are based on the amount of national ad pages purchased between July 2007 and June 2008 as reported by TNS Media Intelligence, on behalf of Publishers Information Bureau. The visibility index is then calculated by dividing a magazine's circulation by 100,000, and then multiplying that value by the number of pages purchased by a brand in that magazine. For example, a magazine with 1,300,000 circulation has a value of 13, while a magazine with a 60,000 circulation has a value of 0.6. Thus, three pages bought in the first magazine example would have a visibility index value of 39, while three pages bought in the second magazine example would have an index value of 1.8.

01 Rolex
TOTAL AD PAGES: 421
VISIBILITY INDEX: 3,649
MOST AD PAGES BOUGHT: Road & Track (18)

02 Cartier
TOTAL AD PAGES: 302
VISIBILITY INDEX: 2,958
MOST AD PAGES BOUGHT: Elle (16)

03 Breitling
TOTAL AD PAGES: 234
VISIBILITY INDEX: 2,520
MOST AD PAGES BOUGHT: BusinessWeek (24)

04 Tiffany & Co.
TOTAL AD PAGES: 244
VISIBILITY INDEX: 2,400
MOST AD PAGES BOUGHT: In Style (21)

05

A Diamond Is Forever

Total ad pages: 195
Visibility index: 2,290
Most ad pages bought: In Style (10)

IN 1947, FRANCES GERETY, a young copywriter for De Beers, coined the famous line, "A Diamond Is Forever." 53 years later, *Advertising Age* named it the best advertising slogan of the 20th century. And although the De Beers name is now used exclusively in the marketing of the company's retail joint venture with Louis Vuitton Moët Hennessy (see No. 47 on our list), the power of the original campaign — and its subsequent effect on the popularity of diamonds — lives on.

Most recently, the campaign has added a few wrinkles by promoting diamonds as purchase options for a variety of reasons, not just for engagements and anniversaries. "The advertisements are about a celebration of empowerment, or everlasting love," says Renee Moskowitz, advertising director of *Harper's Bazaar*. "Their brand message overall is that of renewal. They are targeting the fall season as a time of change and encouraging consumers to ask for diamond jewelry for celebration, gifting, self-empowerment and self-purchase. So they are broadening the scope of their message."

This direction seems to follow the industry trend toward catering to the growing self-purchase segment, as well as promoting jewelry purchases for other special occasions. And, according to Jim Taylor, vice president and publisher of *Town & Country*, they've continued to be successful even without the De Beers name. "The only people that ever call them 'De Beers' now are people inside the trade, so consumers really see this campaign as similar to the orange juice council promoting orange juice," says. "The younger generation may never know that De Beers was once associated with this campaign."



06

TAG Heuer

Total ad pages: 181
Visibility index: 1,916
Most ad pages bought: Golf World (11)

AS ONE OF THE MOST POPULAR high-end watch brands in the world, TAG Heuer didn't hedge when choosing celebrities for its marketing campaign. The company's philosophy seems to be that only the best can represent the best.

"TAG Heuer goes for gold. They spend money and identify the most influential figures for their brand ambassadors," says Taylor. "They have Tiger Woods, Jeff Gordon and Maria Sharapova. These sports figures have sex appeal and substance, all in one."

The most recent "What are you made of?" campaign plays on the brand's sporting appeal, yet also reaches to a broader market. "They've retained Uma Thurman as a brand ambassador, so they're not focusing only on sports, just as they're not focusing only on one type of customer," says Kathleen Foster, executive director of Beauty & Luxury for *The New Yorker*. Bold images use a subtle play on light to emphasize the force and beauty of the brand's models, as well as their character.

But for TAG Heuer it's not just about being seen on the right people — it's about reaching the right consumers, says Douglas Gollan, president and editor-in-chief of *Elite Traveler*. "TAG Heuer and Bailey, Banks and Biddle wanted to drive sales in key locations. Through Luxus Networks, the world's largest provider of signage in private jet terminals, we developed a program that targeted key Bailey, Banks and Biddle markets," he says. "TAG utilized their campaign to create brand awareness with private jet travelers, and put out a call to action in cities where they sell through Bailey, Banks and Biddle, increasing sales in those markets."

07 Movado
TOTAL AD PAGES: 177 VISIBILITY INDEX: 1,667
MOST AD PAGES BOUGHT: Vogue, W (14 each)

08 David Yurman
TOTAL AD PAGES: 156 VISIBILITY INDEX: 1,415
MOST AD PAGES BOUGHT: Vogue (30)

09 Citizen
TOTAL AD PAGES: 76 VISIBILITY INDEX: 1,373
MOST AD PAGES BOUGHT: People (9)



10

Tacori

Total ad pages: 83
Visibility index: 1,131
Most ad pages bought: Cosmopolitan (16)

WHILE TACORI RECOGNIZES the importance of hefty circulation figures to ensure visibility, it's not merely a numbers game when it comes to magazine advertising. "Through magazines like *Cosmopolitan*, *Marie Claire* and *Vogue*, we get high visibility among the right people. We believe in spending money to reach these people, but the creative is equally as important as the presence," says Paul Tacorian, senior vice president of marketing.

The company's latest effort is the "Iconic Passion" campaign. Accompanying a new line of engagement rings and fine jewelry, the campaign began last fall and is the product of a partnership between Tacori, the Lambesis Agency and world-renowned photographer Raymond Meier. The images include pieces from some of Tacori's favorite collections juxtaposed against striking objects as metaphors for passion.



The signature Tacori blue features in much of the brand's advertising. "Tacori blue was created roughly four years ago. We wanted a color representative of us, a color that's warm and comfortable and adds value to what you are buying," Tacorian says.

Tacori is certainly a brand that's moving forward, as illustrated by one of its latest online marketing initiatives, gentlemensguide.tacori.com. "We've focused on hitting women for the last 15 years. With this new site, we're guiding men with our expert opinion and the opinions of industry experts. We won't cut back next year, but we'll direct more dollars to talking to men about bridal and fine jewelry," Tacorian says. In another online initiative, www.vogue.tv has been running a Tacori "trend watch" segment, timed to support the September fall campaign launch. But Tacorian is quick to stress that print media remains their main advertising channel. "90 percent of our budget goes to magazines. Print will never die."

11 World Gold Council

TOTAL AD PAGES: 92 VISIBILITY INDEX: 1,039
MOST AD PAGES BOUGHT: Elle (16)

12 Gucci

TOTAL AD PAGES: 113 VISIBILITY INDEX: 1,005
MOST AD PAGES BOUGHT: W (16)

13 Timex

TOTAL AD PAGES: 76 VISIBILITY INDEX: 972
MOST AD PAGES BOUGHT: Self (8)

14 Esquire

TOTAL AD PAGES: 46 VISIBILITY INDEX: 971
MOST AD PAGES BOUGHT: Glamour, Sports Illustrated (6 each)

15 Platinum Guild

TOTAL AD PAGES: 72 VISIBILITY INDEX: 945
MOST AD PAGES BOUGHT: Elegant Bride (32)

16

Bulgari

Total ad pages: 94

Visibility index: 915

Most ad pages bought: W, Departures, The Economist (6 each)

IN BUSINESS SINCE 1884, Bulgari has consistently shown a forward-looking, creative spirit both in terms of product and marketing flair. International expansion in the 1970s was followed by a diversification strategy in the 1990s that, together with high profile marketing, has made Bulgari as much a lifestyle as a jewelry brand.

Where others focus on diamonds, watches or accessories alone, Bulgari has expanded its brand into all three arenas. It has even embarked on the creation of Bulgari Hotels & Resorts, a joint venture with Marriott International, now operating properties in Milan and Bali, as well as two restaurants in Tokyo.

The ads themselves feature product as the star, with the company's logo prominently featured on its jewelry and watches. "When someone wears a piece from Bulgari, it's very recognizable," Taylor says. "Bulgari is a jewelry company that very much behaves as a fashion company. They're really focusing on Bulgari as a brand, which I think is smart, especially when you consider developing markets like Russia and China, where consumers are very brand-conscious and



new to brands."

Despite its luxurious image, Bulgari has been careful to make that lifestyle accessible. "The campaign balances their aspirational reputation and attainable appeal, which continues right to the point of purchase at retail, especially in their flagship store," says Moskowitz.

She also sees parallels between the flagship store and Bulgari's advertising. "That store has been redesigned, and is all glass that you can see through from the outside. It welcomes you with a great deal of light. The campaign is similar — it feels good, it's a happy campaign."

17 Bulova

TOTAL AD PAGES: 44 VISIBILITY INDEX: 817
MOST AD PAGES BOUGHT: People (9)

18 Chanel

TOTAL AD PAGES: 88 VISIBILITY INDEX: 707
MOST AD PAGES BOUGHT: Town & Country (12)

19 Simon G

TOTAL AD PAGES: 50 VISIBILITY INDEX: 671
MOST AD PAGES BOUGHT: In Style (12)

20 Raymond Weil

TOTAL AD PAGES: 57 VISIBILITY INDEX: 624
MOST AD PAGES BOUGHT: Golf Magazine (10)

21 Roberto Coin

TOTAL AD PAGES: 70 VISIBILITY INDEX: 610
MOST AD PAGES BOUGHT: Southern Accents (8)

22 Montblanc

TOTAL AD PAGES: 62 VISIBILITY INDEX: 606
MOST AD PAGES BOUGHT: Travel+Leisure (8)

23 Omega

TOTAL AD PAGES: 80 VISIBILITY INDEX: 597
MOST AD PAGES BOUGHT: Men's Vogue (8)

24 Seiko

TOTAL AD PAGES: 50 VISIBILITY INDEX: 592
MOST AD PAGES BOUGHT: Self (6)

25 Patek Philippe

TOTAL AD PAGES: 71 VISIBILITY INDEX: 587
MOST AD PAGES BOUGHT: New York Times Magazine (10)

26 John Hardy

TOTAL AD PAGES: 54 VISIBILITY INDEX: 527
MOST AD PAGES BOUGHT: Town & Country, Vogue (8)



"PANDORA IS AN AFFORDABLE luxury, which allows us to position our jewelry to a broad spectrum of women across North America," says Jody Christian, art/marketing director for Pandora. In fact, the brand has struck such a chord with women that what began in a modest Copenhagen side street as a two-man business 25 years ago has grown into a global heavyweight sold in 18 countries, with more than 1,100 employees internationally.

Last spring, Pandora launched a new logo and began introducing a new ad format. One of the keys to the brand's success is its accessibility, so Pandora's ads employ an approachable, human touch. "The new campaign highlights Pandora jewelry as well as unforgettable moments in a woman's life. We incorporated a lifestyle component into our advertising that features images such as mother and daughter and other women celebrating special moments in their lives,"



Christian says.

Currently, Pandora's ads can be found in the likes of *Glamour*, *O, The Oprah Magazine* and *In Style*, reaching more than 32 million consumers annually.

But the company is keen to give back through advertising wherever possible. For National Breast Cancer Awareness Month this month, Pandora is launching an advertising campaign that features the Pink Ribbon Charm as part of its partnership with Susan G. Komen Race for the Cure.

The brand is also teaming up with *Glamour* Woman of the Year honoree, Victoria Hale, founder of the Institute for OneWorld Health. Pandora and Hale worked together to create a charm inspired by her organization's mission and Pandora will donate \$20 from the sale of each charm to OneWorld Health. *Glamour* will highlight the partnership with a full-page advertorial in its December issue.

28 Le Vian

TOTAL AD PAGES: 57 VISIBILITY INDEX: 497
MOST AD PAGES BOUGHT: Harper's Bazaar (48)

29 Verragio

TOTAL AD PAGES: 36 VISIBILITY INDEX: 494
MOST AD PAGES BOUGHT: Elle (8)

30 Silpada

TOTAL AD PAGES: 22 VISIBILITY INDEX: 458
MOST AD PAGES BOUGHT: O-The Oprah Magazine (8)

31 Van Cleef & Arpels

TOTAL AD PAGES: 49 VISIBILITY INDEX: 452.9
MOST AD PAGES BOUGHT: In Style (6)

32 Ebel

TOTAL AD PAGES: 48 VISIBILITY INDEX: 452.6
MOST AD PAGES BOUGHT: In Style, Town & Country, Vogue (6 each)

33

Breguet

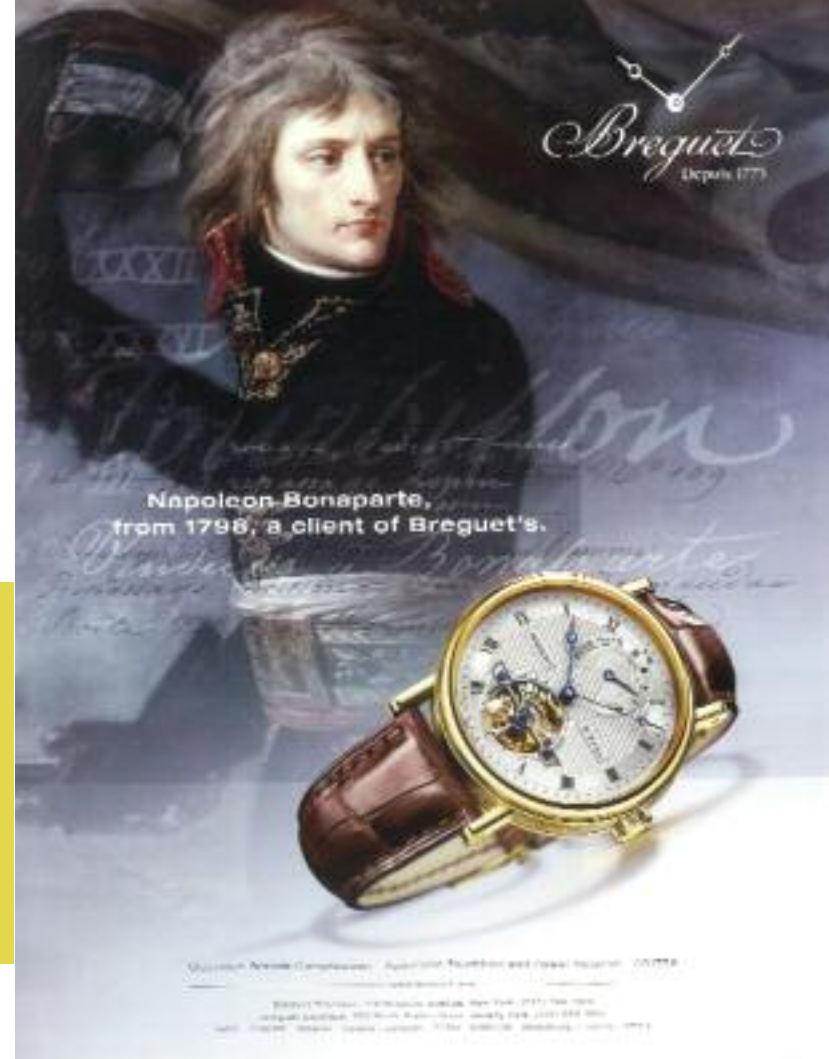
Total ad pages: 54
Visibility index: 442
Most ad pages bought: New York Times Magazine (9)

THE BREGUET STORY is one of revival and a return to greatness. Nicholas G. Hayek, president and CEO of Montres Breguet, is the man credited with breathing new life into the brand. Through a master balancing act, the brand draws heavily on its rich history while remaining innovative. In the words of Hayek himself, "Watch brands might research their past and write their history, but Breguet alone draws a thread through the very fabric of European art and culture."

Celebrity endorsement? Breguet's list of celebrated patrons reads like a who's who of European history — Marie Antoinette, Napoleon Bonaparte, Queen Victoria and Winston Churchill, to name just a few. Such historical ties lend an added clout in elevating Breguet to the higher echelons of luxury. "They have done a great job on super-luxury — the best of the best. Their ads are extremely elegant. Right under the logo in their ads, it always says, 'Depuis 1775' ... and that's old," Taylor says.

Favoring magazines such as *Architectural Digest*, *The New Yorker* and *The Harvard Business Review*, Breguet targets a high-powered, intelligent buyer. "Breguet is a super high-end watch, and *The New Yorker* carries a good portion of their business because they want to reach that 'thought leader' that reads our magazine," Foster says.

This strategy now applies to the female market also, in which Breguet has become a player since the launch of its hugely popular Reine De Naples model. "This campaign is for a highly-sophisticated woman, and is almost reserved in nature. I think it appeals to a woman who has graduated from the 'popular' brands and is looking for something more exclusive, more rare, and is clearly rooted in history and heritage," Taylor says.



34 Di Modolo

TOTAL AD PAGES: 49 VISIBILITY INDEX: 441
MOST AD PAGES BOUGHT: Departures, Town & Country (8 each)

35 Cellini

TOTAL AD PAGES: 40 VISIBILITY INDEX: 428
MOST AD PAGES BOUGHT: Departures (39)

36 Tourneau

TOTAL AD PAGES: 48 VISIBILITY INDEX: 422
MOST AD PAGES BOUGHT: Departures (24)

37 Dior

TOTAL AD PAGES: 44 VISIBILITY INDEX: 404
MOST AD PAGES BOUGHT: Conde Nast Traveler, Elle, Vanity Fair (5 each)

38 IWC Schaffhausen

TOTAL AD PAGES: 57 VISIBILITY INDEX: 387
MOST AD PAGES BOUGHT: Bestlife (13)

39 Chopard

TOTAL AD PAGES: 55 VISIBILITY INDEX: 385
MOST AD PAGES BOUGHT: Elle (10)

40
Audemars Piguet
Total ad pages: 68
Visibility index: 359
Most ad pages bought: Robb Report (25)

FOR SOME COMPANIES, doing one thing well is their secret to success. But for Audemars Piguet, it seems, doing many things well can lead to even more spectacular results. The company's advertising doesn't skimp on marketing to both men and women — and just as importantly, Audemars places a high premium on being in the right retail stores.

PGA golfers Vijay Singh and Rocco Mediate, as well as LPGA stars Cristie Kerr and Morgan Pressel are among its brand ambassadors. This year, the brand has shown a particular focus on its women's campaign. "We have a significant presence in a variety of women's magazines, and are currently planning some unique women's events for the fall," says Dana Hagendorf, vice president of marketing. A recent print campaign featured three of Audemars Piguet's women ambassadors: Olympian Jennie



Finch, along with Kerr and Pressel. “We’ve run the ad in a variety of women’s magazines, and it has been extremely well received,” she says.

The brand has also found that limited edition pieces made in partnership with Arnold Schwarzenegger, Shaquille O’Neal and Bill Clinton have served them well. An eight-year partnership with the After-School All-Stars Foundation established by Schwarzenegger has not only produced several iconic timepieces, but has also raised almost \$6 million and brought much-needed awareness to the charity.

Sponsorships include Alinghi, the America’s Cup sailing boat that won last year and in 2003. The brand has also targeted high-spending private-jet travelers. “Audemars Piguet has placed clocks in over 50 of the top private jet terminals here in North America through Luxus Networks, and has supported this effort with a comprehensive advertising campaign. I think it speaks volumes that Audemars is enjoying success in a very difficult market,” Gollan says.

41 Baume & Mercier

TOTAL AD PAGES: 32 VISIBILITY INDEX: 345
MOST AD PAGES BOUGHT: More (8)

42 Rado

TOTAL AD PAGES: 39 VISIBILITY INDEX: 343
MOST AD PAGES BOUGHT: Vanity Fair (7)

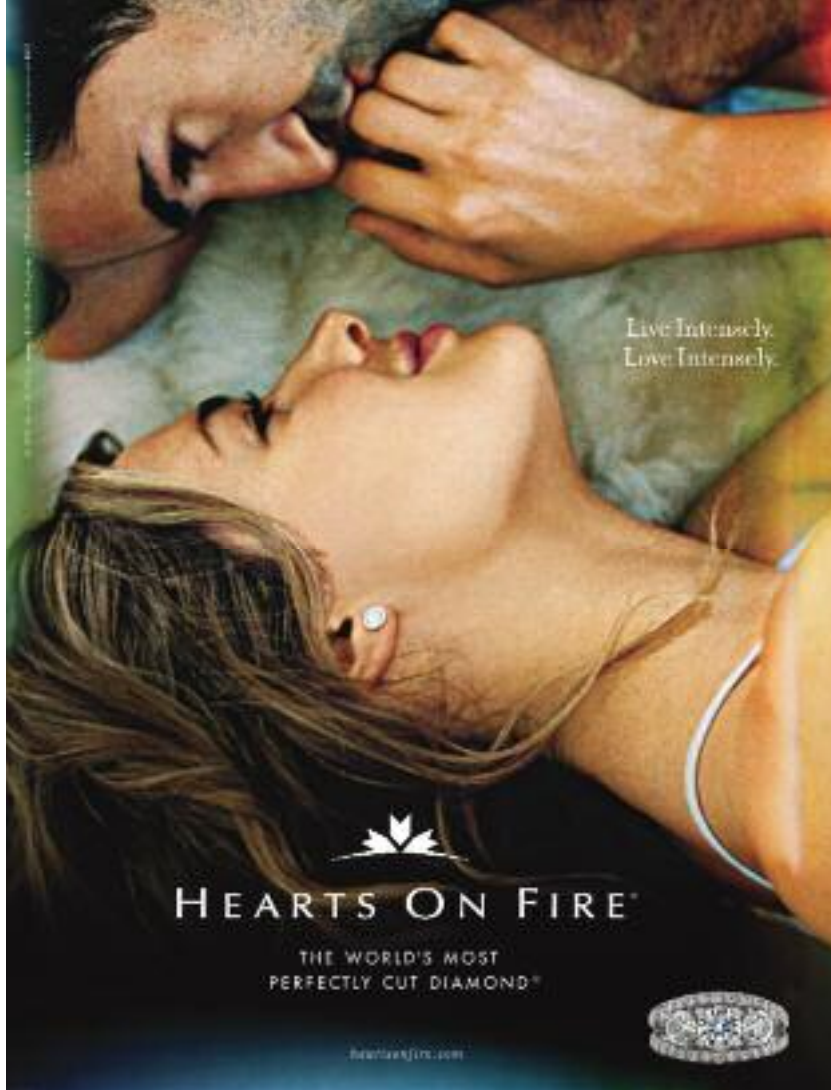
43

Hearts on Fire

Total ad pages: 40
Visibility index: 336
Most ad pages bought: In Style (5)

HEARTS ON FIRE IS A BRAND that thrives on intensity. Founded in 1996, the company considers itself to be a young, modern, innovative diamond company. Not only are their diamonds cut and polished to 100 times magnification, but Hearts on Fire itself is the fastest growing luxury jewelry brand in the world, having enjoyed 30 percent annual compounded growth for 11 straight years.

“We believe that diamond advertising has long suffered from a ‘sea of sameness’ without much differentiation in look or message,” says Caryl Capeci, vice president of marketing. In an effort to distinguish the brand from other diamond companies, Hearts on Fire has sought to communicate energy and intensity, both in terms of their diamonds and of the



relationships that are often celebrated with these diamonds.

Launched last year, the Monogamy¹⁰⁰ campaign communicates the rational benefits of a Hearts on Fire diamond while resonating on a highly emotional level. “What’s great about the Monogamy campaign is that it is focused on the raw emotions of the woman who is getting engaged or celebrating an anniversary,” Taylor says. The campaign has now evolved into “Live Intensely. Love Intensely,” which uses the same strategy but emphasizes the emotional message that female markets respond best to.

According to Capeci, the brand’s strategy is to partner with quality magazines that can help deliver the Hearts on Fire message through non-traditional programs and opportunities.

“One great example is the partnership we have with *Architectural Digest*. The magazine was very helpful in the launch of the new Hearts on Fire Architectural Collection, and also led to our involvement as a diamond sponsor of the 2008 Emmys Greenroom and the creation of a \$10 million diamond chandelier,” she says.

44 Marco Bicego

TOTAL AD PAGES: 39 VISIBILITY INDEX: 332
MOST AD PAGES BOUGHT: Harper’s Bazaar (11)

45 Bell & Ross

TOTAL AD PAGES: 43 VISIBILITY INDEX: 308
MOST AD PAGES BOUGHT: Automobile Magazine (11)

46 Simmons

TOTAL AD PAGES: 23 VISIBILITY INDEX: 287
MOST AD PAGES BOUGHT: Vanity Fair (4)

47
De Beers
Total ad pages: 44
Visibility index: 273
Most ad pages bought: W (9)

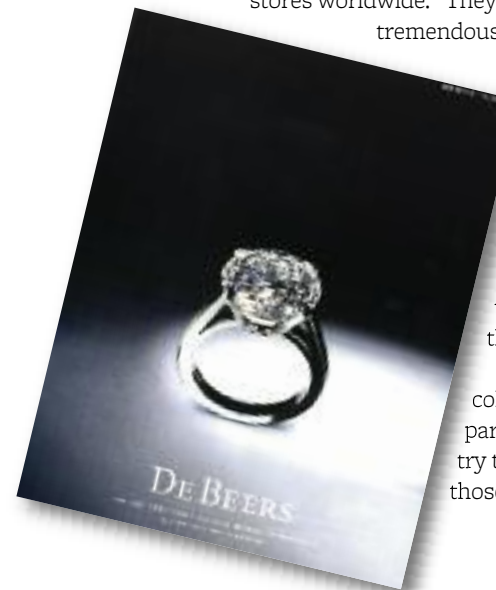
WITH A NAME LIKE DE BEERS, a generous helping of instant brand recognition goes a long way in making things happen fast. Already with eight stores in the United States and three more planned before the end of 2008, De Beers has a total 36 stores worldwide. “They’ve expanded their stores

tremendously. The name recognition doesn’t hurt them,” says

Norman Miller, advertising director for *The New Yorker*.

But despite the illustrious name, De Beers has clearly recognized the need for aggressive strategic marketing to draw key target groups into their stores.

“With bridal, high-end and collections sales being such large parts of the De Beers sales mix, we try to match magazines that bring in those key consumers at the right



demographic levels,” says Hamida Belkadi, COO of De Beers Diamond Jewellers US.

The brand has purchased space in magazines such as *W*, *Harper’s Bazaar* and *Town & Country*. “They’re targeting the affluent luxury female consumer, and they’re targeting the fashion aspirational female consumer. They’ve bought best-in-class magazines, and they’re really playing up their name,” Taylor says.

The campaign message reinforces the De Beers brand as a hallmark of quality. The recent campaign supporting its Amulets collection highlights the beauty of the jewelry by showing both the front and back of the pendants.

Taylor sees this brand extension beyond that of a procurer of quality stones as central to De Beers’ continued success. “Their real street-cred, historically, has been the quality of their diamonds, which is a plus, but in order to have a robust business, they also have to tell the consumer that they’re doing interesting things with the pieces as well.”

48 Dolce & Gabbana

TOTAL AD PAGES: 23 VISIBILITY INDEX: 262.5
MOST AD PAGES BOUGHT: New York Magazine, Rolling Stone (4 each)

49 Wittnauer

TOTAL AD PAGES: 24 VISIBILITY INDEX: 262.3
MOST AD PAGES BOUGHT: Harper’s Bazaar (4)

50 Scott Kay

TOTAL AD PAGES: 35 VISIBILITY INDEX: 259
MOST AD PAGES BOUGHT: Modern Bride (13)