

# H.SAMUEL

## THE JEWELLER

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**Create a campaign which challenges the perception of H.Samuel as a traditional retailer, and encourages younger customers to re-evaluate us.**

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### **Overview**

It would be fair to assume that almost every person in the UK would have either bought or received a gift from H.Samuel at some point in their lives. Throughout our 140 year heritage our ideology has been to make jewellery and watches accessible to all; ranging the widest selection of branded watches and a huge range of gold, silver and diamonds as well as branded jewellery, all at affordable prices.

### **Aim**

Create a campaign which challenges the perception of H.Samuel as a traditional retailer, and encourages younger fashion forward jewellery and watch customers outside of seasonal occasions to re-evaluate us.

Being the UK's number one specialist jewellery retailer, we are immensely proud of the part we play in helping our customers say it better with our gifts from H.Samuel. Our tag line "Helps You Say It Better" is based on the gifting ideology that a gift from H.Samuel is a more thoughtful and considered purchase than your everyday gifts. Basically, whatever you are trying to say, to whomever you are trying to say it...a gift from H.Samuel will help you say it better.

### **Target Audience**

- 18-30 year olds, both male and female.
- Purchasing outside of traditional gifting occasions (such as Valentine's Day and Christmas).
- Motivated by self purchase, and/or gifting for birthdays and other personal special occasions.

### **Creative Requirements**

To illustrate that H.Samuel is not just a traditional gifting retailer and rouse curiosity in those younger consumers who may not have considered H.Samuel as a retail destination. You should demonstrate how our tag line Helps You Say It Better could be applied, but it is not mandatory that you include it.

### **Media**

You should demonstrate how your creative concept could be applied to three different types of media, one of which must be our in-store environment. Images of past in-store creative can be found in the project pack.

### **Tone of Voice**

Our tone of voice is friendly, approachable, and magical.

### **Mandatories**

Where appropriate you should include the H.Samuel logo within your work. This can be found in the project pack.

**Deliverables, Artwork and Additional Information**

For guidance on how to submit your work please adhere to the main deliverables information at <http://student.aisforawards.org>

Any additional supporting information referenced in the brief, including artwork and logos, can be found in the project pack at <http://student.aisforawards.org>