



LES MUST DE 2050



PRESENTATION

This project aims to build brand equity for Cartier using various tools and models from this course. The process of building brand equity includes knowing the historical background of the company, PEST analysis, SWOT analysis, Kapferer's Prism, Aaker's model, Keller's Model, consumer analysis, market research, competitive analysis, growth and opportunities, and creating strategy using six ingredients of Cannata's diamond.

Founded in 1847, Cartier is a French luxury goods conglomerate which designs, manufactures, distributes, and sells luxury jewellery and watches and is known for their excellent craftsmanship and most iconic jewellery and time pieces. Cartier target to a consumer segment who are wealthy and have high status in society. Continuing the success of Cartier and their strong brand associations of excellent craftsmanship and heritage, this project aims to create a potential growth opportunity in terms of increasing brand equity for new generation of consumers in 2050.

The strategy is to increase brand equity in coming years by creating versatile new brand associations and target millennial women who seeks for innovative designs and wants to purchase Cartier pieces independently. The aim is to change perceived value for future generation of millennials and rejuvenate the brand. Extend the brand to Extra-Lux products that can trigger brand tourism and create more awareness without diluting brand equity. The strategy will be created using all six ingredients of the diamond.



c/o Simran Patel

Overview

HISTORY



ORIGIN OF CARTIER

- Founded in 1847, Paris, France.
- Small jewelry shop at the 29 Rue Montroguail.

THE EARLY YEARS 1848-1870

- French Revolution.
- Adding even better pieces.
- Alfred's vision to expand globally.

THE CARTIER REVOLUTION 1870-1899

- Paris Commune.
 - Elites handed over best pieces to Cartier to raise money.

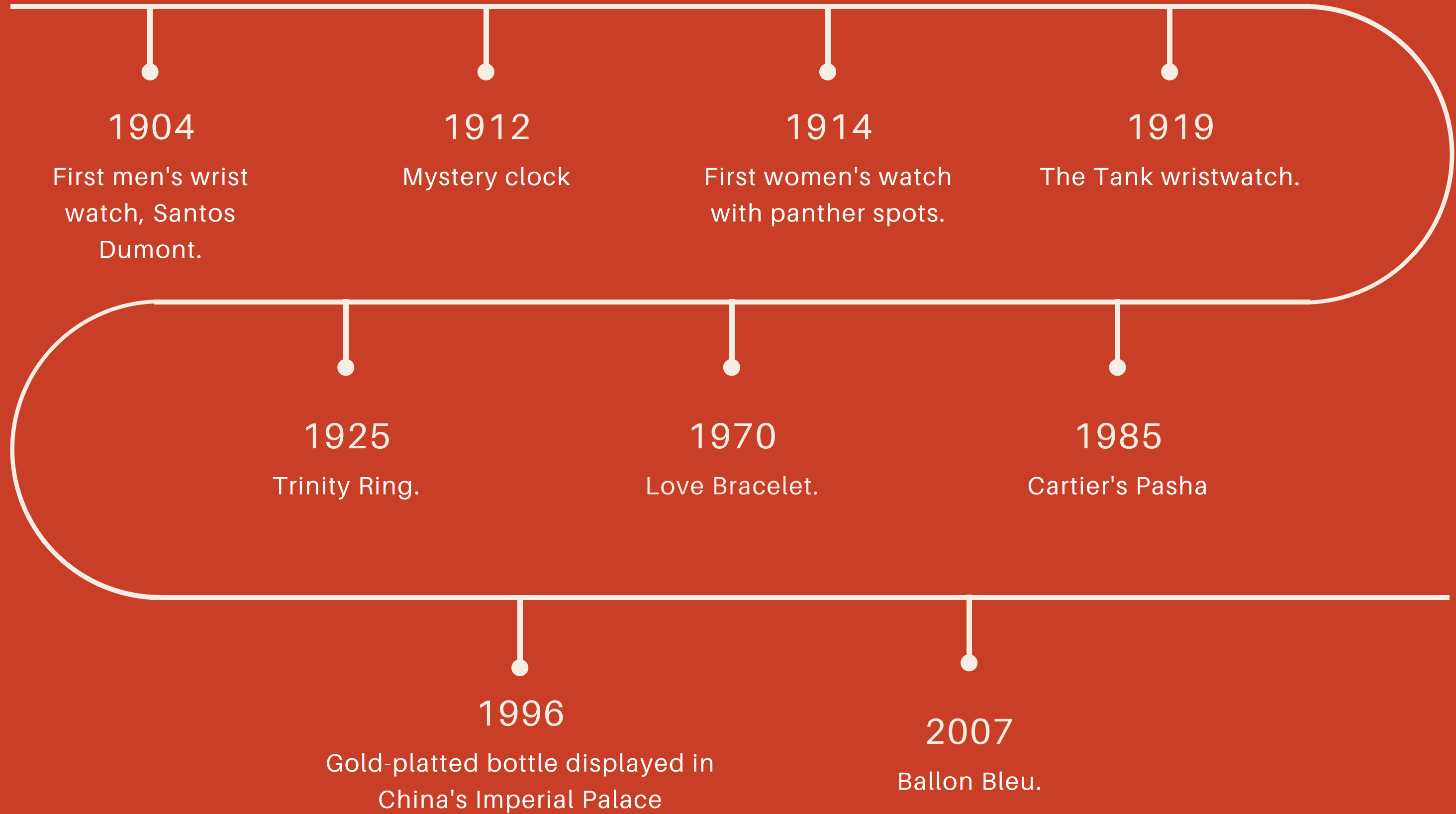
1899-1904

- Cartier moved to Rue de La Paix.
- Defining Cartier as a brand above all others.

CARTIER'S GOLDEN PERIOD 1904-1920

- Insistence on perfection.
- Tutti Frutti necklaces and bracelets.

Timeline



PESTA



POLITICAL



- 1848 French Revolution.
 - Elected government of the Second Republic ruled France.
- More conservative course.
- Budding nationalism and radical concept of socialism
- Establishment of new nation-states.
- Liberal reformers and radical politicians were reshaping national government.
- Regrouping of the reactionary forces based in the royalty.

ECONOMICAL



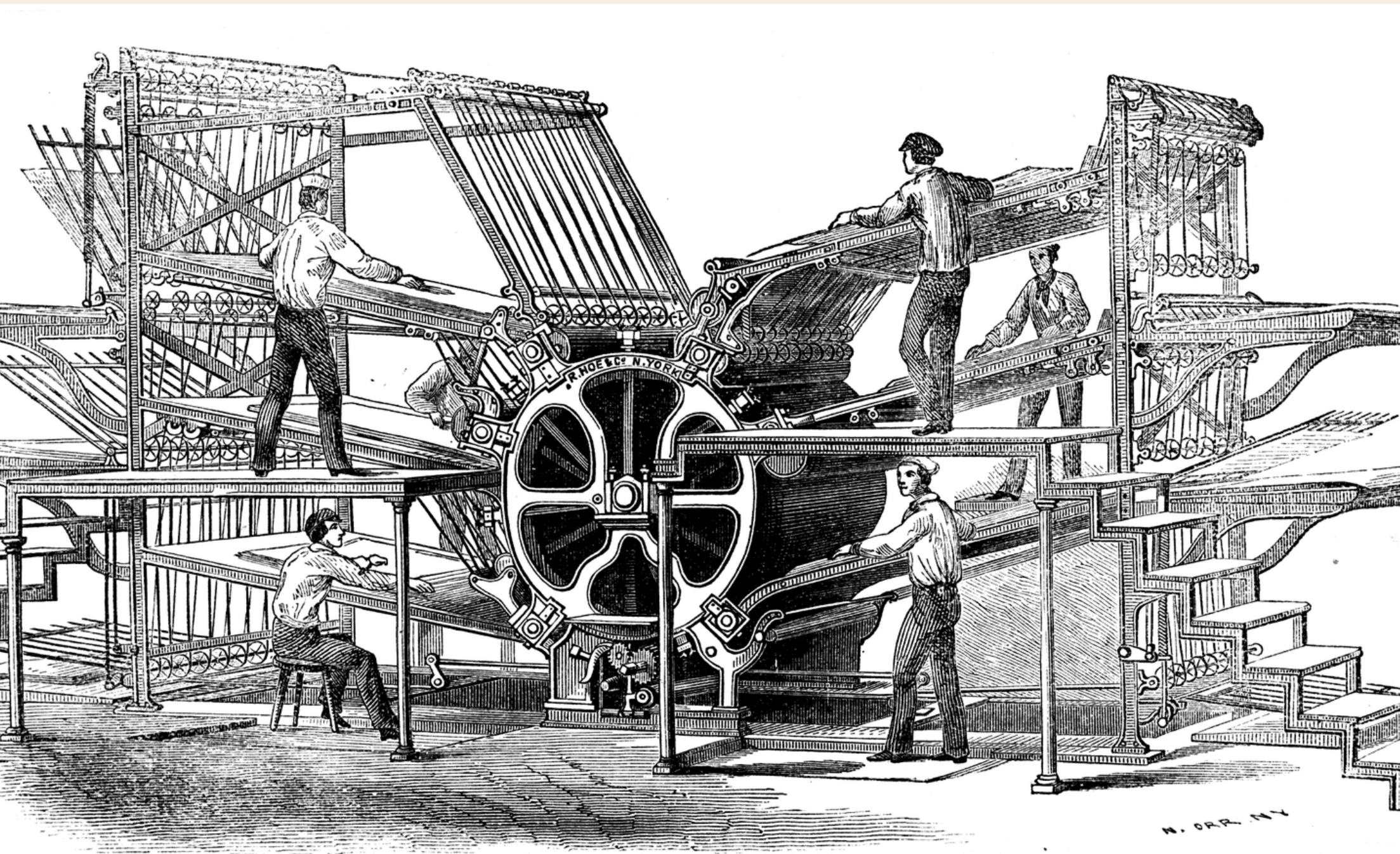
- The industrialization.
 - Poor working conditions.
- Capitalism.
 - Credit played a major role in economy.
- High unemployment.
 - Manual to mechanization.
- Rise in working class.
- Banks were collapsing.
 - Burden of debt and rise in price of credit.
- Crop failure.
 - Food supply problems and high food prices.

SOCIAL



- Paris Commune.
 - Aftermath made France republic.
 - Right to vote restricted to only high-class.
 - Middle and upper class don't want to support the people of lower class.
- Increase in population.
- More purchasing power.
 - Alfred seized this opportunity.
- Conservatives supported a restoration of strongly hierarchical government.

TECHNOLOGICAL



HOE'S SIX CYLINDER PRINTING PRESS.

- Press extended political awareness.
 - New ideas such as liberalism, nationalism and socialism.
- Advances in print technology
 - Transmission of ideas much easier.
- Radicals were able to print and distribute cheap political pamphlets.
- Monarchs were basically powerless to stop the transmission of 'radical' ideas among the masses.

ART

- Realism emerged in aftermath of revolution.
- Rejecting the idealized classicism of academic art.
- Paved way for a vast acceptance of realism.
- Increased genre and landscape painting.
- Art Deco innovation.
 - Tank watch.
 - Tutii Frutti jewelery.
- Direct observation of modern world.

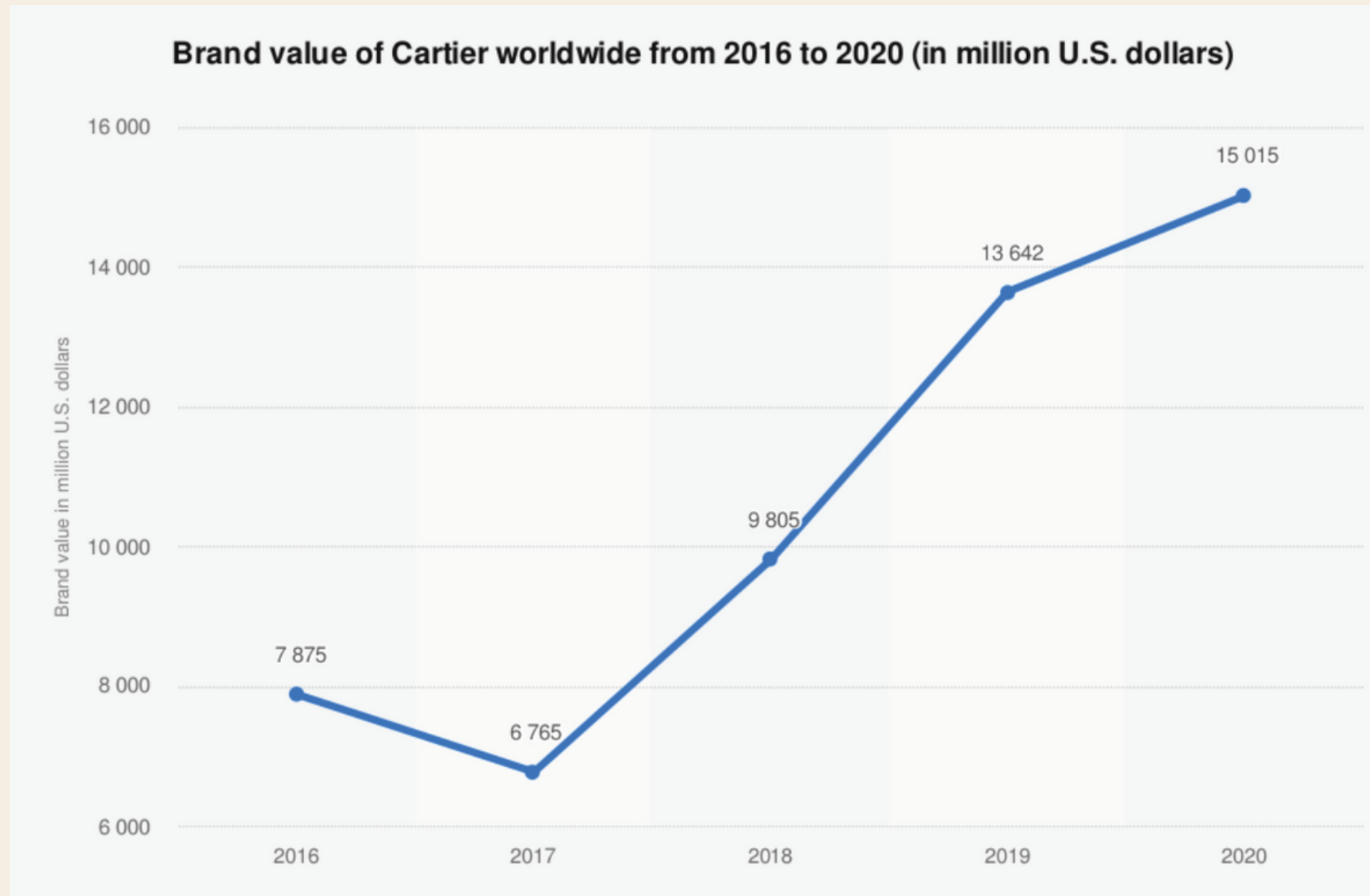


Cartier

MISSION STATEMENT

Cartier's vision is defined by the values which underpin their history: In keeping with their origin as jewelers, they strive to exceed the limits of excellence, to create objects of the highest quality, and to invent new approaches to beauty. This vision enables a creative territory that is shaped around a unique style. From jewelry and fine jewelry to watchmaking and perfumes: Cartier's creations symbolize the fusion of exceptional savoir-faire and timelessness. Pushing the boundaries, changing the use or meaning to reveal beauty, setting off on an adventure to distant horizons and embracing the rich diversity of other cultures – this creative energy is fundamental to Cartier.

CURRENT STATUS



- Most powerful brand in jewelry portfolio of parent company Richemont.
 - Representing more than four-fifths of jewelry and over 40% of the luxury conglomerate's total sales.
- Marie-Laure Cérède, director of watchmaking for Cartier and her team tweaked the Pasha, a model from 1985 which was a symbol of male power in the 80's.
- Cartier is still amongst the highest desirable jewelry and watch brand.

SWOT ANALYSIS

Strengths

- Iconic, symbolic, and timeless.
- High brand loyalty.
- Exclusivity.
- Excellent craftsmanship.
- Products are true to the brand's DNA.
- Revolutionary products.
- Strong brand story.
- Strong brand identity.

S

Opportunities

- New technological advancement and innovation.
- Rejuvenation.
- Tapping into emerging younger luxury market.
- More contemporary designs.
- Demand driven services and products to generate more revenue.
- Incorporating heritage to future advancements.

O

Weakness

- Doesn't have huge target segment for younger generation.
- Limited product depth.
- Considered old-generation.
- Extended product categories like leather bags didn't increase the brand equity .

W

Threats

- Volatility of luxury customers.
- Increase in competition.
- Change in economy due to the pandemic.
- New innovations in jewelry and watches.
- Similar design language.

T

AAKER'S MODEL



- Iconic.
- Revolutionary.
- Exclusive.
- Symbolic.
- Timeless.

BRAND AS PRODUCT

- Valuable.
- Swiss made.
- Values rooted to their heritage.
- Reliable.
- Prestigious
- Established.
- True to their DNA.

BRAND AS ORGANIZATION



- Royal.
- Powerful.
- Sophisticated.
- Elegant.
- Successful.

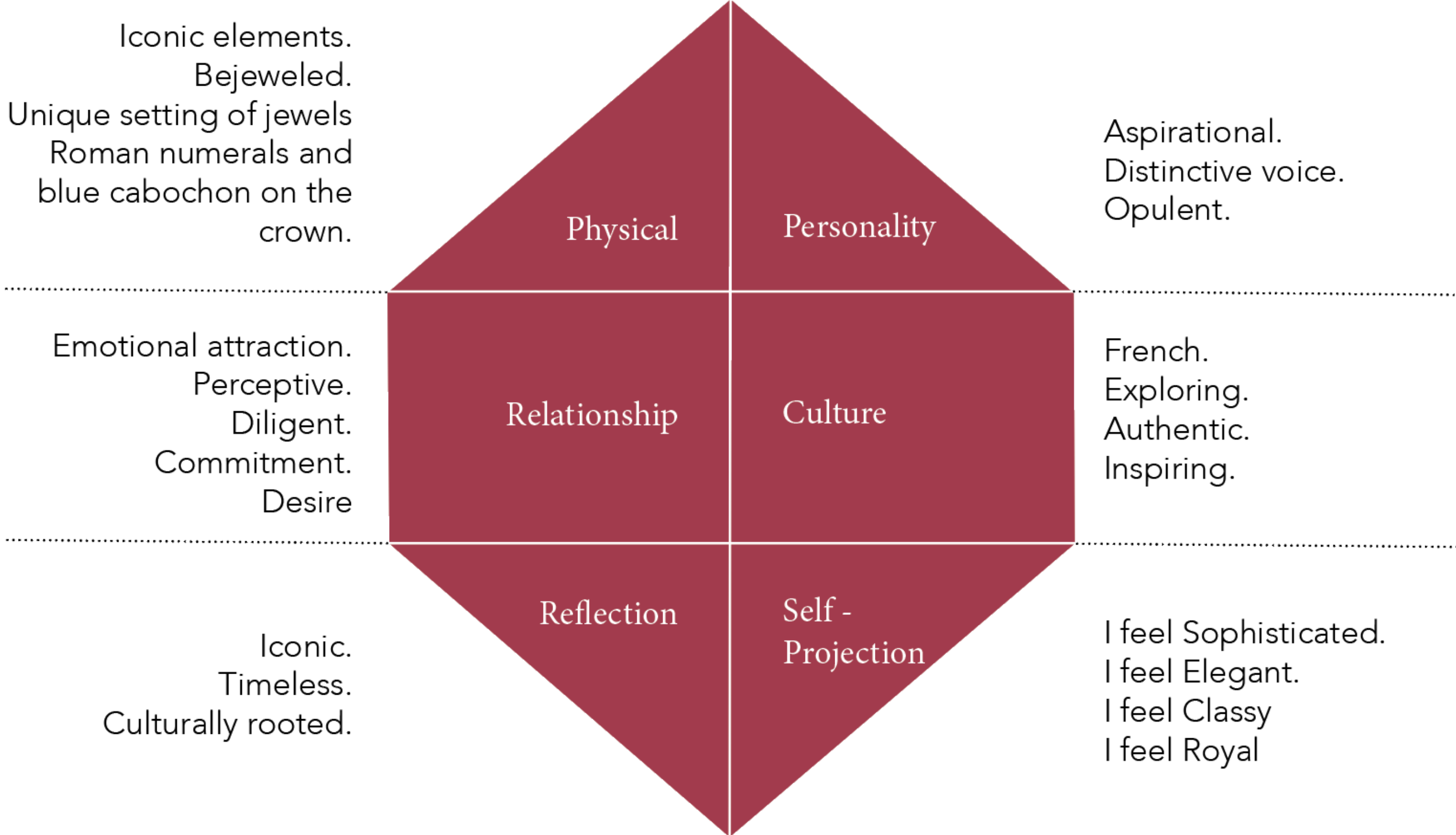
BRAND AS PERSON



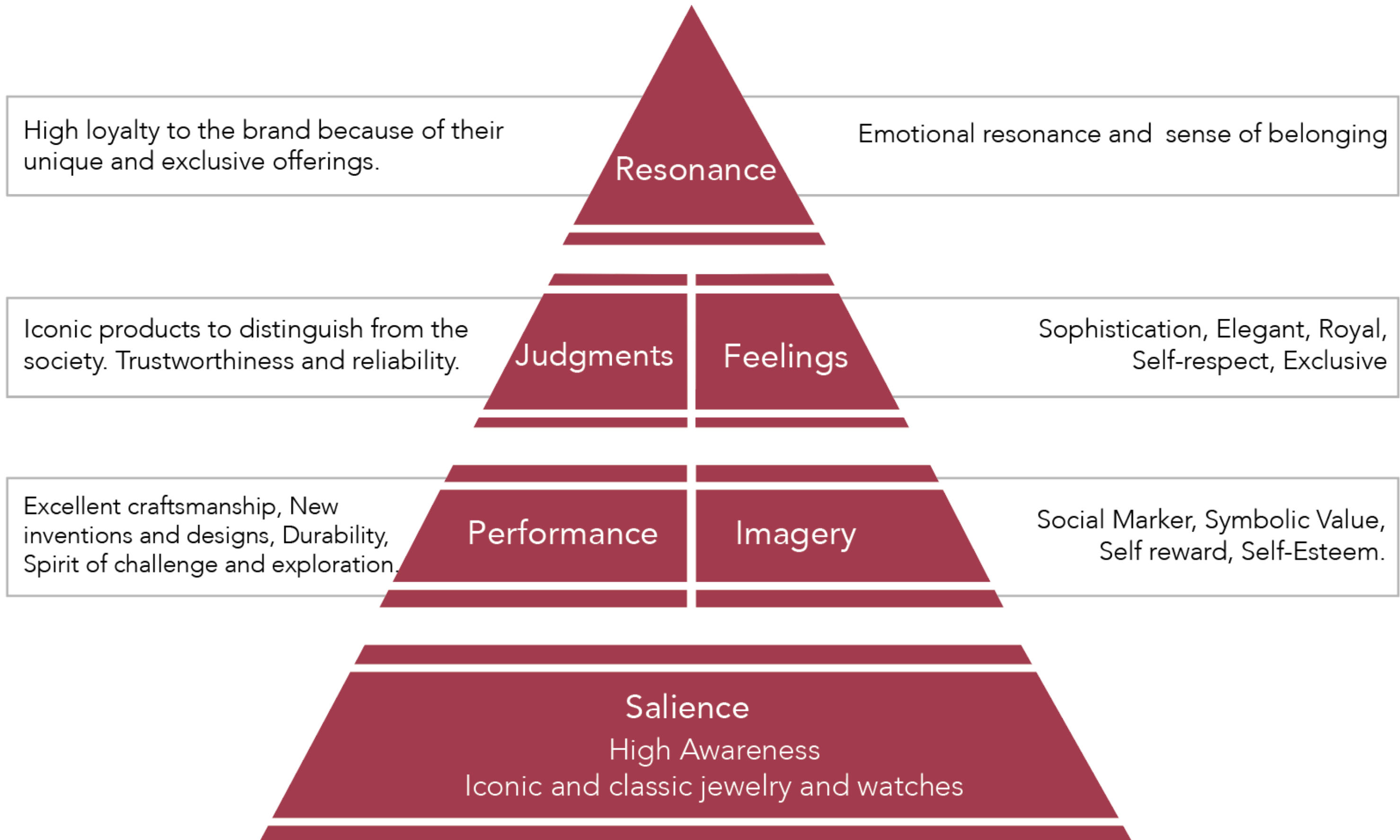
Cartier

BRAND AS SYMBOL

KAPFERER PRISM



KELLER'S MODEL



Cartier



UNIQUE REVELATION

- Iconic jewelry pieces and watches anchored with tradition, elegance, innovation, and creativity.
- Unique balance of their heritage with a contemporary touch.
- Individuality of clients in mind.
- Trend setting symbols and innovations.

BELIEF SYSTEM

- Traditions and heritage
- Changing use or meaning to reveal beauty.
- Setting off an adventure to distant horizons.

Cartier



BRAND RITUALS

- Same luxe red leather boxes for their products for generations.
- Customization and complimentary engraving and embossing.
- Excellent customer service.

LEXICON

- Love bracelet - enduring and faithful love.
- Trinity De Cartier, consists of three interconnected bands of different gold types representing the stages of a romantic relationship.
- Just Un Clou, makes the ordinary exceptional by reimaging a simple nail.
- Panthere De Cartier, is inspired from Louis Cartier's love for panther.

CONSUMER ANALYSIS



MENTAL SPACE

- Resources
 - Income.
 - High.
 - Wealth and Passive Income.
 - High.
 - Time.
 - High.
 - Low
- Connoisseurship.
 - Luxury native.
- Attitude vs Luxury.
 - Opulent.
- Values.
 - Aesthetic.
 - Symbolic.
 - Emotional.
 - Ephemeral.
- Needs.
 - Self-indulgence.
 - Self-reward.

MARKET SPACE

- Resources
 - Income.
 - High.
 - Medium.
 - Wealth and Passive Income.
 - High.
 - Medium.
 - Time.
 - High.
 - Low.
- Connoisseurship.
 - Luxury explorer.
- Attitude vs Luxury.
 - Superstar.
- Values.
 - Symbolic.
 - Aesthetic.
 - Emotional.
 - Ephemeral.
- Needs.
 - Sense of belonging.
 - Self-esteem.

VALUE BASED SEGMENTATION

MENTAL SPACE

- Aesthetic Value
 - High quality product with excellent craftsmanship.
- Symbolic Value
 - Social Marker and having status in society.
 - Self-fulfillment.
- Emotional
 - Brand story and customization.
- Ephemeral
 - Store experience.

MARKET SPACE

- Aesthetic Value
 - Brand's name and logo.
- Symbolic Value
 - Aspirational.
 - Social marker.
- Emotional
 - Sense of achievement.
 - Sense of belonging.
- Ephemeral
 - Purchase experience.



BENEFITS

MENTAL SPACE

- Age : 30 - 50 years. Mainly Generation X who are able to purchase luxury good with their own income.
- Sex - Men and Women.
- Income - \$250,000 and above.
- Occupation - Highest position in the company or business owners.
- Education - Highly educated.

MARKET SPACE

- Age : 25 - 50 years. Focusing mainly on millennials who have started earning substantial income.
- Sex - Men and Women.
- Income - \$100,000 and above.
- Occupation - Mid level position in the company and aspire to be promoted.
- Education - Highly educated.



DEMOGRAPHICS

MENTAL SPACE

- The geographic segment is tailored for their main engines which include China, India, France, and America, and so on.
- Those regions either have the highest population density or greatest purchasing power in all time.
- Easily accessible Cartier stores.

MARKET SPACE

- Worldwide, targeting all major developing countries.
- Location with opportunities to access Cartier stores.
 - Only posh areas.
- High purchasing power.



GEOGRAPHIC

MENTAL SPACE

- Super affluent consumers elite worldwide or also known as society trendsetters, who are usually price insensitive.
- Buying into a lifestyle rather than a need.
- Highly educated and are core luxury consumers.
- Self-esteem and self-fulfillment.
- For self or gift.
- Aware of brand's core beliefs and values.

MARKET SPACE

- Aspirational consumers.
- Aim at having a belonging and part of the peer group.
- Experience and reach higher societal status.
- Would start planning the purchase earlier.
- Usually for self.
- Sense of achievement.
- Desire to have detailed knowledge about brand's values and offerings
- Perceives ultra-luxury as an investment.



PYSCHOGRAPHICS

MENTAL SPACE

- Rich and premium users and often use the product on a daily basis.
- Customers have an extremely strong brand loyalty to Cartier because of its design and its craftsmanship.
- The elite consumers of Cartier's fundamentally want to satisfy their needs of proving a status in society.
- Only shops from luxury brands.

MARKET SPACE

- Consumers would not use on daily basis because of the fear of damaging the product.
- Not immediate brand loyalty.
- Would seek for tangible and intangible benefits.
- Tendency to make the products noticed.
- Prefer products with brand's logo and name.
- Shops from luxury brands.



BEHAVIORAL

MARKET SPACE



Name - Emily Ross.
Age - 26
Occupation - Marketing Manager.
Income - \$ 100,000.
Geographic location - Atlanta.
Aspire to buy ultra luxury.
Seeks for intangible benefits like self-esteem and self-reward.

MENTAL SPACE



Name - Nicolette Trey.
Age - 32
Occupation - Fashion Entrepreneur.
Income - \$ 255,000.
Geographic location - New York.
Shops from major luxury players.
Lives a lavish lifestyle.

MARKET SPACE



Name - Edward Robins.
Age - 25
Occupation - Financial Analyst.
Income - \$ 120,000.
Geographic location - New Jersey.
Aspire to buy ultra luxury.
Want to have that sense of belonging and have the lavish life.

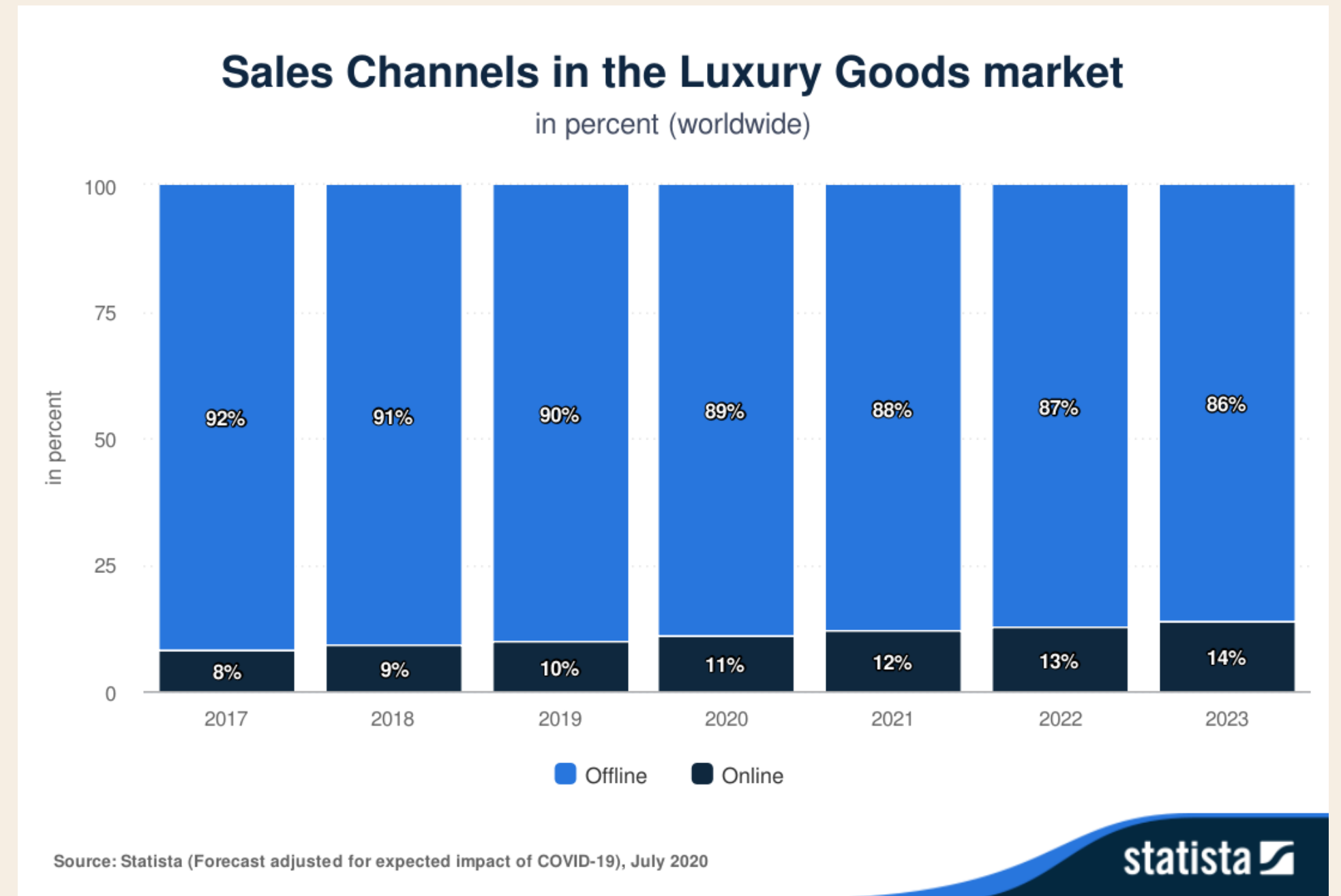
MENTAL SPACE



Name - Lucas Cooper.
Age - 35
Occupation - CEO of a Company.
Income - \$ 350,000.
Geographic location - California.
Customized high quality products.
Maintains status and image conscious.

FUTURE TRENDS

- COVID
 - Increase in online shopping.
 - Affects the ephemeral in-store experience.
- Instantly recognizable products.
 - Asian consumers.
- Transparency is critical especially among millennials.
- Luxury loyalty programmes.
 - Offering millennials unique experiences.
- Favour meaningful experiences over material possessions.
- Shoppers embrace digital touch points and seek for innovation.
- Personalisation now being an expectation, not an option.
- Increase in luxury purchase by Gen Z.



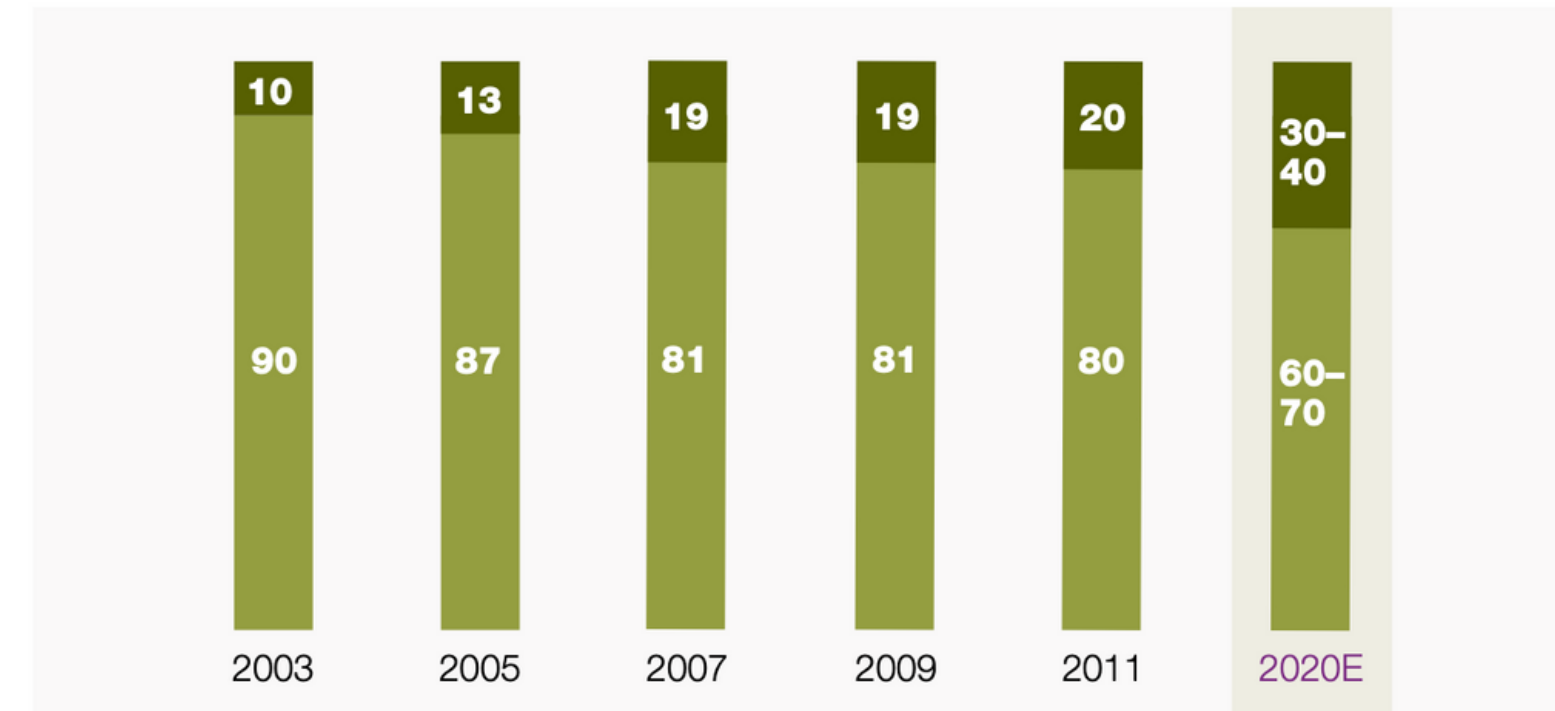
- Branded items already account for 60 percent of sales in the watch market. While branded jewelry accounts for only 20 percent of the overall jewelry market today, its share has doubled since 2003.
- Use of jewelry as self-expression has increase in women purchasing pieces to display their cultural heritage, and share their unique styles via social media or other digital means.
- Consumers are willing to pay a premium for the benefits of uniqueness and ethical sourcing.
- Young consumers who turn to brands as a means of self-expression and self-realization.
- Consumers' tendency to trade up and down at the same time. The jewelry industry is starting to see evidence of this hybrid consumption.

Branded jewelry is on the rise.

Branded vs. unbranded jewelry

%

■ Branded
■ Unbranded



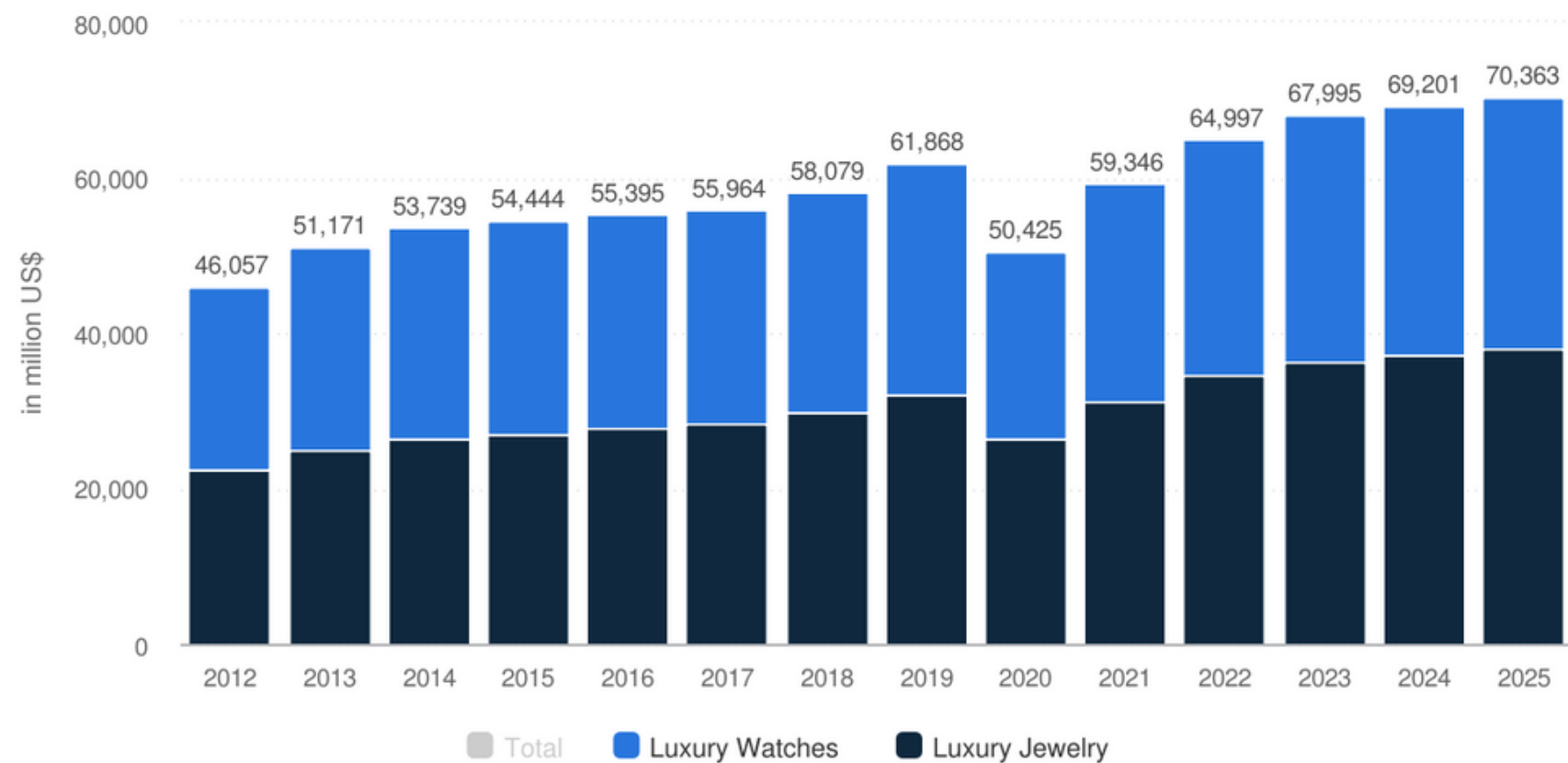
Source: Expert interviews; McKinsey analysis



Market Overview

Revenue in the Luxury Watches & Jewelry market

in million US\$ (worldwide)



Source: Statista (Forecast adjusted for expected impact of COVID-19), July 2020

statista

The global luxury jewelry market size was estimated at USD 39.33 billion in 2018 and is projected to expand at a CAGR of 7.6% from 2019 to 2025.

High demand for premium fashion products across the globe is projected to remain a favorable factor for market growth.

The market is expected to witness strong demand, particularly from developing countries of Asia Pacific as a result of increased purchase power in the urban class population.

The product demand has also increased owing to extensive usage of jewels in fashion accessories including, watches, apparel, and bags. Therefore, this indirect market for luxury jewelry products is also anticipated to impel the overall demand in the years to come.

Rising disposable income levels have positively affected the market growth. Increasing consumer preference for branded jewelry is also likely to contribute to product demand.

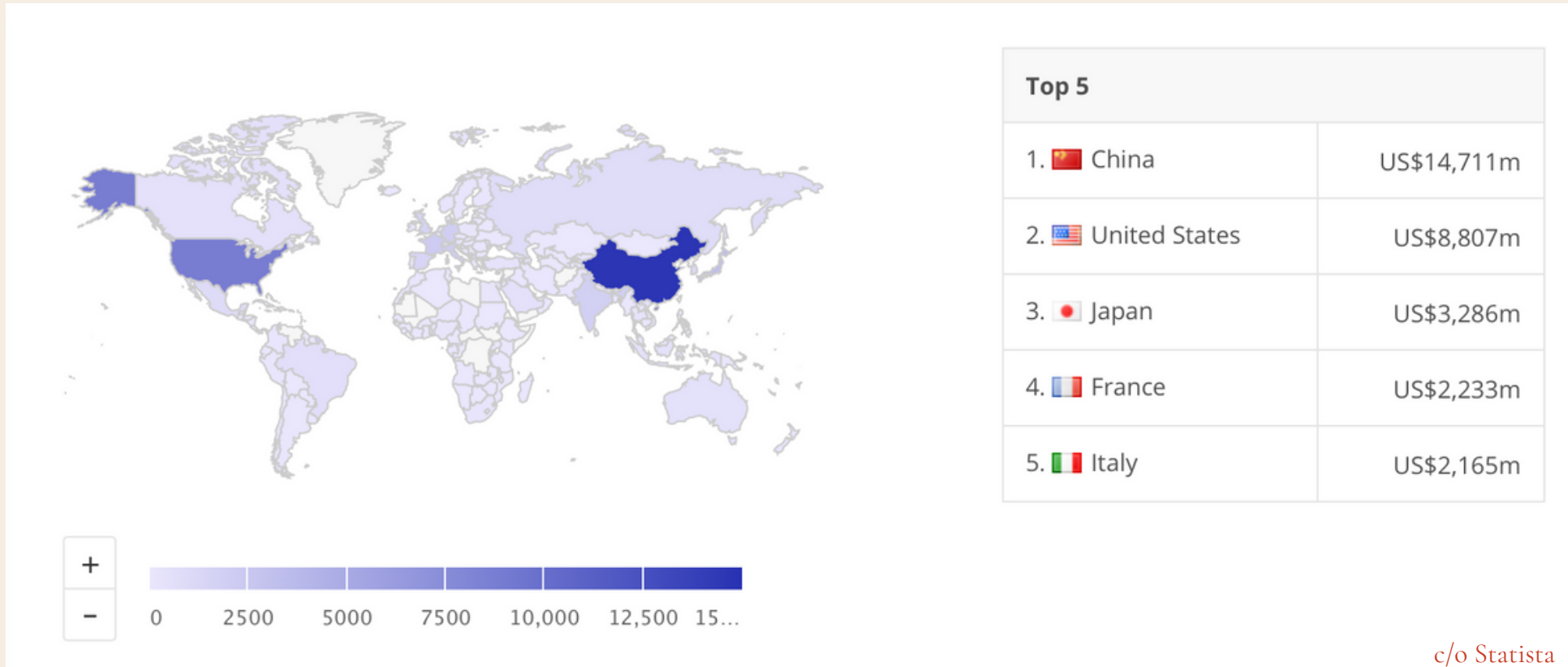
Consumers are willing to spend more on branded and luxury jewelry to create their style statement.

Technological developments, resulting in the digitalization of marketing, provides better customer satisfaction with a view of targeting a wider section of the population at once, thereby supporting market growth.

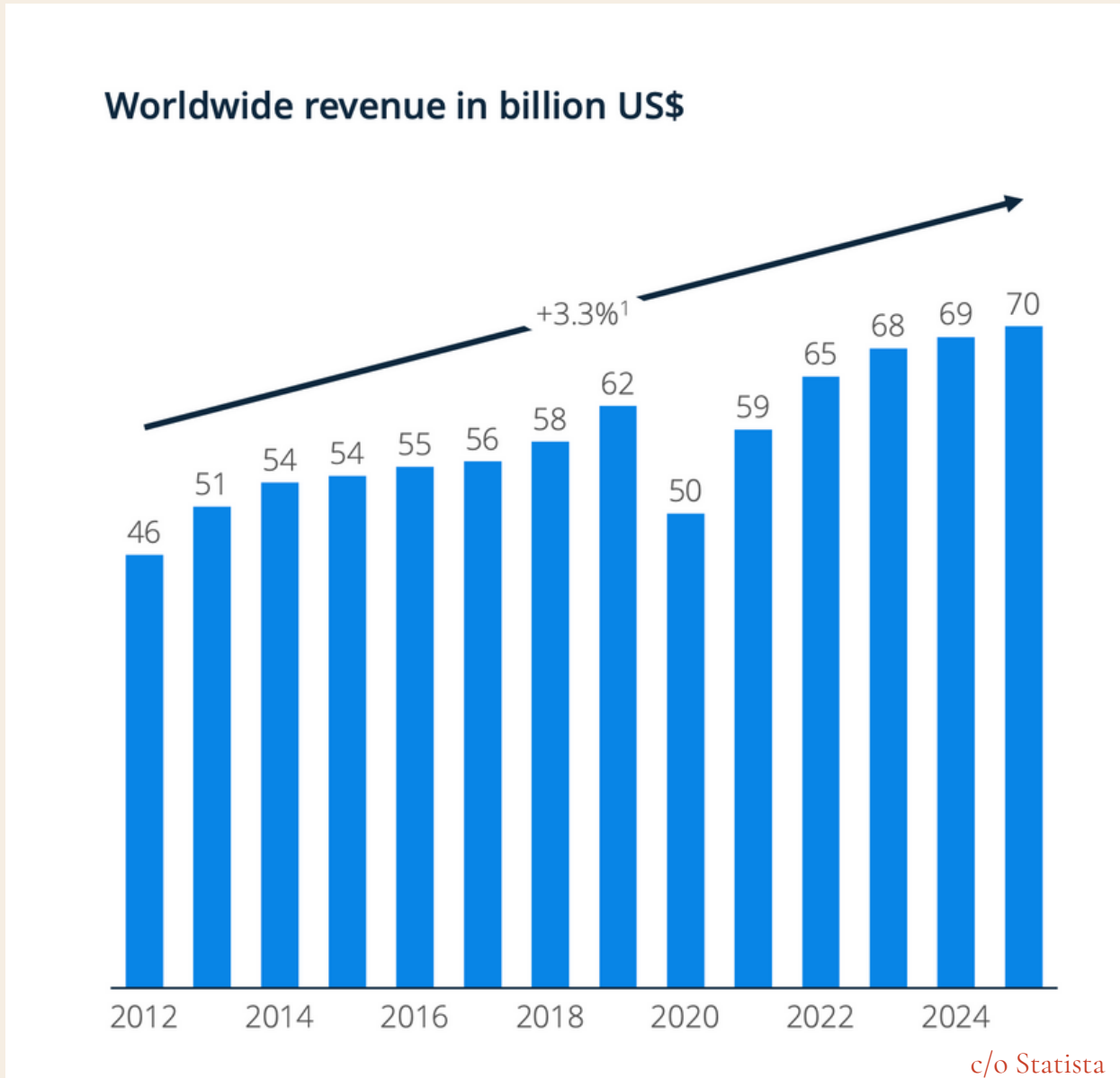
The economic independence of individuals has also been a major driver for the global luxury jewelry market.



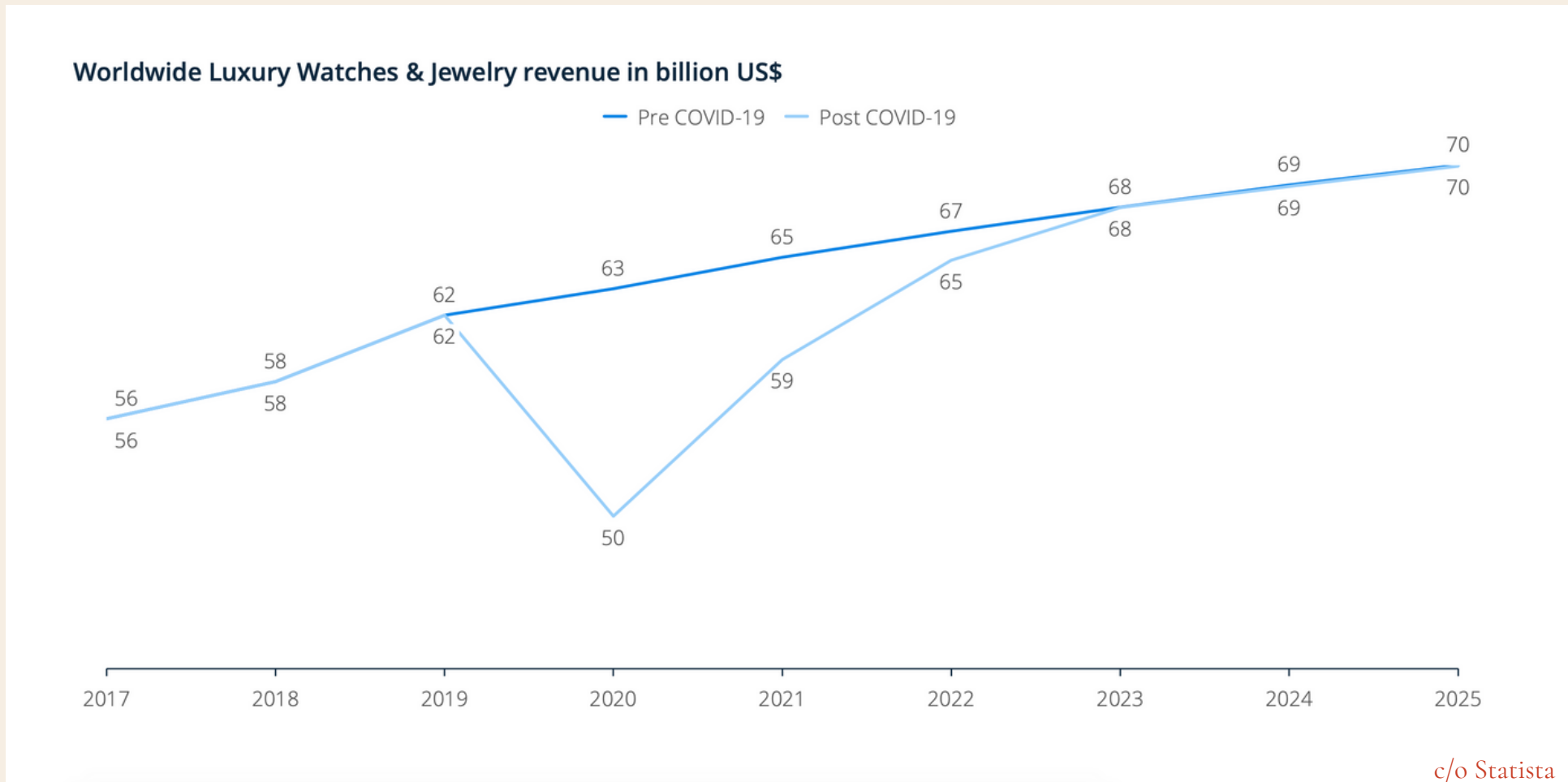
Market Size



c/o Statista



c/o Statista



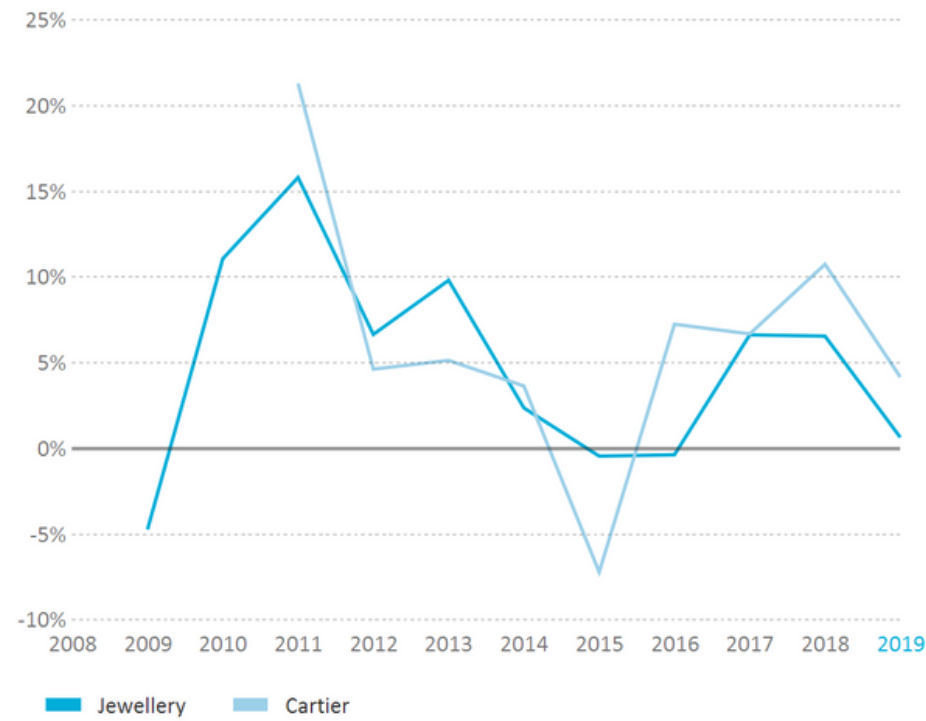
c/o Statista

- The segment Luxury Watches & Jewelry accounted for 20% of the Luxury Goods revenue in 2019.
- In 2019, Luxury Watches & Jewelry sales increased by 6.5% in comparison to 2018 and reached US\$62 billion.
- In the Luxury Watches & Jewelry segment, Hong Kong (US\$371) and Singapore (US\$140) had the highest annual revenue per capita in 2019.

Brand Performance vs Market for Jewellery in World

% Y-O-Y Growth (LBN) 2008-2019

Cartier

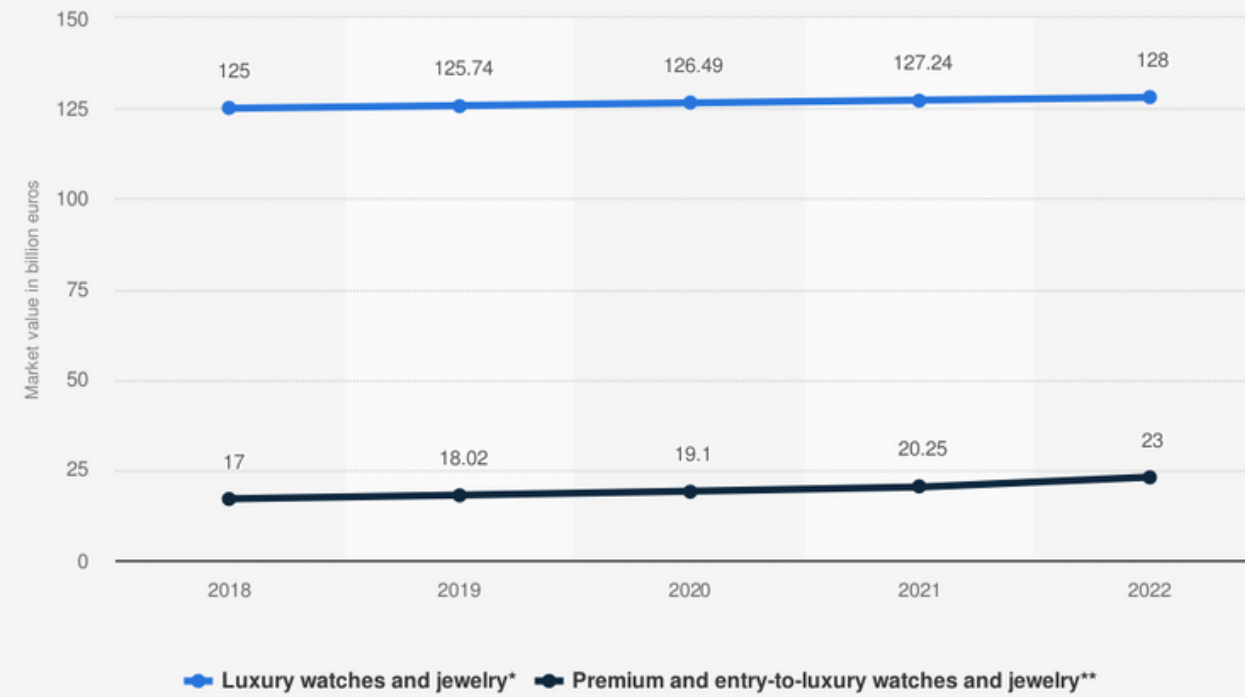


Passport

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Market value of luxury and premium watches and jewelry worldwide from 2018 to 2022

(in billion euros)



Sources
EY; Statista
© Statista 2019

Additional Information:
Worldwide; EY; Statista; 2018

Market value of luxury watches and jewelry in 2020 - \$126.49 billion

Market value of Cartier in 2020 - \$15.01 billion.

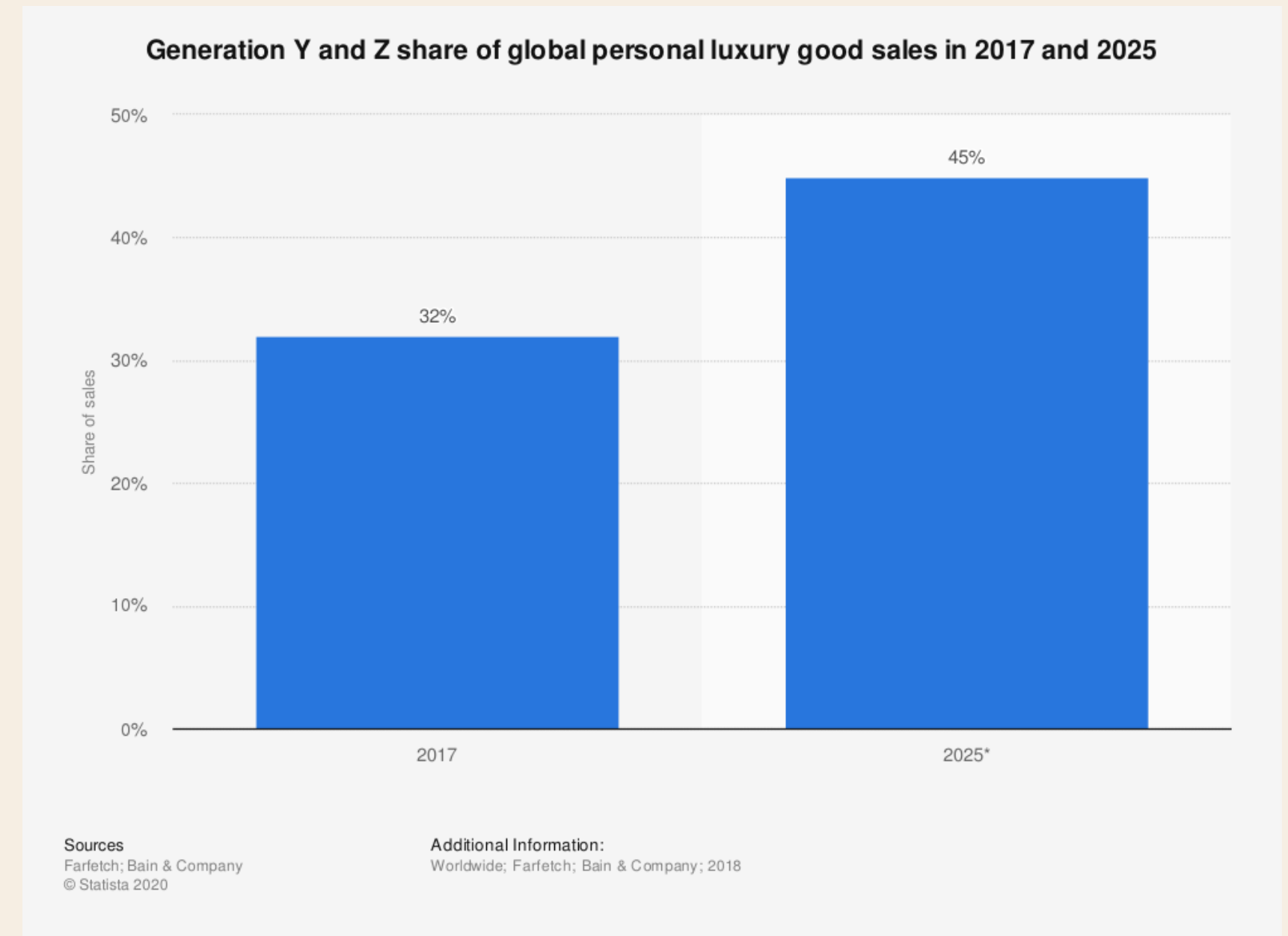
Market share of Cartier - 12%

Geography	Category	Brand Name	Company Name (GBO)	Data Type	2013	2014	2015	2016	2017	2018
World	Luxury Jewellery	Cartier (Richemont SA, Cie Financière)	Richemont SA, Cie Financière	Retail Value RSP	11.9	11.9	11.8	12.8	13.3	13.8
World	Luxury Jewellery	Tiffany & Co	Tiffany & Co	Retail Value RSP	9.2	9.3	9.6	9.6	9.7	9.6
World	Luxury Jewellery	Bvlgari (LVMH Moët Hennessy Louis Vuitton SA)	LVMH Moët Hennessy Louis Vuitton SA	Retail Value RSP	3.8	3.9	4.0	4.2	4.5	4.6
World	Luxury Jewellery	Swarovski (Swarovski AG)	Swarovski AG	Retail Value RSP	4.1	4.3	4.3	4.4	4.4	4.3
World	Luxury Jewellery	Van Cleef & Arpels (Richemont SA, Cie Financière)	Richemont SA, Cie Financière	Retail Value RSP	2.4	2.5	2.6	2.7	3.0	3.1
World	Luxury Jewellery	Chanel (Chanel SA)	Chanel SA	Retail Value RSP	1.2	1.2	1.4	1.9	2.0	2.1
World	Luxury Jewellery	Boucheron (Kering SA)	Kering SA	Retail Value RSP	1.4	1.4	1.3	1.4	1.3	1.3
World	Luxury Jewellery	Chopard (Chopard & Cie SA)	Chopard & Cie SA	Retail Value RSP	1.3	1.2	1.2	1.2	1.2	1.2
World	Luxury Jewellery	Piaget (Richemont SA, Cie Financière)	Richemont SA, Cie Financière	Retail Value RSP	1.1	1.0	1.1	1.1	1.1	1.0
World	Luxury Jewellery	Chaumet (LVMH Moët Hennessy Louis Vuitton SA)	LVMH Moët Hennessy Louis Vuitton SA	Retail Value RSP	0.8	0.9	0.9	1.0	1.0	1.0
World	Luxury Jewellery	Louis Vuitton (LVMH Moët Hennessy Louis Vuitton SA)	LVMH Moët Hennessy Louis Vuitton SA	Retail Value RSP	0.9	0.9	0.9	0.9	0.9	0.9

c/o Euromonitor

GROWTH POTENTIAL AND OPPORTUNITIES

- Emerging market in Asia Pacific
 - Increasing disposable income of mid-age population in emerging economies such as China and India is changing consumer preference towards purchasing luxury products such as jewelry.
- Focusing on aesthetic appeal, influence from social media as well as rapid adoption of online internet surfing to fetch new artistic designs of new luxury jewelry.
- The fine jewelry segment is expected to be the fastest growth being fueled by the shift to e-commerce.
- Focus more on earrings segment which is expected to be the fastest growing segment in the overall luxury jewelry market.
- Technological innovation in designs.
- To target new generation of consumers who rather spend money on experiences and technology than buy a piece of jewelry that will last a lifetime.
- Target emerging consumer segment of millennials.





Competitive Landscape

TIFFANY & CO.

- Tiffany was founded in 1837 when Charles Lewis Tiffany opened a store in downtown Manhattan.
- Tiffany's merchandise offerings include an extensive selection of jewelry (92% of worldwide net sales in fiscal 2019), as well as timepieces, home and accessories, and fragrances.
- Tiffany is known for its luxury goods, particularly its diamond and sterling silver jewelry
- As the 20th century progressed, Tiffany designs captured the spirit of the times, from the extravagance of the 1920s to the modernism of the 1930s and the aerodynamic age of the 1940s and 1950s.
- Throughout the company's history, Tiffany designers have drawn on the natural world for inspiration. Nature is also the source of the precious metals and gemstones necessary for creating their designs.

TIFFANY & CO.



BVLGARI

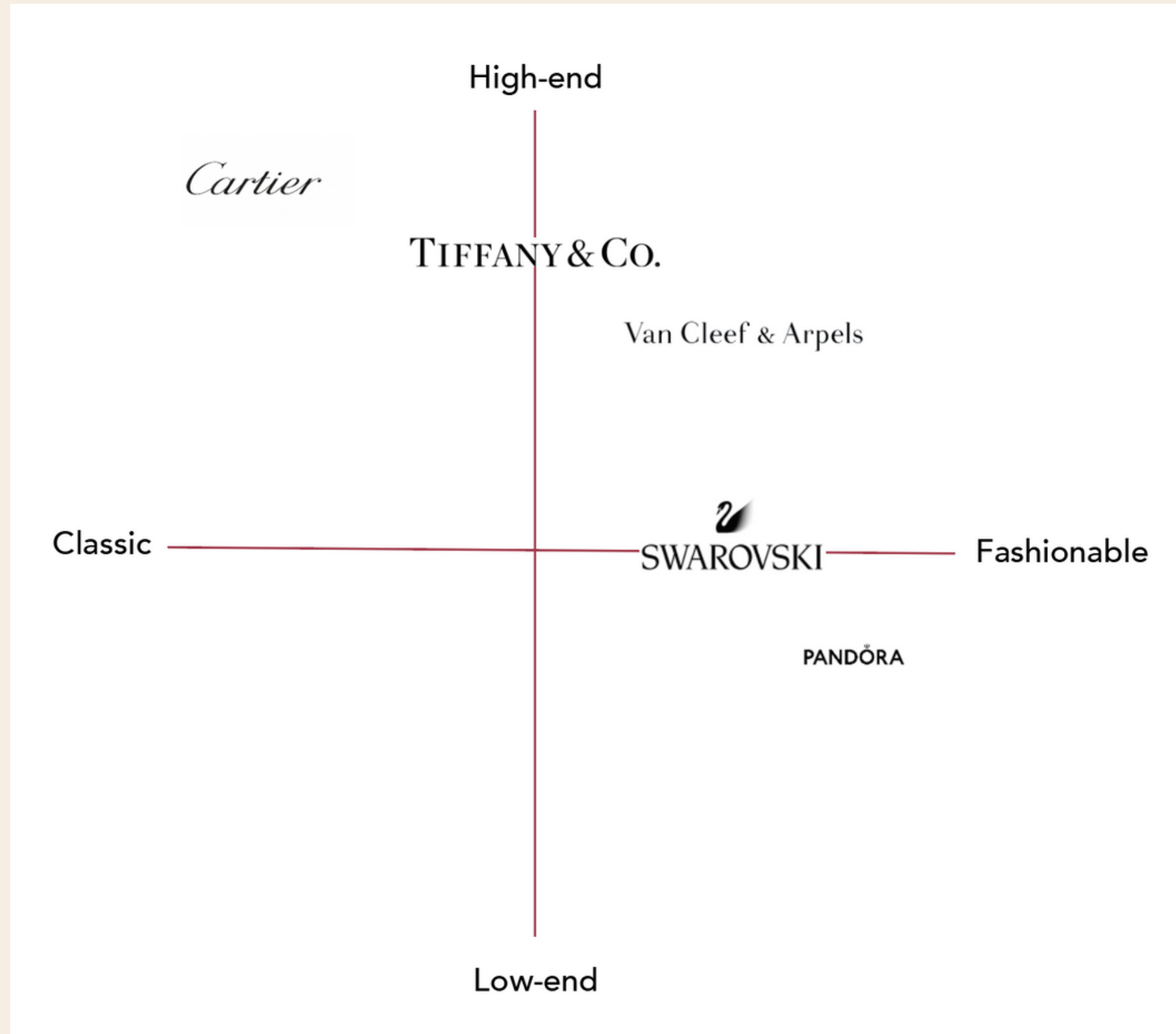
- Founded in Rome in 1884 by the talented Greek silversmith Sotirio Bulgari, the brand quickly established a reputation for Italian excellence with exquisite craftsmanship and magnificent jewellery creations.
- Creating a highly distinctive style that celebrates its rich Roman history, BVLGARI is able to blend modernity with classicism.
- Undisputed master of coloured gemstones.
- Unconventional materials were incorporated to jewels and watches with unbridled creativity, reaching new pinnacles of sophistication.
- The Bulgari brothers of the third generation infused new creative boost with unrestrained inspirations, ranging from Far East to Pop Art, catering to the taste of modern and dynamic women..



VAN CLEEF & ARPELS

- Van Cleef & Arpels originated in 1896 in Paris, France and specializes in jewelry and watches.
- Van Cleef & Arpels rapidly gained popularity in vacation communities around the world.
- Their designs frequently appear at auction houses such as Sotheby's and Christie's.
- Van Cleef & Arpels has become revered for their exceptional use of the most exquisite diamonds, best quality gemstones, precious metals and world-renowned setting techniques..
- The house's patented "Mystery Setting" stands out among the most famous innovations in jewelry..
- With their unique innovations, meticulous quality, convertible designs and reputation VCA is truly distinguished among even the finest jewelry houses.





Brand Shares of Jewellery in World

% Share (LBN) - Retail Value RSP - 2019

Chow Tai Fook	■	2.4%	▲
Lao Feng Xiang	■	2.0%	▲
Cartier	■	1.7%	▲
Pandora	■	1.4%	▲
Tiffany & Co	■	1.3%	▼
Lao Miao	■	0.9%	▲
Tanishq	■	0.8%	▲
Swarovski	■	0.6%	▼
Malabar Gold	■	0.6%	▲
Bvlgari	■	0.6%	▲
Chow Sang Sang	■	0.6%	▼
Kalyan Jewellers	■	0.5%	▼
Joyalukkas	■	0.4%	▲
Van Cleef & Arpels	■	0.3%	▲
Luk Fook	■	0.3%	▼
Chow Tai Seng	■	0.3%	▲
PCJ	■	0.3%	▲
SOKOLOV	■	0.2%	▲
Private label	■	0.1%	▼
Others	■	84.7%	▼

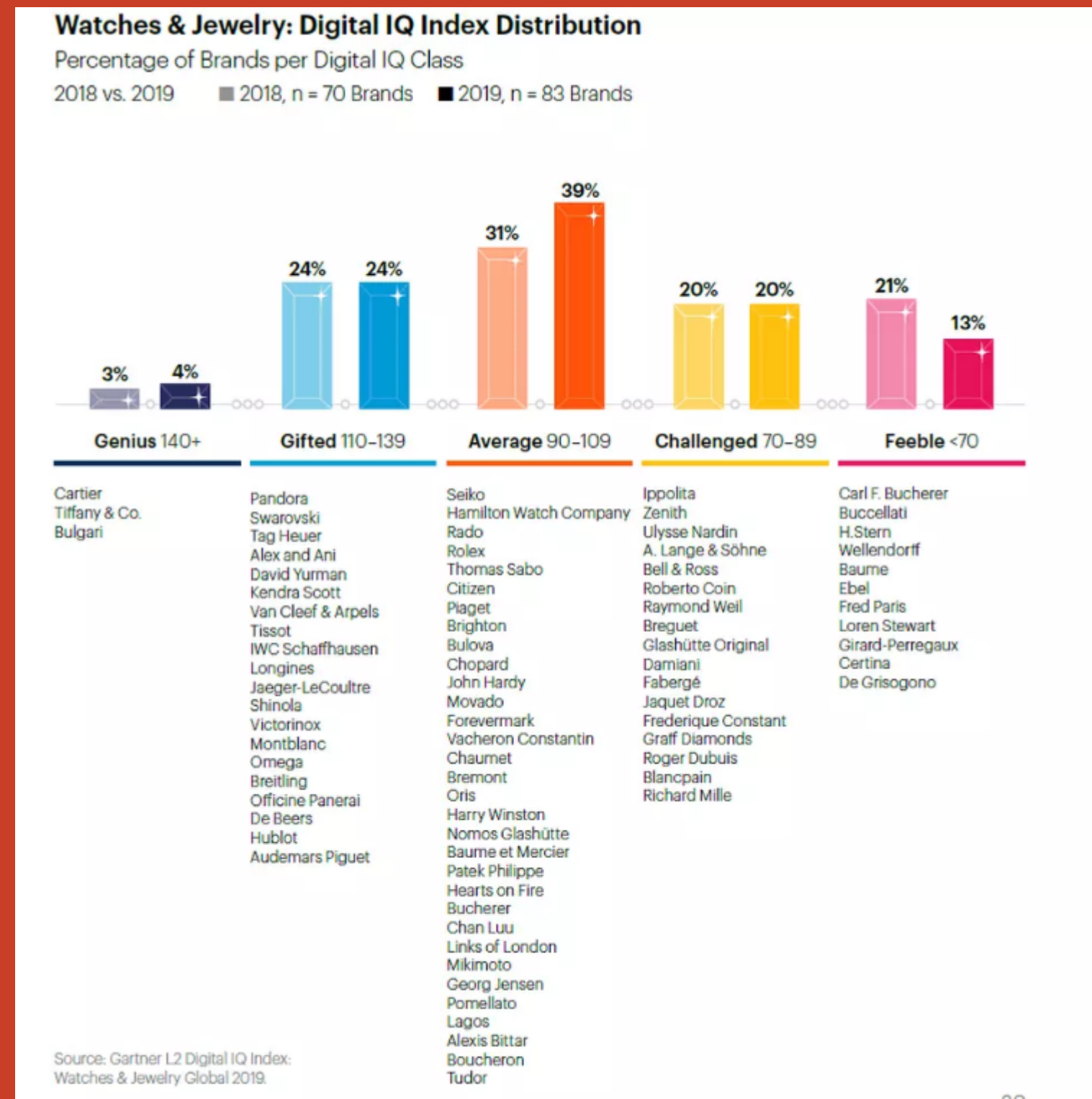
▲ Increasing share ▼ Decreasing share — No change

- They have painstakingly crafted each piece and use high-quality materials and precious stones which drive the price of their products up.
- Factors such as heritage and quality resonated the most with consumers as they are determining the luxury position of the brand.
- Cartier has concentrated on its core businesses of watches and jewelry by accelerating the creative cycles and hiring more artisans to work on its most expensive and spectacular products.
- A corporate social responsibility department with a mission to position Cartier at the forefront of ethics.
- When people buy brands like Cartier, they realise that they are buying into a lifestyle.
- They destroy their merchandise to create the illusion of scarcity and prevent items from ending up on the second-hand market.
- Their excellent customer service and in-store experience.



KEY SUCCESS FACTORS

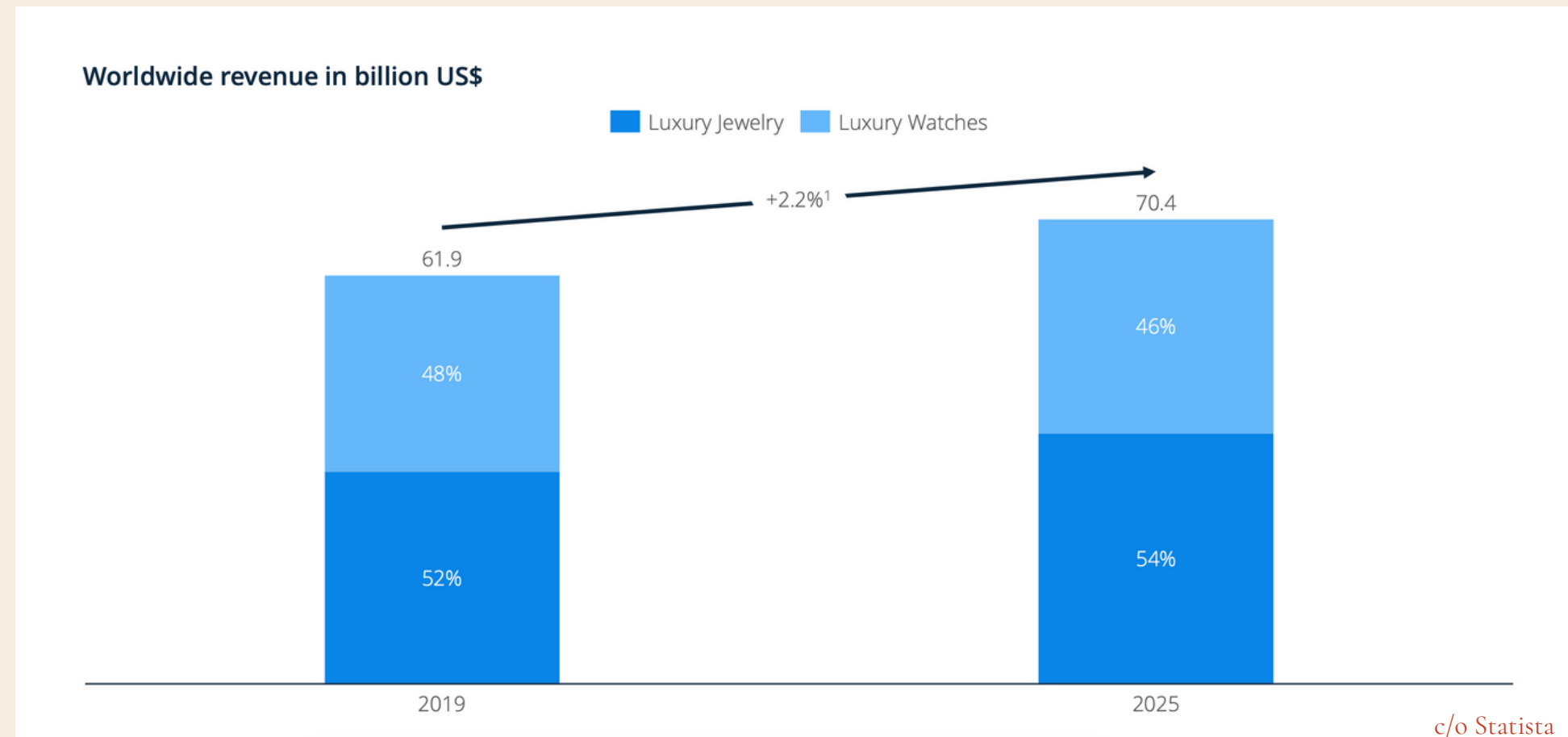
- Excellent customer service and store design.
 - Merges past and future.
 - New Bond Street boutique.
 - Ground floor - dedicated to Cartier's current collections of jewelry.
 - Interior staircase - charming alternative to a discreetly concealed elevator for those specially invited up to the high jewelry space on the first floor.
 - "Salon Bleu"—a discreet meeting room where high jewelry clients can try on pieces in private.
- Cartier has five arms: Europe, Japan, Asia, America and Russia.
- Cartier made significant improvements to its digital platforms in 2018 to shoot past Tiffany to take the top spot in the annual Digital IQ Index report for watch and jewelry brands.
- Ephemeral and emotional value.
- Cartier is catering to its Chinese clientele to such an extent that it has Chinese-speaking sales associates in the majority of its boutiques around the world in order to accommodate tourists from that country.



COMPETITIVE ADVANTAGE

FUTURE TRENDS

- Watches and jewelry will on average face more challenges.
 - Strong reliance on sales through physical and wholesale channels.
 - Extreme drop in international travel.
- ‘Demi-fine’ is an emerging jewelry category that nestles neatly between fine and costume.
- Unisex pieces.
- Ability to purchase luxury products using own income.
- Increase in independent jewelry purchase.
 - Less dependency on partners or parents to purchase jewelry.
- AR will be a strong driver for e-commerce and this prediction also extends to jewelry e-commerce.



GOALS AND OBJECTIVES

- Rejuvenating.
 - Jewelry.
 - New perception for young millennials.
- Line extension.
 - Modern designs preferred by millennials.
- New versatile brand association.
 - Extend to Extra-Luxury products.
 - Elevate the perception of exclusivity for rest of the products.
- Culture - aligning brand values with buyer values (because buyer values will change).
- Accessibility - getting young eyes on legacy brands like Cartier.
- Density.
 - Limited editions.
- Target millennial women.
 - Independent.
 - Self-fulfillment.





c/o Simran Patel

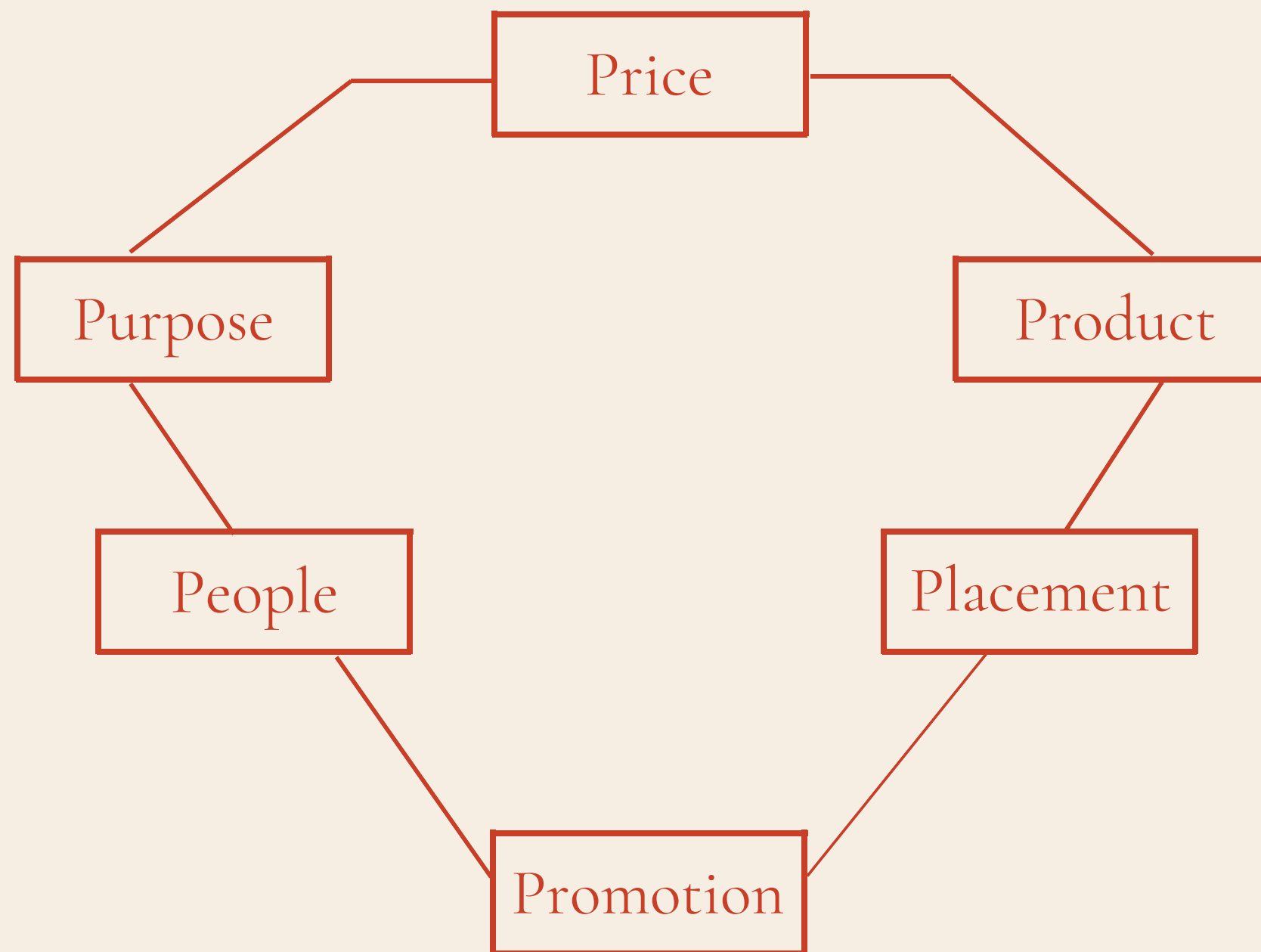
- Modern and elegant design language.
 - Extra-Lux products.
 - Contemporary touch.
 - Tendency to be noticed.
- Products inspired from French motifs.
 - Heritage.
- Excellent craftsmanship and high quality products.
 - Precious materials.
- Brand association.
 - Self-fulfillment.
 - Self-esteem
- Aligning aesthetic value, brand story and symbolic value to fulfill emotional values.

"LUMINOUS HYMN"



For successful implementation of these brand building strategies to increase their brand equity, Cartier launches “The Luminous hymn.” This dazzling jewellery collection that resonates with elements of french crockery, indulges with unforgettable evening charm with this specially designed party and evening wear collection which consists of two pairs of modern earrings and a neckpiece delicately bejeweled with sparkling diamonds, gems and pearls which truly symbolize elegance and grace.

CANNATA'S DIAMOND



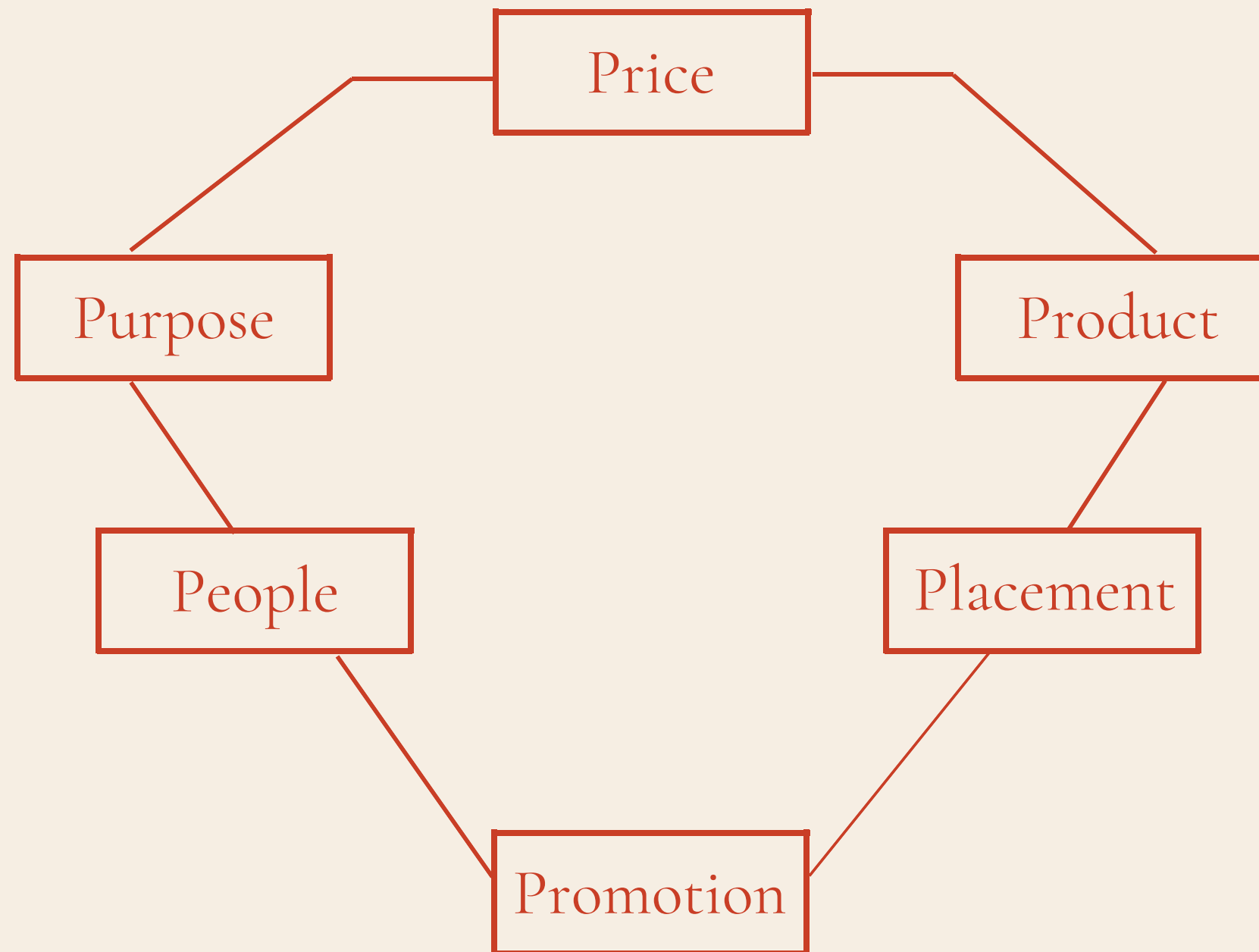
PRICE

- Extra Pricing
 - Rise in income for millennials.
- Less demand elasticity vs price change.

PRODUCT

- Extra luxury.
 - Limited edition.
- Artificial scarcity.
- Excellent in relevant qualitative dimensions.
- Unique know-how.
- Harmonization of product roles.

CANNATA'S DIAMOND



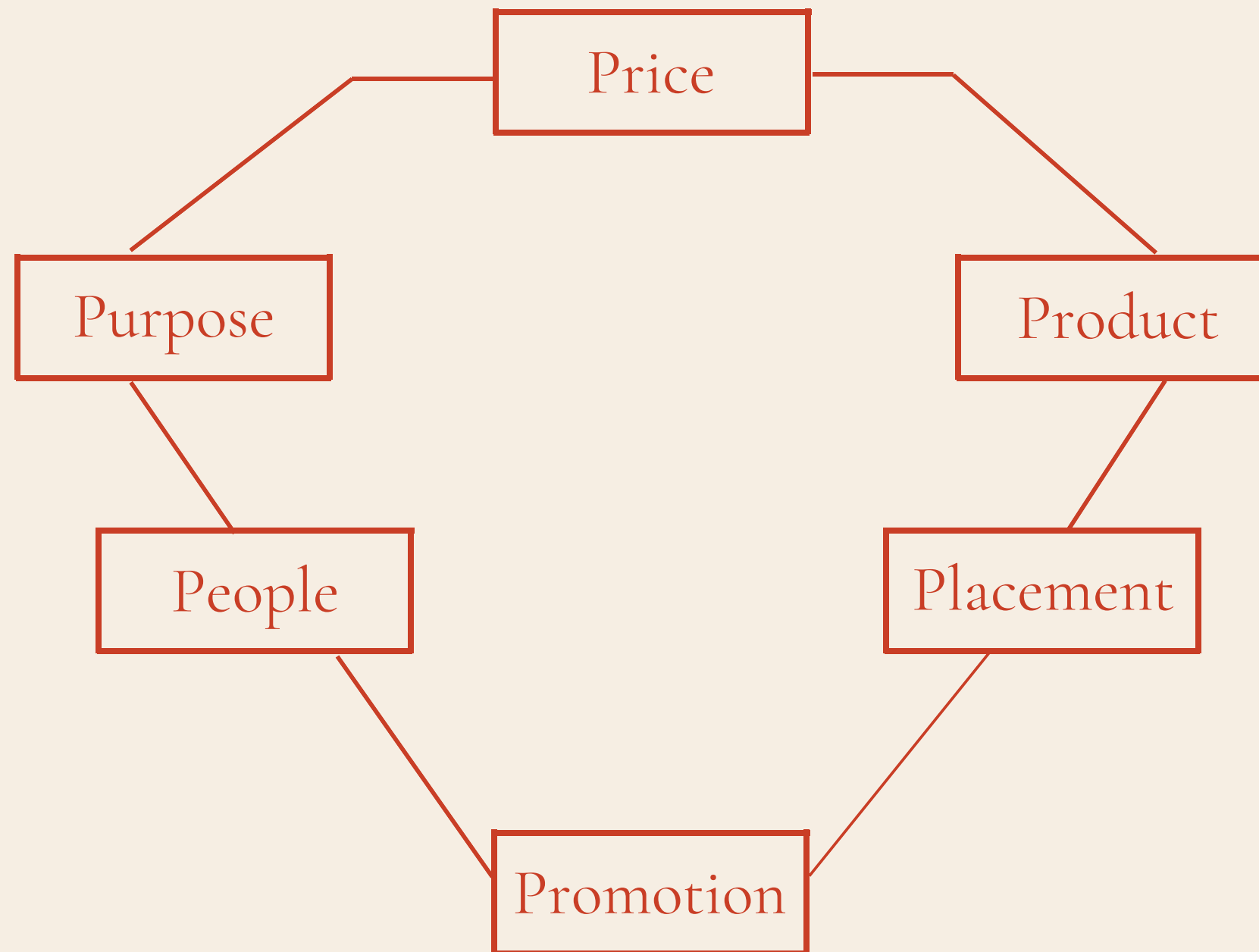
PLACEMENT

- Distribution rarity.
 - Few sales point.
 - Precise location.

PROMOTION

- Archetype.
 - Connoisseur.
- Value-based promotion.
 - Self-esteem and self-reward.
 - Mix of values.
 - Emotional.
 - Aesthetic.
 - Symbolic.
- Coherence with brand identity.
 - Physical - Hyper-realistic.
 - Relationship - Dominant.
 - Culture - Focus on innovation.

CANNATA'S DIAMOND



PEOPLE

- Strong and highly identifiable ambassadors.
 - Cultural background.
 - Authentic.
- High human content in relevant components of value chain.
 - Excellent craftsmanship.
- Virtuosity.
 - Bengin envy.
- Perceived as social stratifier.

PURPOSE

- Uniqueness.
- Excellence.
- Saliency
 - Highest rank in memory structure.
- Domination.

TIMELINE



● 2020

- The products are not appealing to young millennials and the brand needs rejuvenation.
- They already have a strong brand awareness but needs new brand associations from millennials.

● 2040

- Use reserach methodologies to identify and understand of the changing needs of millennials.
- Development of products and prototyping.

● 2030

- Educating next generation connoisseur so that they can be part of the mental space to potentially attract market space.

● 2050

- Product line extension catering to millennial's needs.
- New brand associations and increase brand loyalty which increases the overall brand equity.

- Cartier has untapped potential and a versatile brand association that can be leveraged for the new line extension in 2050.
- The strategy won't replace the perception of value rather enrich the brand equity.
- They have brand awareness amongst the millennials but there's lack of brand association hence, the synergistic line extension can increase brand equity where the output of brand equity is greater than the input of brand equity.
- This will result in greater brand awareness because of brand recall on the new line extension.
- More recognition and loyalty because of increase in clients and new brand associations among the millennials.



CONCLUSION

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