

Radio Core to Jewelry Stores Success

Background

- Michaels Jewelers, a 5th generation family business with stores in the state of Connecticut was recently acquired yet operations remain in sync with its heritage as a local business that connects with their consumers providing exceptional products and services.
- Michaels retained ownership of 11 Pandora franchise stores across CT.

Objectives

- Increase brand awareness and reinforce the Michaels brand promise to drive retail traffic.
- Align Michaels stores with the local communities they serve.

Strategy

- Leverage on-air, online and experiential platforms across 3 diverse Connoisseur Media radio stations including male targeted 99.1 WPLR and 95.9 The Fox (WFOX-FM) and Star 99.9 WEZN to deliver the female audience.
- Implement annual continuity cross-platform plans to ensure the live and local connections to the communities Michaels serves.

Solution

- Michaels leveraged Connoisseur Media's multi-platform activations to connect one-to-many and one-to-one on-air, online and on-premise with listeners:
 - Lindsay Michaels recorded station-produced spots that convey the local family commitment to the community.
 - Connoisseur created, hosted and managed #MichaelsMoments Instagram campaign where customers shared their Michaels shopping and gift giving and receiving experiences with like-minded consumers.

- Recently engaged or married Radio on-air talent purchased rings from Michaels Jewelers and authentically endorsed the brand among their loyal listening audiences. [Click to listen.](#)
 - Morning Show Personality Chaz, 99.1PLR and afternoon drive personality, Kevin Begley, Star 99.9 shared their personal experiences in meaningful and engaging ways.
- Title sponsorship of the Star 99.9 *Michaels Jewelers Acoustic Sessions* featuring intimate performances by today's established pop artists.
 - On-air, online and on-premise integration offered listeners the chance to attend the events, interact with Michaels and convey the brand association with celebrity artists.
- Annual "Ring in the Holidays" promotion invites listener to write in why they deserve an engagement ring.
 - Promotional spots drove participation.
 - Winner(s) selected and presented with the ring live on-air by Michaels owners.

Results

- Michaels continues to reap the rewards of their long-term commitment to radio and continuously receives customer feedback on their initiatives.
- "Our partnership with Connoisseur is one that is built on longevity and it is totally worth it." Lindsay Michaels, Marketing Manager, Michaels Jewelers.

MICHAELS JEWELERS

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