



Pandora Jewellery Company

Holiday Season

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About the Company



- Pandora is a global leader brand in women's jewellery.
- The first store opened in Copenhagen in 1982 by Danish goldsmith Per Envoldsen.
- There are more than 2,500 shops worldwide.
- There are 51 shops in Spain and 91 official online distributors.
- They produce top quality hand-finished jewellery pieces which make excellent gifts for all occasions.
- The Pandora campaign dates in Spain are in (Easter holiday, Mother's day, Black Friday, Christmas holiday, The Three Kings, Valentine day and Women's day).



Pandora Products



Pandora sells handcrafted, modern jewellery manufactured from sterling silver and 14 Or 18 Carat Gold.

Gemstones, stones and cultured pearls give shine and colour to the silver and gold jewellery.



Pandora charm bracelets are popular worldwide.

Their meticulous attention to detail, distinctive designs and superior craftsmanship have earned them a solid reputation.



They produce a variety of jewellery pieces such as necklaces, earrings and rings.

Pandora exclusive collaborations and connect with the characters, stories and creators people love through the world of Pandora such as Disney, Marvel and Games of thrones.



Pandora Competitors



Tous: a Spanish jewellery brand, has achieved European renown. The reasonably priced, high-end, fine jewellery brand, established by a watchmaker in 1920, is renowned for its playful, upbeat essence and emblematic teddy bear design.



Aristocrazy: This jewellery brand, which has been affiliated with the Suárez family since 2010 has been guided by the values of quality, exclusivity, design, and perfection.



Swarovski: is a globally recognised brand renowned for its accessories and jewellery made of crystal. The company has been characterised by its founder Daniel Swarovski's expertise in crystal carving since 1895.



Pandora Digital Platform

Website

- ❖ High-quality website & provide facilities such as Pandora club membership, student discounts, smart gift & flexible payment facilities.
- ❖ Utilize search engine optimization techniques.
- ❖ Use of different keywords, e.g. (the magic season).

Email Marketing/Blog/Post

- ❖ Useful content for the targeted audience.
- ❖ Attracting new customers & focus on their needs, e.g. customers' feedback.
- ❖ Personalised email market, e.g. subscription of Pandora newsletter.

Social Media Marketing(YouTube, FB, Twitter, Instagram, Adds)

- ❖ Clear videos on regular basis.
- ❖ The audience observes the content and cultivates an interest in the product.
- ❖ Inform social media of the jewellery promotions.
- ❖ People participating in sharing their Pandora experiences.
- ❖ Pandora utilise influencers.
- ❖ Tailor advertisements to specific audiences.



Pandora Digital Platform

Mobile App

- ❖ Customers can make the order and pay.
- ❖ Easy navigation, fast load times.

Technology

- ❖ The collaboration between software firm SAP and Pandora to implement the cloud enterprise resource planning (ERP) solution 'Rise with SAP'(2022).
- ❖ **Google analytics platform:** the way users engage with their digital assets and marketing initiatives.
- ❖ **Cookies:** enables Pandora to assess visitor engagement with their site and implement modifications to optimise site functionality and enhance user satisfaction.
- ❖ **Platform (ODR):** The European Online Dispute Resolution (ODR) platform from the European Commission delivers high-quality dispute resolution solutions to improve online shopping security and fairness.
- ❖ **AI Technology:** Pandora Adopts o9 Solutions AI-Powered Planning Platform (2023).



Pandora's Market Segmentation

Geographic

- ❖ Different culture, preferences, and administrative systems.
- ❖ Logistics & supply chains: the cost of serving customers in different locations.
- ❖ Competitive landscape.

Behavioural

- ❖ Pandora distinct consumer segments according to their product preferences and frequency of purchase targeting the holiday season.



Demographic

- ❖ Life cycle stage.
- ❖ Age, gender, income, and education.
- ❖ Occupation, marital status, Generation.

Psychographic

- ❖ Personality characteristics.
- ❖ Fashion enthusiasts relative to the seasonal trend.
- ❖ Sentimental shoppers.



Linda Gomez, 26yrs

Buyer Persona (18-34)

About the persona

She is a marketing intern at Swarovski and is pursuing a master's degree in Sales & Marketing in Universidad de Autònoma.

Family status:

- She is single and enjoys travelling with her friends to experience jewellery brands.
- Her family lives in Mallorca and her father works as a jewellery designer.

The reason for buying jewellery:

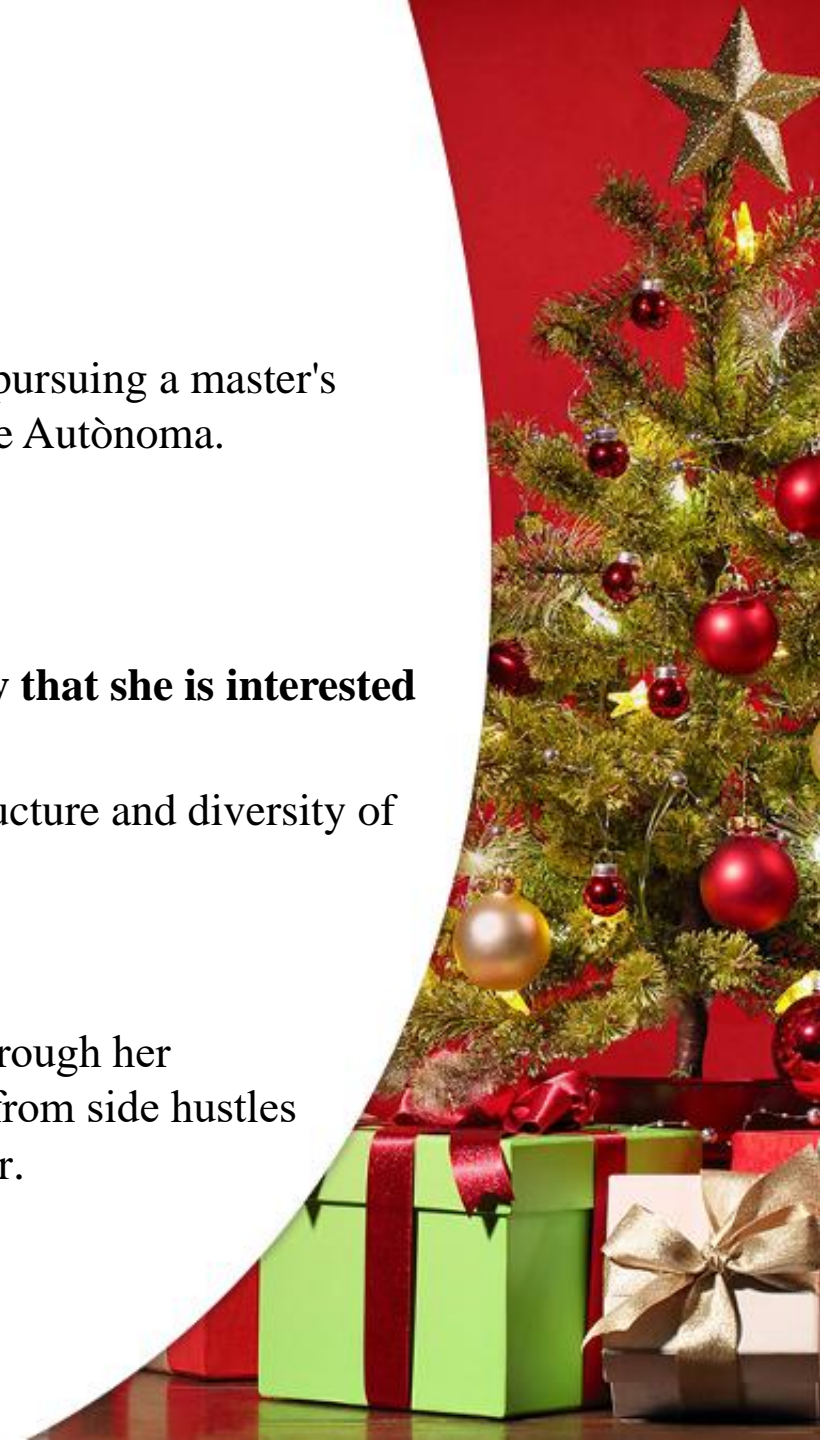
- She exhibits an interest in learning jewellery design with her father; with the intention of establishing her own enterprise.

The aspects of Pandora company that she is interested in learning about.

- She is curious about the cost structure and diversity of designing models.

Her income:

- She earns 1500 € per month through her internship. Additional 1000 € from side hustles and investments with her father.



Pandora Marketing Strategy- 1

Pandora's strategy is called Phoenix. The four growth pillars strive to develop revenue sustainably and profitably. Their aim is to improve retail and online omni-channel shopping relevance and customization.



Pilar 1: Brand

Fuel the brand desirability and reach.

To attract new customers, Pandora create an iconic visual universe with real and culturally relevant content. Pandora communicate across all customer touchpoints.

Pilar 2: Design

Create customer-centric innovation.

Pandora develop moments and establish additional complementary platforms around collectability and self-expression.

Creative expression and consumer involvement influence designs.

Pilar 3: Personalisation

Personalise the customer experience.

Pandora has millions of direct customers worldwide. This relationship delivers valuable information that may help the organisation improve and tailor client care throughout the trip.

Pilar 4: Core Market

Grow core market within Spain

Strengthen online presence through enhancement of the e-commerce platform, leveraging digital marketing strategies to increase the sales of bracelets and charms to meet the company's economic target.



Pandora Marketing Strategy 2 -Content Marketing

Storytelling & Brand Narrative

To convey the craftsmanship involved, the motivations that inspired their jewellery collections and the core values of the brand. This facilitates the development of an emotional bond with clients.

Blogs & Articles

Enables Pandora to publish content concerning lifestyle, fashion, and jewellery trends. Offering guidance on jewellery maintenance, emphasise the importance of specific designs. Thus, encouraging feedback regarding their products.

Social Media Presence

By utilising images and videos, Pandora interact with their audience, exhibit their most recent collections and disseminate visually enticing content

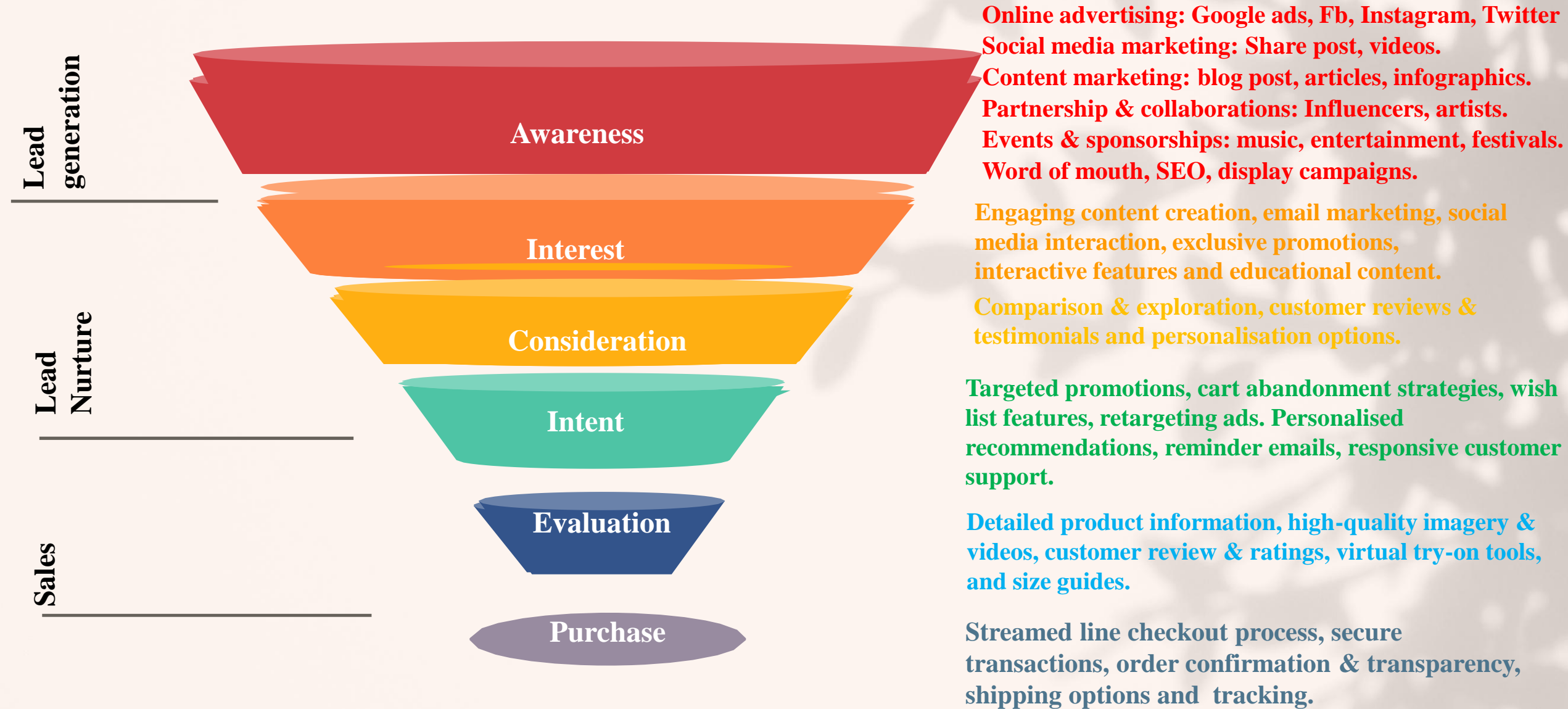
Influencer Campaigns

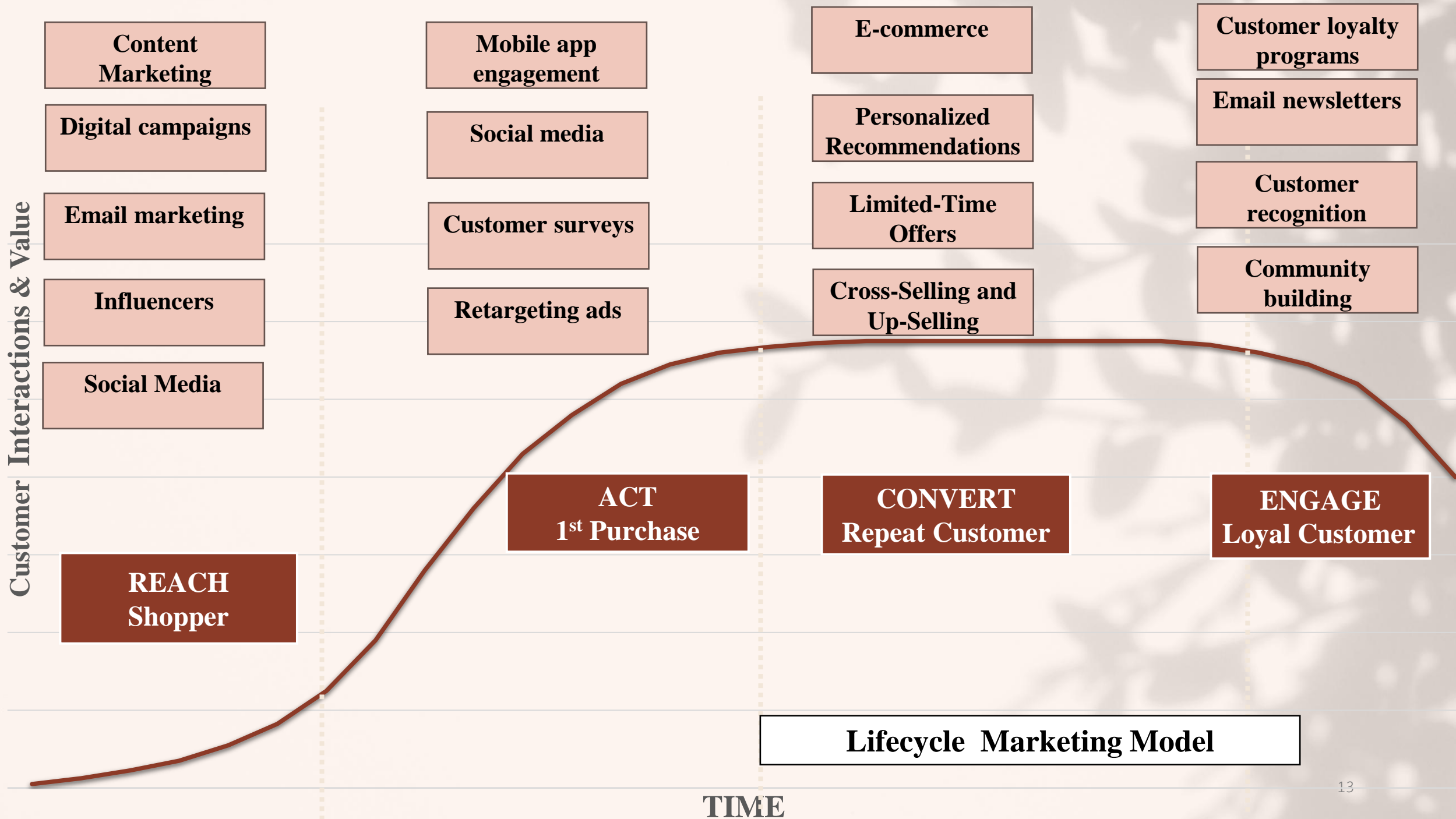
Pandora collaborate with fashion and lifestyle influencers to produce content featuring their jewellery.

Email Marketing Campaigns

Pandora disseminates information regarding new collections, promotions and exclusive content via email.

The Marketing Funnel





Conclusion

- Christmas is a time when presents are exchanged, jewellery remains a timeless and popular option.
- In the holiday season, jewellery is frequently bestowed as a thoughtful and sentimental gift among loved ones. It embodies sentimental significance, come to represent affection, devotion, and momentous events.
- Pandora, offer special promotions, discounts, and limited-edition collections during the holiday season. This can incentivize shoppers to make jewellery purchases as gifts.

