

MARKETING OVERVIEW

FEBRUARY

ASSETS DECK

This will give you a visual overview of the campaigns being pushed out through February.

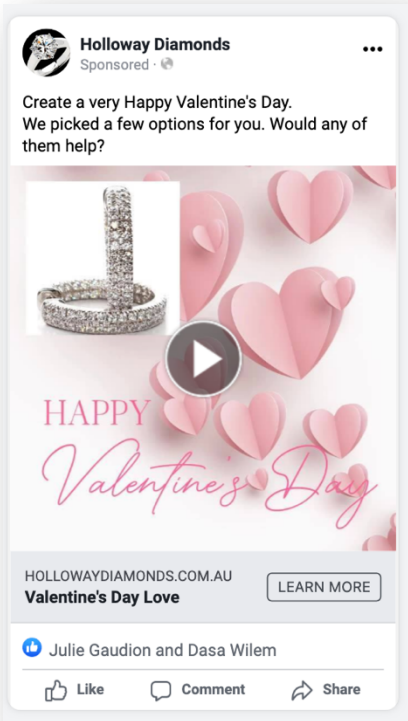
CAMPAIGNS	FEBRUARY	MARCH
VALENTINES DAY		
AQUAMARINE BIRTHSTONES		
ENGAGEMENT RINGS		

VALENTINES DAY | Social Media Assets

START: February 1st

FINISH: February 14th

Facebook + Instagram Posts



FEB

Social Media

Website – Home Page | Landing Page

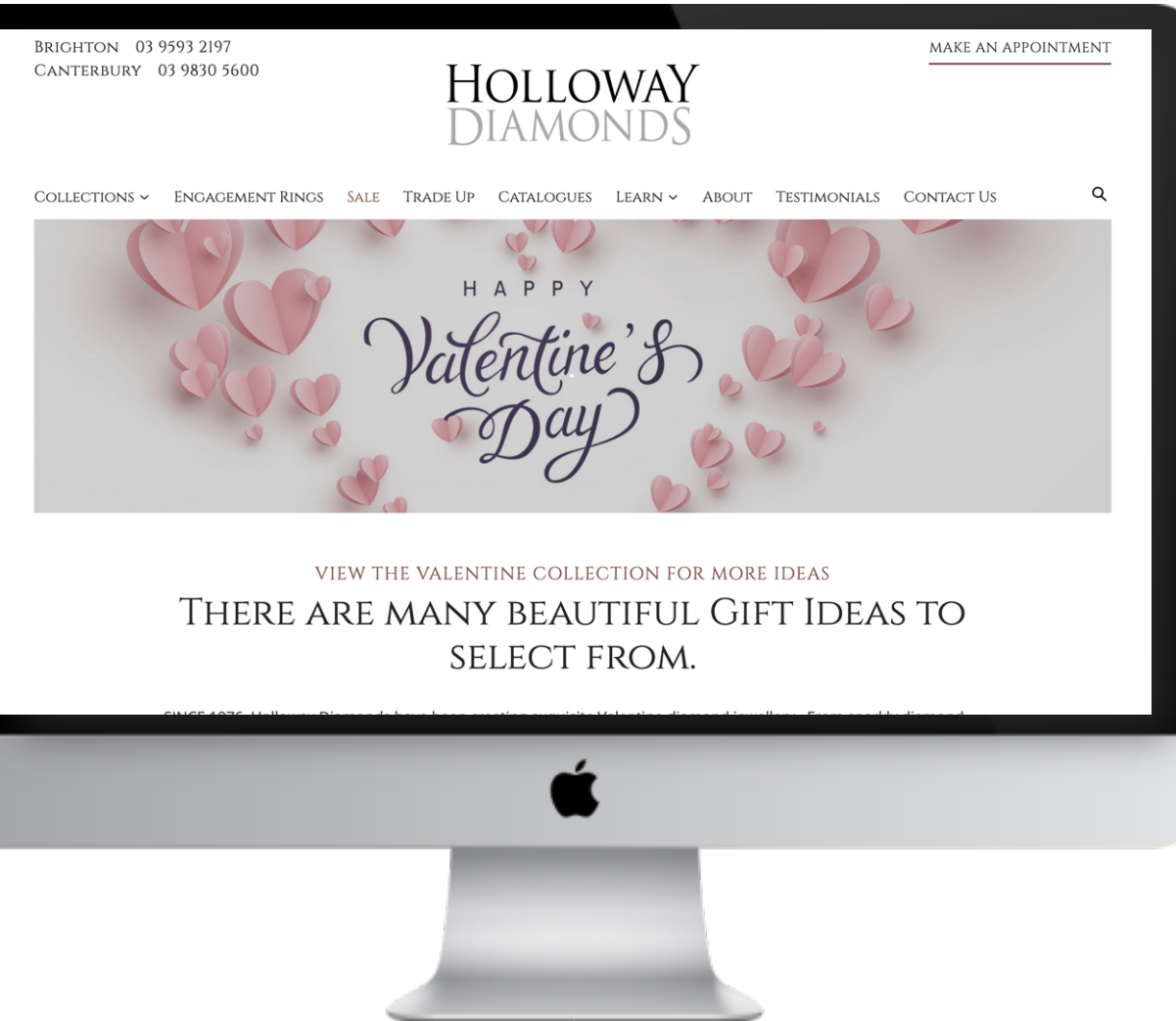
Google +

HOLLOWAY
DIAMONDS

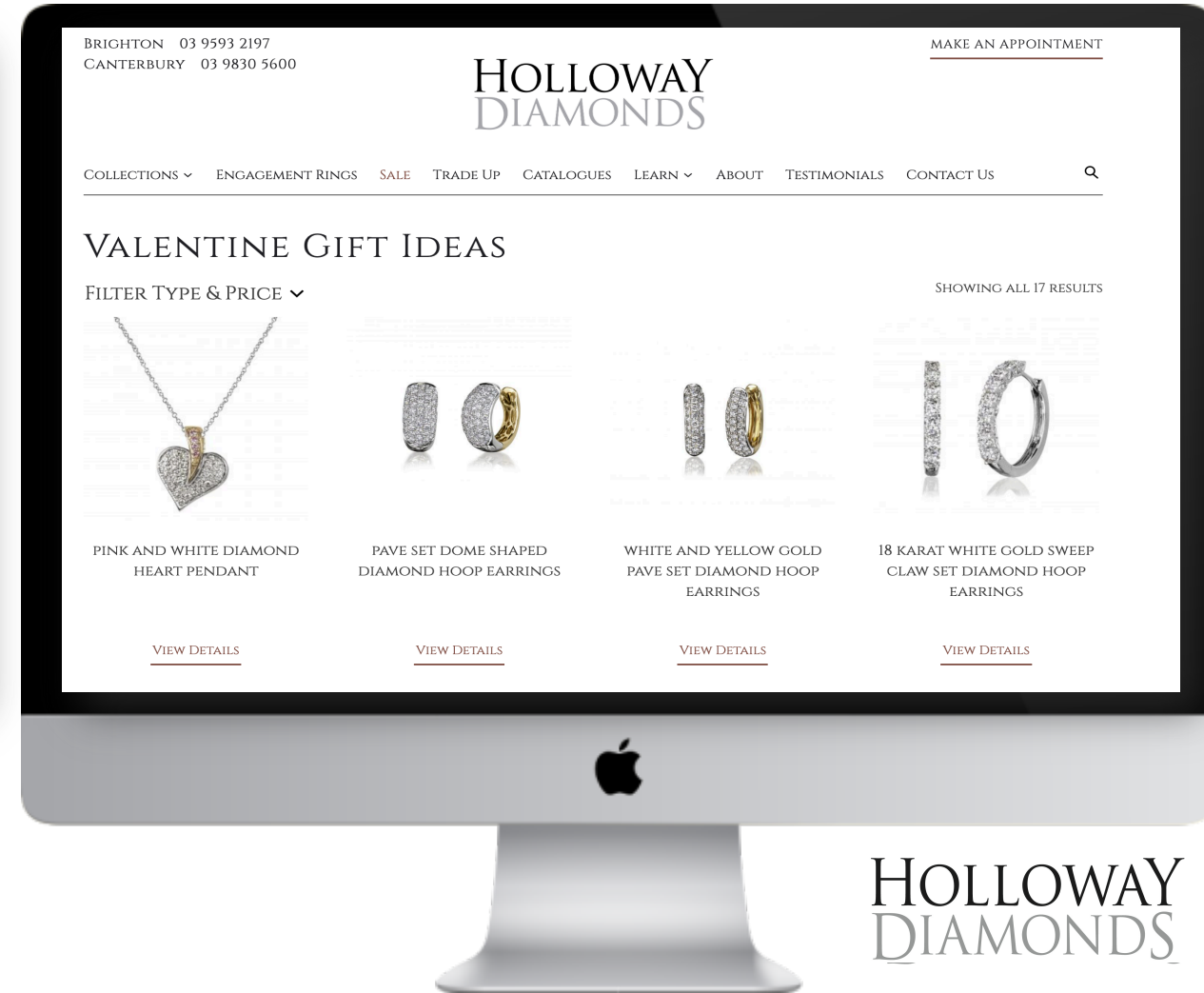
VALENTINES DAY | Website Landing Pages

Landing pages are developed for selected campaigns to improve the experience from initial search through to the HD website experience. *Note: There are usually multiple pages developed for one campaign and these are hidden from organic traffic. This also allows us to capture data to analyse the effectiveness of campaigns.*

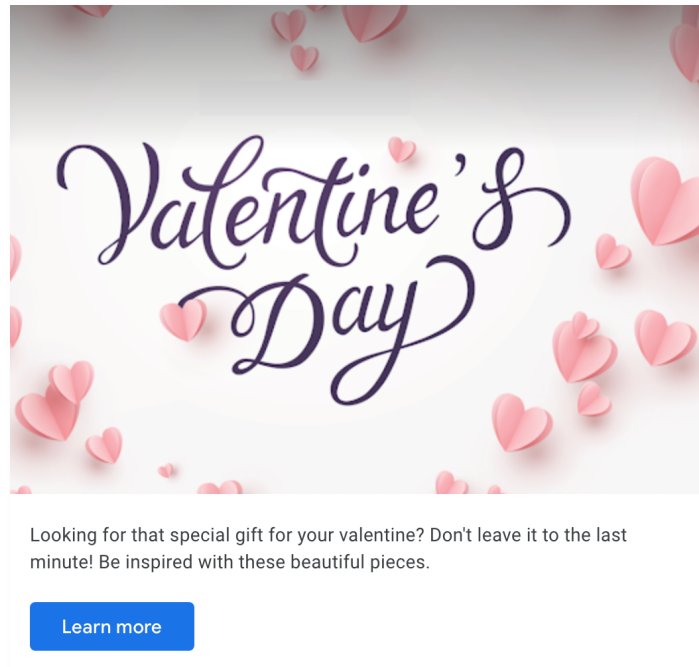
Home Page



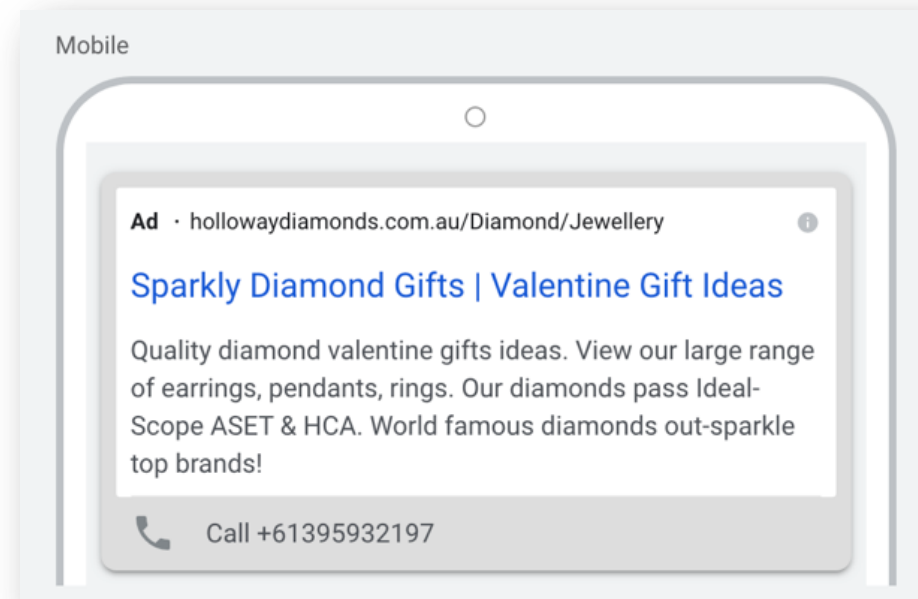
Collections Page



Google + Post



SEM – Google AdWords



AQUAMARINE - BIRTHSTONES | Social Media | SEM Assets & ADS

START: February 15th

FINISH: March 31st

TBS – Social Media Assets

SEM – Google AdWords

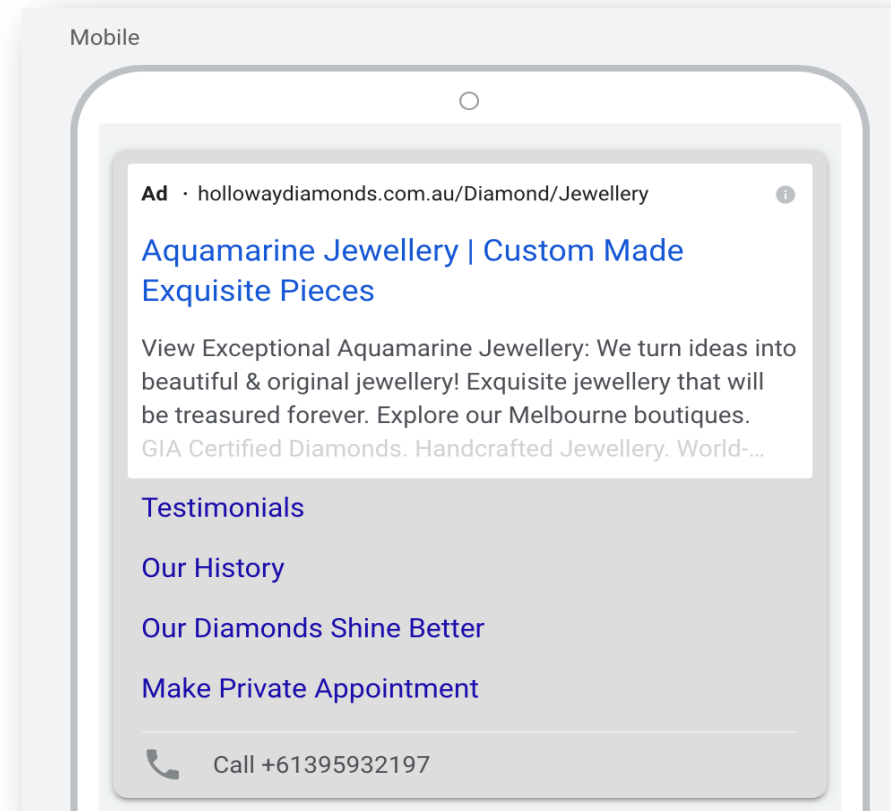
FEB

MAR

Social Media | SEM

Website – Home Page | Landing Pages

Google +



HOLLOWAY
DIAMONDS

AQUAMARINE - BIRTHSTONES | Website Assets

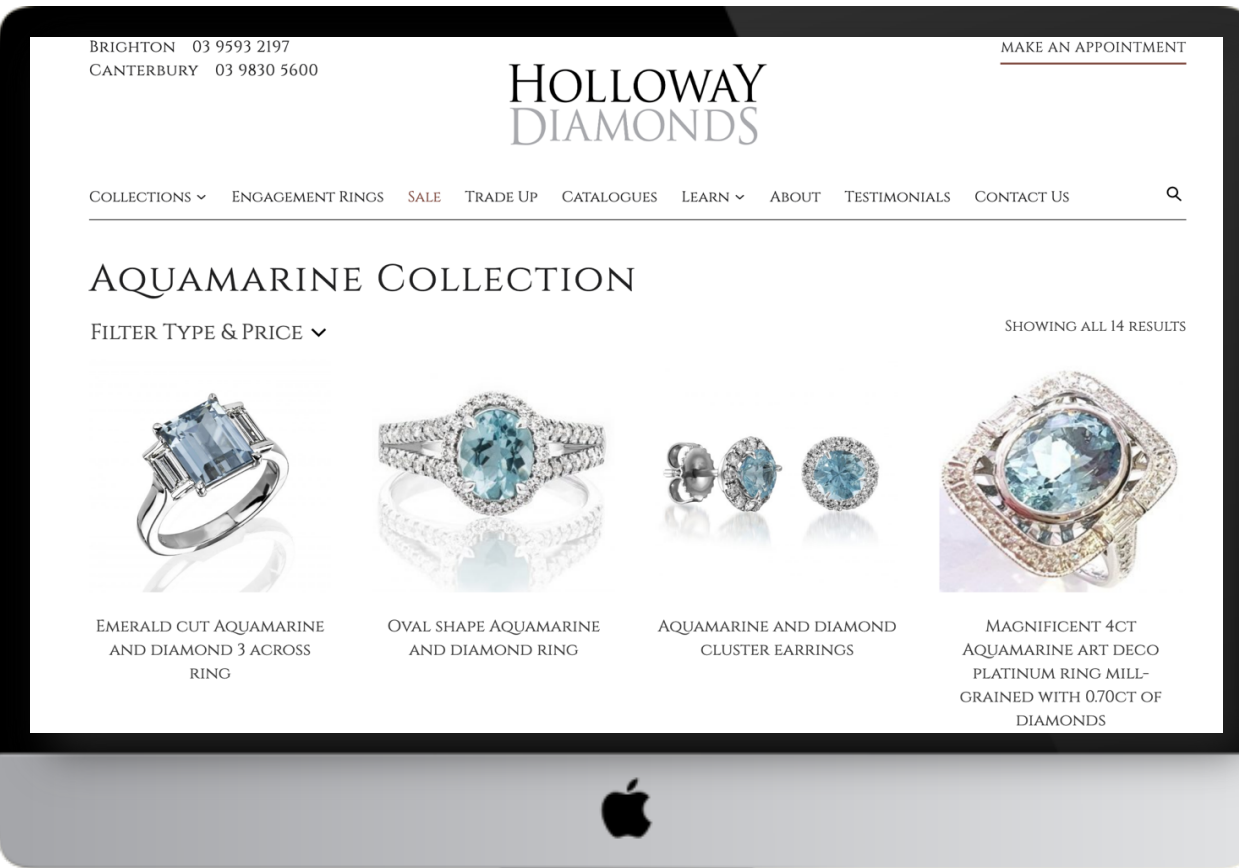
Social Media | SEM

Website – Home Page | Landing Pages

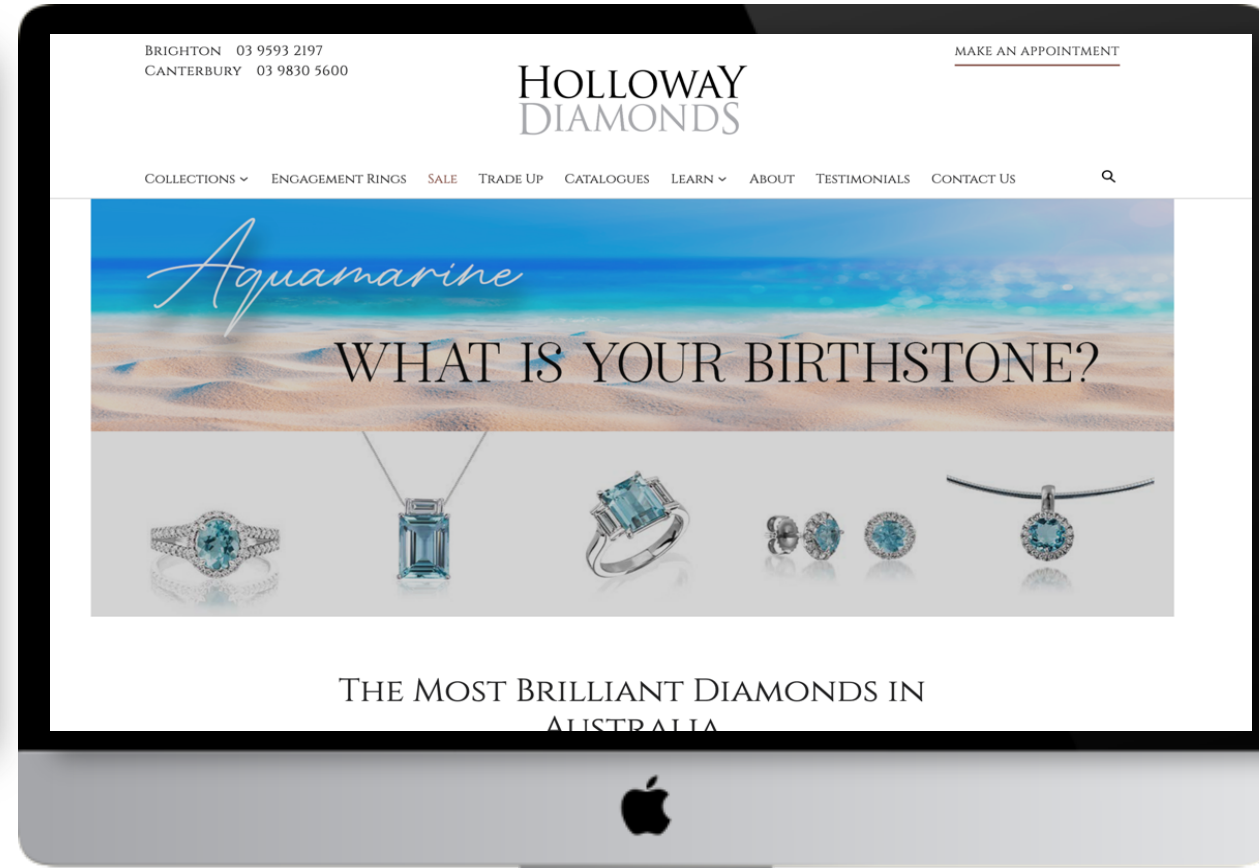
Billboard

Google +

Collections Page



Home Page

HOLLOWAY
DIAMONDS

Aquamarine

WHAT IS YOUR BIRTHSTONE?

The advertisement features a scenic background of a beach with golden sand and turquoise waves under a clear blue sky. In the foreground, five pieces of aquamarine jewelry are displayed: a ring with a large oval-cut aquamarine and a pavé diamond band; a necklace with a rectangular-cut aquamarine pendant; a ring with a large rectangular-cut aquamarine and a pavé diamond band; a pair of stud earrings with round-cut aquamarines; and a necklace with a round-cut aquamarine pendant. The jewelry is shown with soft reflections on the surface below it.

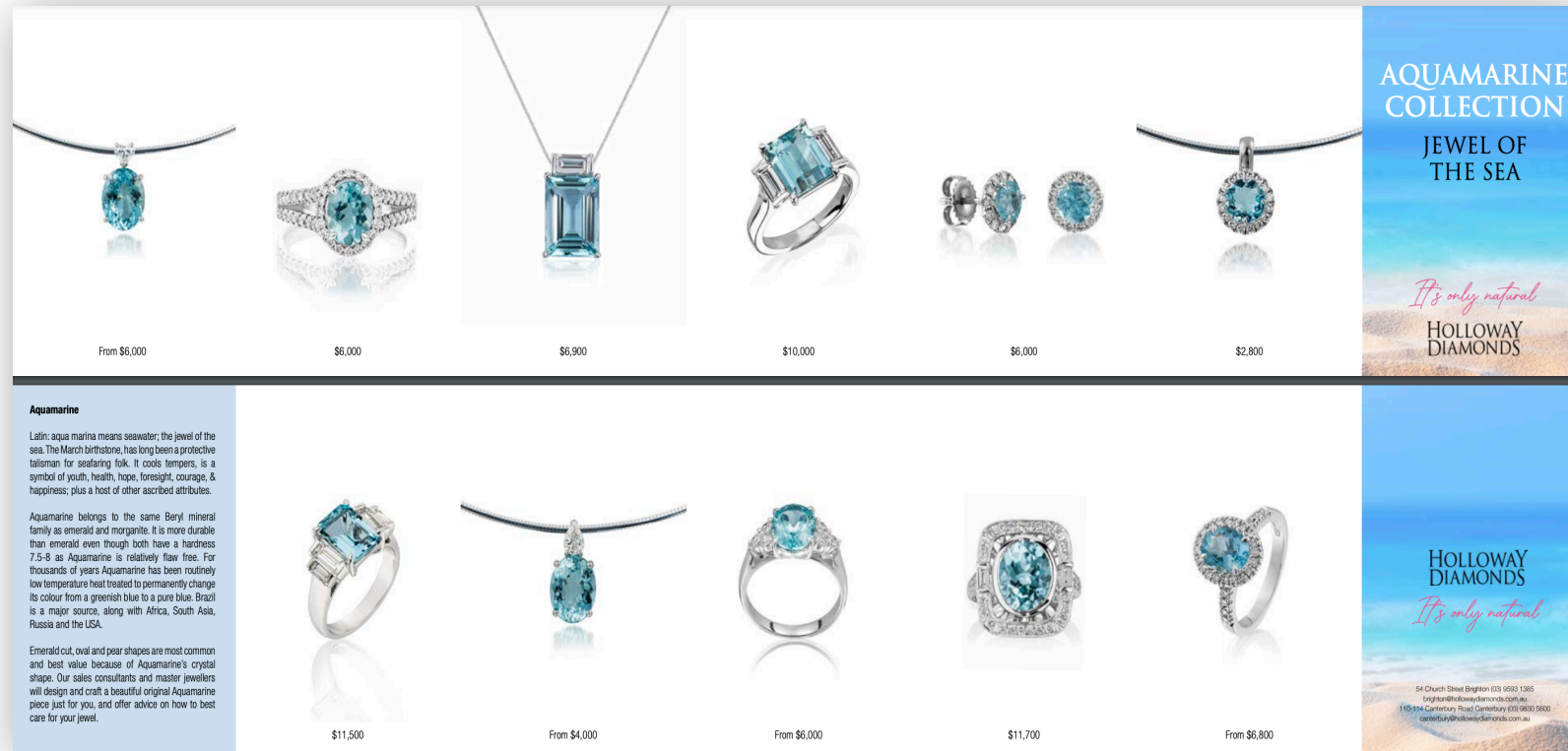
HOLLOWAY
DIAMONDS
—only natural—

AQUAMARINE - BIRTHSTONES | Direct Mail

Date: February 12th to arrive February 15th

The Aquamarine catalogue has been updated and will be mailed to the Top 5,000 Holloway Diamonds customers.

Social Media | SEM
Website – Home Page | Landing Pages
Billboard
Direct Mail



The image displays a two-page spread of a jewellery catalogue for the Aquamarine Collection. The top page features six items: a necklace with a large oval aquamarine (\$6,000), a ring with a large oval aquamarine (\$6,000), a necklace with a large rectangular aquamarine (\$6,900), a ring with a large rectangular aquamarine (\$10,000), a pair of stud earrings with round aquamarines (\$6,000), and a necklace with a round aquamarine (\$2,800). The bottom page features five items: a ring with a large rectangular aquamarine (\$11,500), a necklace with a large oval aquamarine (from \$4,000), a ring with a large oval aquamarine (from \$6,000), a ring with a large square aquamarine (\$11,700), and a ring with a large heart-shaped aquamarine (from \$6,800). A text box on the left side of the bottom page provides information about Aquamarine, including its Latin name, properties, and sources. The right side of the spread features a blue background with the text 'AQUAMARINE COLLECTION JEWEL OF THE SEA', 'It's only natural', and 'HOLLOWAY DIAMONDS'. The bottom right corner of the spread includes contact information for Holloway Diamonds.

Aquamarine

Latin: aqua marina means seawater; the jewel of the sea. The March birthstone, has long been a protective talisman for seafaring folk. It cools tempers, is a symbol of youth, health, hope, foresight, courage, & happiness; plus a host of other ascribed attributes.

Aquamarine belongs to the same Beryl mineral family as emerald and morganite. It is more durable than emerald even though both have a hardness 7.5-8 as Aquamarine is relatively flaw free. For thousands of years Aquamarine has been routinely low temperature heat treated to permanently change its colour from a greenish blue to a pure blue. Brazil is a major source, along with Africa, South Asia, Russia and the USA.

Emerald cut, oval and pear shapes are most common and best value because of Aquamarine's crystal shape. Our sales consultants and master jewellers will design and craft a beautiful original Aquamarine piece just for you, and offer advice on how to best care for your jewel.

AQUAMARINE COLLECTION
JEWEL OF THE SEA

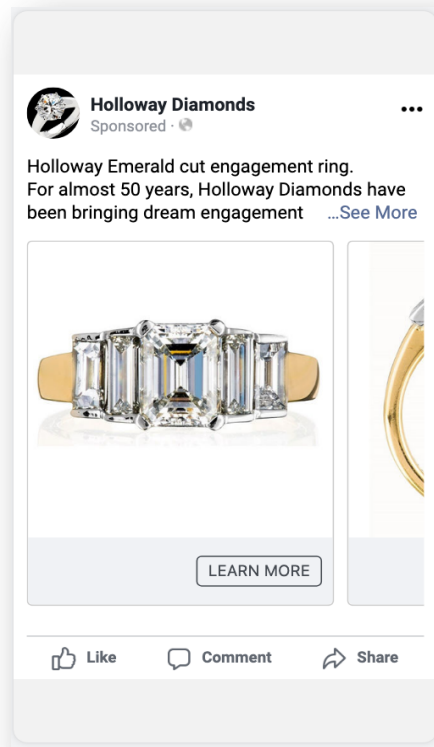
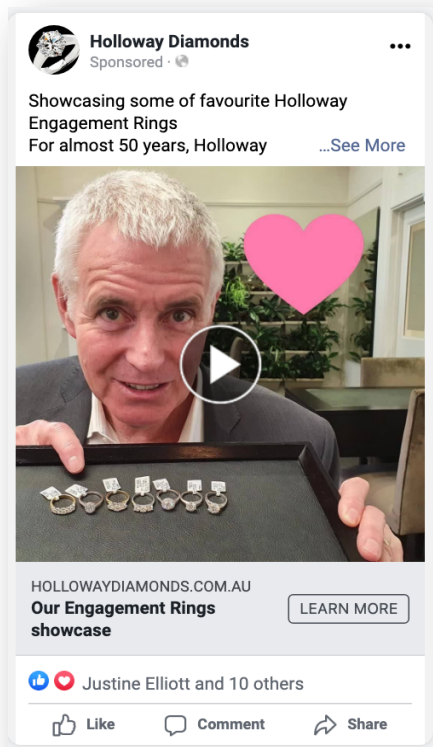
It's only natural
HOLLOWAY DIAMONDS

54 Church Street Brighton 031 9550 1385
hollowaydiamonds@hollowaydiamonds.com.au
110-814 Canterbury Road Canterbury 031 9830 5600
canterbury@hollowaydiamonds.com.au

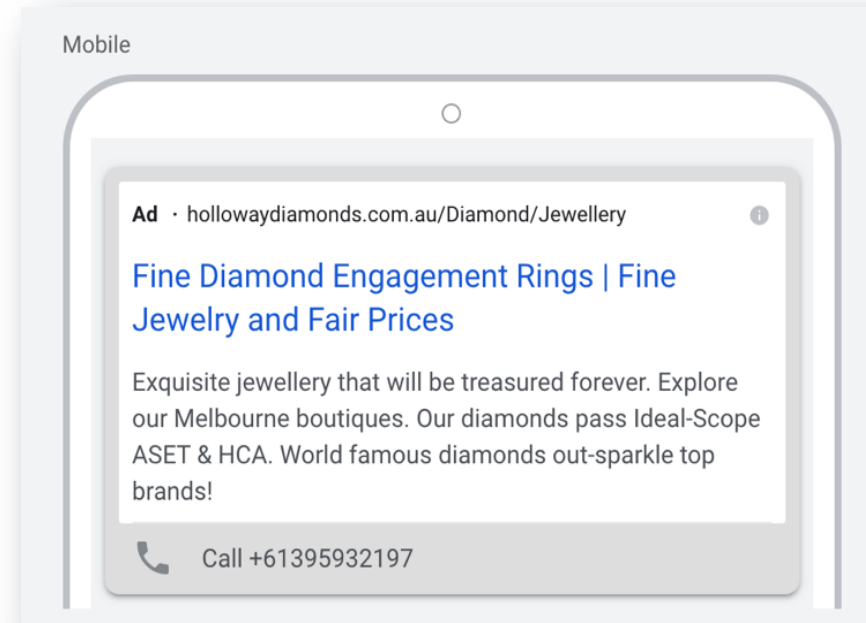
ENGAGEMENT RINGS | Direct Mail

This is an “Always On” campaign which means as it says, it continuously runs. We are testing ads and landing pages to develop assets which generate a good flow of enquiries. To achieve this there will be ongoing developments and changes each month. This is an example of the ads and landing pages developed. *Note: These ads generally do not sit in the main feed of social media and the website pages may be used only for the purpose of campaigns. As we evaluate the effectiveness of the assets we may load them to public view.*

Social Media



SEM – Google AdWords



FEB

MAR

APR

Social Media | SEM

Website – Home Page | Landing Pages

HOLLOWAY
DIAMONDS

BRIGHTON 03 9593 2197
CANTERBURY 03 9830 5600

[MAKE AN APPOINTMENT](#)

HOLLOWAY DIAMONDS

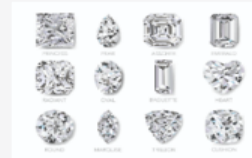
[COLLECTIONS](#) [ENGAGEMENT RINGS](#) [SALE](#) [TRADE UP](#) [CATALOGUES](#) [LEARN](#) [ABOUT](#) [TESTIMONIALS](#) [CONTACT US](#)



ENGAGEMENT RINGS ... WHERE TO START?

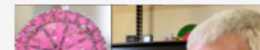
[VIEW OUR ENGAGEMENT RINGS](#)[VIEW OUR TESTIMONIALS](#)[MAKE AN APPOINTMENT](#)

FOR OVER 40 YEARS HOLLOWAY DIAMONDS HAVE BEEN



STEP 1 - CHOOSE YOUR DREAM CUT?

Different diamond cuts do different things. They reflect and refract light differently, and can even appear bigger than the carat weight would indicate. There is a range of well-established shapes that are commonly used. If something is outside what can be considered standard, it is simply termed as "fancy".

[VIEW OUR DIAMOND CUTS](#)

STEP 2 - CHOOSE YOUR RING MATERIAL

The right metal for your ring is just as important as the diamond or gemstone it will hold. If you favour cooler hues then platinum or white gold is the way to go. For warmer tones, yellow or rose gold are good choices. Mixing metals like white and yellow gold is a smart option because it will provide man more options.

[VIEW YOUR OPTIONS](#)

STEP 3 - CHOOSE YOUR STONE(S)

Choosing stones for your engagement ring is all about personal taste. While white diamonds are the most popular choice, you can also opt for colour diamonds or contrasting gemstones — a beautiful solitaire surrounded by contrasting gems. Or an exquisite gem surrounded by diamonds. The choice is endless!

[VIEW YOUR GEM OPTIONS](#)

HOLLOWAY DIAMONDS

BRIGHTON 03 9593 2197
CANTERBURY 03 9830 5600

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HOLLOWAY DIAMONDS

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DIAMOND CUTS

FILTER TYPE & PRICE [▼](#)

SHOWING ALL 12 RESULTS



2.6CT D VS2 IDEAL-CUT
PLATINUM & WHITE GOLD
TIFFANY STYLE DIAMOND
RING

[VIEW DETAILS](#)

7 CUSHION CUT 2.7CT
DIAMOND 4 CLAW PLATINUM
& 18K WHITE GOLD BAND

[VIEW DETAILS](#)

18K WHITE GOLD 1CT ASSCHER
CUT DIAMOND RING

[VIEW DETAILS](#)

2.0CT SOLITAIRE DIAMOND
RING WITH TAPERED
BAGUETTE SHOULDERS.
CLASSIC STYLE.

[VIEW DETAILS](#)

BRIGHTON 03 9593 2197
CANTERBURY 03 9830 5600

[MAKE AN APPOINTMENT](#)

HOLLOWAY DIAMONDS

[COLLECTIONS](#) [ENGAGEMENT RINGS](#) [SALE](#) [TRADE UP](#) [CATALOGUES](#) [LEARN](#) [ABOUT](#) [TESTIMONIALS](#) [CONTACT US](#)



STONES & GEMS

FILTER TYPE & PRICE [▼](#)

SHOWING ALL 11 RESULTS



OVAL SHAPE AQUAMARINE
AND DIAMOND RING

[VIEW DETAILS](#)

5CT PINK MORGANITE
DIAMOND CLUSTER HALO
RING

[VIEW DETAILS](#)

PRINCESS CUT RUBY RINGS

[VIEW DETAILS](#)

CLAW SET RUBY AND
DIAMOND RING

[VIEW DETAILS](#)

HOLLOWAY
DIAMONDS