



**MAY IS GOLD MONTH<sup>®</sup>**

2023 PROMO GUIDE

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# MAY IS GOLD MONTH<sup>®</sup> ORIGIN

CELEBRATING 20 YEARS

Established to elevate and increase visibility for the overall category of Karat Gold within fine jewelry and celebrate the beauty of this most treasured metal, Richline Jewelry continues to invest in **May Is Gold Month<sup>®</sup>** and further develop a comprehensive multi platform consumer program.

**JOIN THE CONVERSATION**

*#MayIsGoldMonth*



# CREATING AWARENESS

## WEBSITE

**MayisGoldMonth.com** will continue to drive traffic to our retail partners, serving as the hub for the latest Karat Gold engaging content, contests and visuals that appeal to jewelry buyers across the United States.

## SOCIAL PLATFORM

As always, we aim to aid our partners in reaching jewelry consumers. This year our social media efforts look to spotlight Karat Gold jewelry via our Golden Deals initiative as well as driving traffic to our featured partners. We look to further capture, engage, and spread awareness of fine Karat Gold jewelry to those in our industry by leveraging Gem Gossip, the industry's leading influencer, along with featured artisans.

## EMAIL

For 2023 we will build our multi-tiered approach in order to better reach our growing list of Gold Jewelry enthusiasts. Weekly emails and targeted autoresponders will showcase the latest Golden Deals, influencer content, as well as our weekly Karat Gold trends.

## ADVERTISING

As always, we will support **May is Gold Month**<sup>®</sup> with our annual advertising program, ensuring that we are reaching Karat Gold customers with focus on engagement through Facebook and Instagram.



# EVOLVING CONTENT

We continue to refine every last facet of **May is Gold Month**<sup>®</sup>. We are excited to share key initiatives for 2023 that we know will help make this ongoing event even better.

## INFLUENCER PARTNERSHIP

This year we continue to partner with industry leading blogger *Danielle Miele of Gem Gossip* to further cultivate the Gold community. Our highlighted influencer will look to engage with industry enthusiasts and consumers, through a series of consistent communication, blogs, giveaways, and social media content.

## THE GOLD ARTISAN

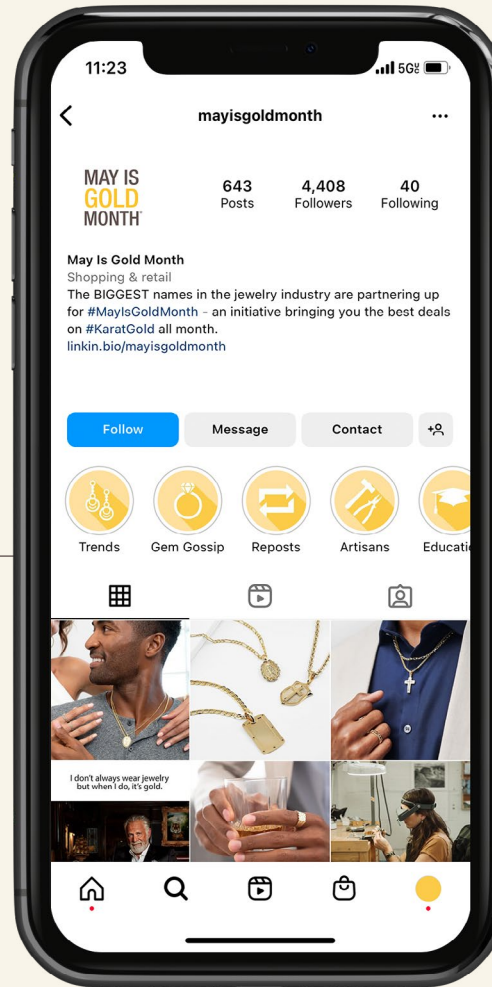
No where do we see such a respect for Karat Gold than in the Artisan community. This year we look to connect with the artists whose heart has pulled them to work and create with Gold, get a peak behind the scenes at their inspirations, and introduce a new depth to our conversation.

## KARAT GOLD TRENDS

Throughout the 6 weeks of the program we will feature 6 jewelry trends and show you how to wear and why we love them ALL! Each week our Pinterest will include our favorite *Must Haves, Classics, Newest Obsessions*, and *great Gift Giving ideas*.

# SOCIAL CONTENT STRATEGY

We will be continuing support for all Golden Deals across each of our social channels for the two weeks leading up to Mother's Day, giving each retailer 24/7 prime promotional time. All Golden Deals will be run as social ads starting May 1st until May 14th.



## 01

We will be expanding our content with a new giveaway **#WhatsInYourJewelryBox**. This will focus on jewelry lovers showing what Gold they have in their collection.

## 02

Incorporating Karat Gold styling tips into our feed and help give ideas on how to wear and pair Karat Gold jewelry.

# GOLDMARKETING.COM

Find all of your print and digital needs, **GoldMarketing.com** is the one-stop destination for all things Gold. As a partner of Richline Jewelry you have access to all of this complimentary collateral all year round.

**Everything you need to promote  
Karat Gold, in one location!**



**PRODUCT  
PHOTOGRAPHY**

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**LIFESTYLE  
PHOTOGRAPHY**

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**EDUCATIONAL  
CONTENT**

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**LOOK FOR NEW  
MARKETING IDEAS  
AND INSIGHT**

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**SOCIAL  
ASSETS**

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# WHAT IS A GOLDEN DEAL?

Golden Deal placements are available through an agreed upon **incremental purchase** of Karat Gold jewelry for an exclusive **May Is Gold Month®** (MIGM) promotion. The deal must offer unmatched value to the customer. Only one Golden Deal is permitted per retailer.

## WHAT'S INCLUDED

- Promotion of Golden Deal by MIGM through National paid advertising
- Ecomm and Stylized imagery of the Golden Deal provided by Richline Creative
- Organic & Paid Social support on MIGM owned channels
- Prime feature on MIGM home page and emails

## LET'S WORK TOGETHER

- Golden Deals work the best when they are **visible**. Joint promotion from both MIGM and our Retail partners yields the most success
- OMNI support : Making sure that the deals are **visible** or **accessible** on **several platforms**
- MIGM will work to drive traffic to each Golden Deal, **please make sure the deal is easy to find, and called out on site**
- Provide **trackable links** that will help you track the number of visitors to your Golden Deal





## TWO WEEKS OF DEALS!

This year we have structured our Golden Deal program to live during the **highest performing weeks** of the period, the **two weeks prior to Mother's Day**.

We are aiming to **optimize performance** for our retailer partners, and **enhance the experience for the consumer**. We will be promoting these exclusive deals for **14 days straight**, across all MIGM platforms and through National Advertising.

Consumers will be able to shop the **entire set of deals** for those two weeks only, they can view them all and pick what is best for them.

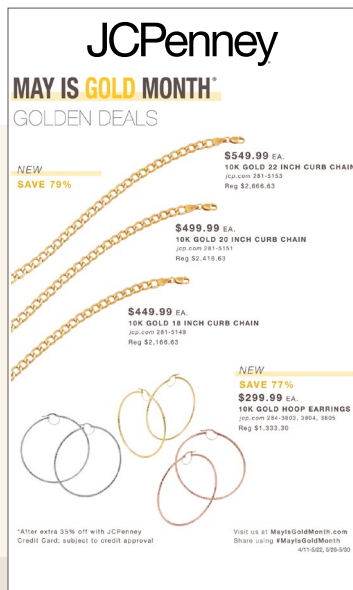
**More choices, at a variety of price points, during most popular gifting season of the Spring!**



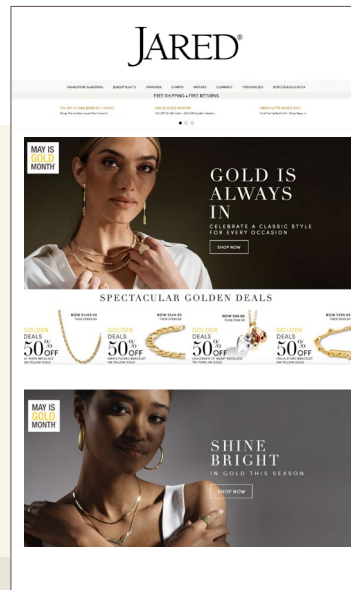
# GOLDEN DEALS: BEST PRACTICES

## Get the most out of your promotion

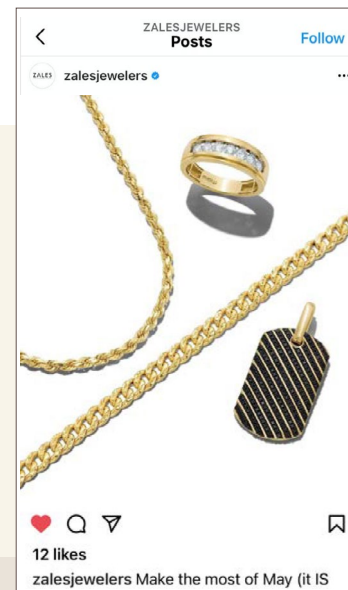
An omni channel promotion of a Golden Deal will significantly increase it's success and visibility.



In-Store Signage



On-Site Homepage



Social Media



E-Mails



# 2023 PROGRAM SCHEDULE

## WEEKLY TRENDS & GOLDEN DEALS

WEEK  
**01**

**APRIL 17** - GOLD BRACELETS

WEEK  
**02**

**APRIL 24** - GOLD RINGS

WEEK  
**03**

**MAY 01** - GOLD HOOPS

**GOLDEN DEALS**

WEEK  
**04**

**MAY 08** - GOLD NECKLACES

**GOLDEN DEALS**

WEEK  
**05**

**MAY 15** - GOLD EARRINGS

WEEK  
**06**

**MAY 22** - MEN'S GOLD

# BRAND GUIDELINES

The next few pages serve as a guideline for how to use and represent the **May Is Gold Month**<sup>®</sup> brand in store, online, and in print. We have included both the required elements as well as additional collateral that is available to help enhance the promotion and infuse emotion into the program.

**All assets are available at no charge at:  
[www.goldmarketing.com](http://www.goldmarketing.com)  
password: karatgold**

At the end of this section you will find a partner agreement, to be submitted once partnership is finalized.



# REQUIRED ELEMENTS

Available to all participating retailers  
(Download, at no charge,  
from [www.goldmarketing.com](http://www.goldmarketing.com))

## COLOR PALETTE

### Yellow

Pantone 123 C  
CMYK = 0, 27, 36, 72  
RGB = 104, 80, 64

### Brown

Pantone 411 C  
CMYK = 0, 23, 91, 0  
RGB = 255, 198, 39

100% White

Vertical and Horizontal Orientation

MAY IS  
GOLD  
MONTH MAY IS GOLD MONTH<sup>®</sup>

Color Background Usage



White or Grayscale Usage



Golden Deals Logo

GOLDEN DEALS GOLDEN  
DEALS

Optional Tagline Font: Helvetica Neue Ultralight

Nothing Feels Like Real Gold™

\* Tagline must be used as is (please see above)

# REQUIRED ELEMENT GUIDELINES

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows:

## 01

No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured. All logo artwork is provided as Adobe Illustrator, based EPS.

## 02

Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letter forms.

## 03

Logo artwork should always appear upright.

## 04

EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.

## 05

Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.

## 06

Do not put a white box around the logo when placed on a dark background and do not reproduce the logo in colors other than those specified in these guidelines.

# LOGO USAGE DON'TS

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows:

1. Please do not change the logo's orientation.
2. Please do not bevel and/or emboss the logo.
3. Please do not add a dropshadow to the logo.
4. Please do not place the logo on a busy photograph or pattern.
5. Please do not change the logo colors.
6. Please do not crop the logo in any way.
7. Please do not add glow effects to the logo.
8. Please do not present the logo in "outline" fashion.
9. Please do not skew or stretch the logo to distort proportions.



# LEGAL DOCUMENT

Download the complete agreement from [www.goldmarketing.com](http://www.goldmarketing.com)

Dear Retail Partner:

Thank you for participating in our “*May is Gold Month*®” promotion. This letter is Richline Jewelry’s detailed guidelines for the use of our trademark in conjunction with your promotion of Gold jewelry (the “Guidelines”). Please be advised that “*May is Gold Month*®” is the registered trademark of Richline Jewelry and, as such, may only be used by you with our permission and in strict accordance with these Guidelines. Richline Jewelry reserves the right to modify these Guidelines at any time.

**Please forward any questions regarding these Guidelines to the attention of Elaine Klopman (elaine.klopman@richlinegroup.com). Submit any marketing materials you create and desire to use in connection with this promotion to Richline Jewelry via the request form on GoldMarketing.com for review and approval prior to any such use. In the event your website cannot accommodate our font, please contact us so that we can provide you with an alternative.**

Sincerely,  
RICHLINE JEWELRY

# RICHLINE JEWELRY

— A Berkshire Hathaway Company —

For more information please contact your Richline Group Sales Director