

## CASE STUDY: SHREVE & CO

### CASE STUDY: Shreve & Co-Store Remodel and Expansion

#### The Client

Shreve & Co, renowned as a San Francisco original, was established in 1852. As the oldest California jewelry company, the prestige jeweler had been continuously creating unique, precious jewelry and high quality gift products for over 150 years, despite the city's Great Earthquake and fire of 1906, manufacturing precision airplane parts during World War I, the Great Depression, World War II, and the Great Recession in 2008.

Now owned by the Schiffman family, Shreve & Co consists of two stores, the flagship store located on Post Street in San Francisco and the second, in the Stanford Shopping Center, near Stanford University, Palo Alto, CA. Each specializing in,

- Signature-Cut® and fancy color diamond rings and jewelry
- One of kind jeweled Harry Winston® time pieces and Swiss branded watches like precision-made IWC Schaffhausen®
- Designer jewelry such as Roberto Coin® and Mikimoto®
- Estate jewelry
- Jewelry and watch restoration, valuation, repair, and personal shopper services

#### The Gordon Company Assignment

To assist the Schiffman family owners and the local Shreve & Co management team plan and implement a focused marketing and sales program for the company to use during the temporary relocation and subsequent expansion and remodeling of the of the Palo Alto location.

The scope of The Gordon Company's assignment included:

- Developing a business plan, including sales budget, media plan, and resource plans for the Remodeling and Expansion (R & E) event
- Aiding Shreve & Co management in identifying and pricing inventory for the R & E event
- Designing a custom creative strategy, advertising plan, and public relations plan for the Palo Alto store
- Integrating the Palo Alto R & E event's marketing strategy into the store's advertising program and corporate public relations plan
- Preparing in-store communications, collateral material, print, and where appropriate other media advertising material for the temporary location. Managing, staffing, implementing, and controlling the R & E event in order to optimize results

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### Considerations

- Shreve & Co is a prestigious, jewelry company in Northern California that did not historically promote jewelry off-price
- The Remodeling and Expansion event should be franchise building and further develop the Northern California consumer's awareness of the Shreve & Co brand

### The Gordon Company Solution and Accomplishments:

1. The Gordon Company designed and developed a one of a kind marketing advertising, staffing, and implementation strategy for the Remodeling and Expansion Event
2. The Gordon Company's solution significantly increased sales company wide in both the temporary location, reopened Palo Alto store and the flagship store in San Francisco, CA
3. The Gordon Company's plan had "excellent short-term results" including increased brand awareness of both Shreve & Co locations, and an expanded customer base in the remodeled Palo Alto location
4. Long-term effected included the continuation of The Gordon Company R & E promotional plan in the Shreve & Co ongoing marketing strategy
5. The plan increased year over subsequent year sales in the remodeled Palo Alto and flagship store locations