

Your Chance To Win A Champagne Party!!



L Ü V E N T E

Retailer Direct Mail Notice (Postcard)



Facebook Cover Image



Retailer Poster

A vertical poster with a dark purple background. At the top is the Luvente logo (a stylized flower) and the text 'LÜVENTE NEW YORK'. Below this is the title '#LuventeMoment PHOTO CONTEST' in large, elegant fonts. The main text reads: 'Participate in the #LUVENTEMOMENT photo contest to help us win a Champagne Party for our jewelry store staff and customers!'. There are four icons in purple circles: an envelope for 'INVITE', a hand holding a card for 'SHOW', a smartphone for 'SNAP', and a hashtag for 'SHARE'. Each icon has a brief instruction below it. At the bottom, it says 'Enter to win by September 30th at LUVENTE.COM/CHAMPAGNE' and 'The retailer with the most shares and likes wins! Winner will be announced on October 15th.' The hashtag '#LuventeMoment' is written in a large script font at the very bottom.



Retailer Social Media



L U V E N T E

Talboray Jewelers
July 20 at 10:29am

Have you heard the BIG NEWS? Stop by and grab a photo with @Luvente Jewelry on! Your likes can help our store win a Champagne Party!

Like Comment Share

1

Talboray Jewelers
July 20 at 10:29am

What goes better together than @Luvente Jewelry and Champagne? YOU! Stop by and get your picture taken to be part of the party. See ya soon!

Like Comment Share

1

Talboray Jewelers
July 20 at 10:29am

Post your picture of you wearing @luvente jewelry and use the hashtag #LuventeMoment to be a part of the Champagne Party! You know you love to selfie!

Like Comment Share

1



L Ū V E N T E

Overview

Lūvente is celebrating its retail partnerships by offering one lucky retailer a chance to score a case of Champagne. Retailers can participate by having their staff or customers share a picture of themselves wearing Lūvente using the hashtag #LuventeMoment. This guide will help you drive participation amongst your customers, as well as their clients to increase brand awareness.

About this Guide

This Guide provides tips and resources to help educate your staff and customers on how they can participate in the Lūvente Champagne Campaign. It's broken down into the following sections:

- Social Media Guide
- Sample Posts
- Sample Email

Social Media Guide

To get you started, here are some samples of social media posts. You are more than welcome to copy these directly, or use these posts as inspiration. The tone should be fun, inviting and encouraging.



Facebook Guide

Use the hashtag #LuventeMoment | Tag @LuventeJewelry on Facebook

Facebook Sample Posts:

Sample Post #1 – How do you style your Lūvente jewelry? Stop by our store, try on some pieces and show off your style. Help us win a Champagne Party!

Sample Post #2 – We're battling it out with other retailers: who wears their Lūvente jewelry best? What's at stake? A Champagne Party, courtesy of Lūvente! Help us by trying on Lūvente pieces, and showcasing your best #LuventeMoment at our store.

Sample Post #3 – Attention style gurus: do you like champagne? Visit our store and pair some Lūvente pieces with your outfit. We'll post it up social media and be one step closer to the ultimate Champagne Party.

Sample Post #4 – Who doesn't love a little Champagne Party? Join us in the #LuventeMoment contest. Swing by our store, try on some Lūvente Jewelry pieces and we'll snap a picture. The most votes will receive a Champagne Party, courtesy of Lūvente.

Social Media Guide

To get you started, here are some samples of social media posts. You are more than welcome to copy these directly, or use these posts as inspiration. The tone should be fun, inviting and encouraging.



Twitter Guide

Use the hashtag #LuventeMoment | Tag @LuventeJewelry on Twitter

Twitter Sample Posts:

Sample Post #1 – Help us win a [Insert champagne emoji] Party w/your style! Stop by our store, try on @luventejewelry & show off your style. #LuventeMoment

Sample Post #2 – Your style + @LuventeJewelry + picture = [Insert champagne emoji] Party. How? Stop by our store today and find out.

Sample Post #3 – Cute #OOTD? Come by our store, pair it w/@luventejewelry, snap a pic and help us win a [Insert champagne emoji] party!

Sample Post #4 – Fancy a Champagne Party with us? Your style can make this possible. Ask us for more details! #LuventeMoment

Sample Introductory Email

Use this email as a quick way to provide background information on the Champagne Party and how your clients can participate

Sample Email

This September, one of our favorite jewelry lines, Lūvente Jewelry, is hosting a social media contest. The winning store will receive a Champagne party courtesy of Lūvente, and we need your help to win! (You can come back and party with us, if we win.)

All month long, we want to post pictures of you and your most creative Lūvente looks on social media. The store with the most shares and likes of these #LuventeMoment pics wins! Come into the store to try on Lūvente jewelry and snap a pic. If our store wins with your picture, [insert store offer].

Want to get involved? It's simple! Come in and try on any of the unique Lūvente styles and pieces. We'll grab a quick photo and feature you on our social media channel.

The more shares and likes, the greater our chances to WIN! We can enter the contest until September 30th, so be sure and stop by before then.

Come by [insert retailer name & address] and help us celebrate a #LuventeMoment in style!



L Ū V E N T E

Suggested Offers:

- You and 3 guests will receive a ticket to the Champagne Party
- We'll clean a ring for you while you take the pictures
- You will receive \$50 \$100, \$150 store credit; take 15% off your next purchase