

case study

Client:
Jewelry Television

Project:
Go Red Campaign

Goal:
Identify a national nonprofit with strong affinity among JTV's existing customer base. Streamline giving to multiple charities into one national campaign.

Strategy:
Partnership with American Heart Association. "Love Your Heart" multimedia awareness campaign with jewelry collection.

Result:
• More than 33,000 video views and 14,000 customers contributed.



JTV is Proud to Support

JTV is a proud supporter of the American Heart Association's Go Red For Women® movement, joining the national call to increase awareness of heart disease.

During the month of February, we're asking you to join our JTV family in supporting this mission. When you call to place an order, you'll have the opportunity to contribute to the "Love Your Heart" fund in support of life-saving research and educational programs. 100% of all donations go to Go Red For Women!®

Make it *your* mission to Love Your Heart!

For more information about the American Heart Association's Go Red For Women® movement or to contribute online, visit jtv.com/GoRed.

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