

case study

Client:
Jewelry Television

Project:
Rock Star Designer
Contest

Goals:
Drive on-air viewership and
online shopping during reality
jewelry design contest.

Brand advancement into
new, younger audience
segments.

Strategy:
Develop reality show airing
final competitions live.
Fuel engagement via social
media and online voting.
Promote via multi-media
news release, media relations,
localized pitching and
influencer content marketing.

Result:

- Highest viewership for the network in 20-year history.
- More than 25,000 social media engagements for Rock Star Designer.
- Extensive media coverage across national, regional and local channels.

fletcher
Marketing + PR + Social



COMPETE ☆ WIN ☆ BE A STAR

JTV²⁰¹⁵ ROCKSTAR Designer


Open call for entries March 21st - April 30th, 2015

Jewelry Television is on the hunt for our very first Rock Star Designer. Enter our national talent search by uploading:

- Photos of jewelry you've designed and made
- Your best headshot
- Video detailing why you should be JTV's Rock Star Designer

You Could WIN

- \$5,000 in cash
- Appearance on JTV to sell your jewelry designs, broadcast to 85 million households
- Expert mentorship & industry introductions



Enter at JTV.com/RockStar

