

Insured Promotions



Jewelers Specialty Insurance Services



Insured Promotions

The premise is simple. A jeweler sells merchandise for a pre-determined final sales estimate and time period. If it rains on the trigger day, let's say Christmas or New Year's Eve, then all purchases made during the promotional period will be refunded.

The refunds would be paid through insurance, and the jeweler would have paid only a premium fee for sales. This is considered an insured promotion and it allows the organizer a way to offer a risk-free large prize for a fraction of the prize value.

Types of insured promotions

Holiday Weather

Wedding Day Rain

Sports

Mailers

C's or CZ?

Benefits of insured promotions

Maximize the impact of every dollar in your budget

Drive brand awareness and reinforce brand image

Build a customer database

Create a buzz and draw a crowd

These promotions help bring customers by making your business stand out and event organizers report up to a 30% increase in sales. The right promotion at the right time can make a significant impact. An insured promotion can be designed to fit any business and budget.

Holiday Weather



Jewelry sales in November and December account for nearly half of the industry's total sales each year, so jewelers should consider an insured promotion to maximize sales at this critical time. Just about any measurable weather peril can be insured, including rain, snow, and temperature. Weather promotions are popular with retailers for a few reasons:

Weather is topical
Easy to communicate to consumers
Easy to execute
Believable

The jeweler would sell merchandise for a pre-determined final sales estimate and amount of time. If it rains on Christmas, then all purchases made during the promotional period will be refunded.

Sample Promotion

Sales: \$500,000

Premium: \$10,00-\$15,000 (2-3% of sales)

Rates are estimates and subject to approval.

Holiday Weather



Holiday promotions can be tied in to any time of the year. Retail sales for Valentine's Day reached \$14 billion in 2006, with \$2.5 billion spent on jewelry. An insured promotion can increase sales during those times of the year when business may be slow. Consider some of the following events to boost sales:

New Year's Day
First Day of Spring
Mother's Day
Fourth of July
Labor Day

The jeweler would sell merchandise for a pre-determined final sales estimate and amount of time. If it rains on the trigger day, then all purchases made during the promotional period will be refunded.

Sample Promotion

Sales: \$500,000

Premium: \$10,000-\$15,000 (2-3% of sales)

Rates are estimates and subject to approval.

Wedding Day Rain



Lucky or not, no one wants rain on their Big Day. Having the price of the ring refunded would soften the blow for most couples though. Promote sales of engagement or wedding rings by offering to pay for the purchase during the promotional time if rain does fall.

If your business is based on selling engagement rings, consider a promotion right before Christmas/New Year's Eve (17% of all proposals occur during this time), or leading up to Valentine's Day, the third most popular day for proposals.

Or perhaps consider a longer running wedding ring promotion in the spring or summer, as June through September are the most popular months for weddings. There are 2.7 million weddings each year in the U.S., and 75% of brides receive a diamond engagement ring with an average price of \$3,500. Weddings are big business, so give customers a reason to make their purchase from you.

Sample Promotion

Sales: \$750,000

Premium: \$15,000- \$22,500 (2-3% of sales)

Rates are estimates and subject to approval.

C's or CZ?



Increase your sales by running an in store sweepstakes for which one lucky customer would be randomly selected for a chance to win \$50,000 or a fantastic piece of jewelry.

In order to win the prize, the sweepstakes winner would have to select the correct jewelry box out of 100 which contains the real diamond. All other boxes will contain cubic zirconium.

Customers will respond to the chance to win a large prize. Also consider a secondary prize of a gift certificate or jewelry from your store.

Sample Promotion

Sales: \$500,000

Premium: \$12,500-\$17,500 (2.5-3.5% of sales)

Rates are estimates and subject to approval.

Sports Promotion

Offer your customers a chance to have their purchase refunded by offering a sports promotion around any condition you can think of. The Lakers winning the NBA Championships or their MVP scoring 50 points. If you are a baseball fan, consider a promotion featuring the Dodgers hitting a home run, or pitching a no hitter.

Sports fans enjoy trying to predict the outcome of a game, especially if the hometown is in the playoffs. Sports promotions are easy to understand and can be enjoyed by all of your customers.



Sample Promotion

Sales: \$1 million

Premium: \$20,000-\$30,000 (2-3% of sales)

Rates are estimates and subject to approval.

Mailers



Mailers are an excellent way to increase response rates to your direct mail campaign. The mailer is printed with a unique code and is sent to your contact list. Customers must bring the mailer in to the store to see if it matches the winning code. Only one winning code will be distributed in mailer.

1,000 Mailers

Prizes up to \$3,000: \$500 plus tax

\$5,000 prize: \$750 plus tax

\$10,000 prize: \$1,500 plus tax

3,000 Mailers

Prizes up to \$4,000: \$500 plus tax

\$5,000 prize: \$625 plus tax

\$10,000 prize: \$1,250 plus tax

5,000 Mailers

Prizes up to \$5,000: \$500 plus tax

\$10,000 prize: \$1,000 plus tax

\$15,000 prize: \$1,500 plus tax

\$20,000 prize: \$2,000 plus tax

Rates are estimates and subject to approval.

Weather Promotion Verification

Sales Period: Must end a minimum of 7 days prior to the recording date

Event Location: Business Location

Peril: Rain (temperature and snow also available)

Claim Verification: Local airport, or other pre-approved location

Incremental Accumulation - at or above the below threshold

10:00:00am - 3:00:00pm (5 Insured Hours)

0.50 in 3.8%

0.75 in 2.1%

1.00 in 1.4%

9:00:00 am - 5:00:00 pm (8 Insured Hours)

0.50 in 6.1%

0.75 in 3.2%

1.00 in 2.0%

Multiply the selected rate by the Sum Insured to calculate the premium.

Prices and rates are estimates and subject to approval.

Please note, an on-site observer (approx. \$35 per hour & subject to underwriter approval) or Weather Watch (\$65 per insured date) can also be used at the cost of the Insured. Contact JSIS for more information.

Terms & Conditions

Quote expires on or before the start of the qualified sales period.

To bind coverage, JSIS must submit written confirmation, a completed and signed application and the premium check on or before the expiration date of offer.

Carrier to be confirmed at time of binding. Surplus lines tax (3.125%) may apply depending on the carrier being non-admitted.

Some offers subject to a 5% broker fee.

A 50% minimum non-refundable premium is due on or before qualified sales period.

Final premium will be based on total sales during the qualified sales period and due to underwriters a minimum of 7 days prior to the recording date.

Underwriters must approve the rules prior to the start of the promotion.

Sales justification must be made available to underwriters upon request.

Original sales receipts will be necessary in claims settlement.

This indication is non-binding and subject to full market support and approval. Due to the popularity of these promotions and limited capacity available, we suggest binding as soon as possible as coverage will be provided on a first-come first-served basis only.

Please note that it may take up to 14 days to verify a claim.