



DPS awards jewelers \$5,000 for anniversary marketing

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The Diamond Promotion Service (DPS) has allocated 10 \$5,000 awards to retailers to who created marketing campaigns aimed at selling branded diamonds for anniversaries.

All the winning marketing strategies utilize a three-pronged approach that includes sales training, reaching existing customers and marketing to potential customers.

"These jewelers will put their award monies toward various anniversary marketing strategies and, throughout the coming year, DPS will be sharing some of these great ideas to help inspire other jewelers to take advantage of the 'I Forever Do' campaign," says DPS trade manager Debbie Hiss.

Awards went to the following Independent Jewelers Organization members: Alexander's Jewelry in Shrewsbury, Pa.; the Diamond Center in Claremont, Calif.; Edwards Jewelers, Inc. in Modesto, Calif.; Godwin Jewelers in Bainbridge, Ga.; **Koser Jewelers in Mount Joy, Pa.**; Jewelers of Maitland in Maitland, Fla.; James Locke Jewelers in East Liverpool, Ohio; P.J. Rossi Jewelers in Lauderdale-by-the-Sea, Fla.; Tatman's Jewelry in Springdale, Ark.; and Victoria's Gold in Rockport, Texa