

HOW TO MAKE A DREAM COME TRUE

DREAM: Create a symbol, a **TALISWOMAN**, a sign of recognition for women who want to make the world a beautiful place.

AIM: To establish **DELANCE** as the watch for women of the third millennium. A watch for the feminine era that shows "**Time for Women**".

AWARENESS: In order to reach this aim we have to create the awareness about the brand and the product. People buy an image. So we have to create a distinctive and very strong image of the product and the company. An image in which the **DELANCE** woman can identify herself.

IMAGE: The vectors of the image are first of all the customers who buy the watch, then the product itself, then the people who represent the company, last but not least, the action the company takes to create this image.

TARGET: The **DELANCE** woman who embraces her femininity and is actively involved in the search of her own personal goal, a quest for excellence. She is a woman who has the need for something more, a woman who is giving her life a purpose, a woman who wants to accomplish something on her own. A woman who admits, with grace, that she is a perfect ten.

PRODUCT: A jewel that symbolizes a woman's values and personality

A role model that says: Sisterhood is powerful.

An authentic watch for an authentic woman.

A unique watch which has a personal meaning to its owner.

A watch which can be passed down from mother to daughter.

A watch which represents a valuable event in a woman's life.

POSITIONING: A top of the range brand symbol, of feminine excellence: a watch made by the best professional women for the best woman with the best materials and the best components. The perfect Ten in all dimensions.

DELANCE TEAM: Made by women for women it is a must that **DELANCE** is represented by women in all fields. And those women have to be **DELANCE** women. Nevertheless we are welcoming men who use their female thinking.

STRATEGY: The dream of one woman is a dream for all women.

I am **DELANCE**, **DELANCE** is me.

I am every woman and I really want every woman to be part of this dream. Sisterhood is powerful.

To make this dream come true I will practice an intensive relational marketing related on the characteristic of the watch, of the company, of the creator. I will enlist every woman in the success, every man who loves this dream. Every one who can be a passionate missionary.

That is to say marketing based on my visceral connection to my product, to my client, to the story of my company.

We are now creating the **DELANCE** tradition of the future.

MEANS: Everything will be done based on those precepts:

1. The success of one woman is a success for all women.

2. The empowerment of another woman is a reciprocal gift.

3. Women can be excellent in all fields.

DELANCE claims the excellence so a **DELANCE watch** will become a "**Coveted Prize of Excellence**", given to women for special achievement.

DELANCE will create or participate to awards that recognize the contribution of women to the economic wellness of the nations.

DELANCE will contribute or participate to all events that recognize the talents of women.

DELANCE will find all ways to celebrate, mentor, and encourage women's dreams.

DELANCE was created by women for women; its success would be due to women.

DELANCE must involve **female icons** who have made it to the top in different fields: Show business, Business, Arts, Politics, Sports, Academics – etc... Have **icons** and **missionaries** to wear and sell **DELANCE**.

MEDIAS: Captivate the interest of the medias with the story, the product, etc

Women's journals: the history of Gisèle Rufer.

Professional magazines: the details of the organization and the product.

Financial journals: the organization, the entrepreneur, and the marketing strategy.

Ally (Alliance): Find "big brothers" that have an advantage in promoting women.

Big corporations who want to gain a positive image towards women, either for their employees or their clients and convince them to sponsor a woman's dream. Use all events in which a particular achievement portrays feminine excellence and solidarity. Represent the organization by holding conferences on different subjects, such as feminism, marketing, entrepreneurship, etc.

Or other interesting subjects at:

Female Entrepreneurial Assembly, Working Women, ZONTA, BPW, Universities, Schools, Colleges...

Exhibitions: participate at Trade Shows, emphasizing on the fact that **DELANCE** represents the excellence of women in the Swiss watch industry.