

Ben Bridge Jeweler

The next 100 years...

Ben Bridge

A brief history

- Founded in Seattle in 1912
- Five generation family-run business
- Nearly 100 stores across Western United States and Canada
- Owned by Berkshire Hathaway since 2000

Ben Bridge

Your Personal Jeweler

We don't want to sell a customer once,
we want to earn the opportunity to be a Jeweler For Life.

Ben Bridge

The challenge

- **Strong** customer loyalty
- **Good** brand awareness
- **Weak** market differentiation

Sea of Sameness



Ben Bridge

Sea of Sameness



Ben Bridge

Jewelry advertising: Cheesy



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Jewelry advertising: Cheesy

An advertisement for Ben Bridge jewelry. On the left, a young man and woman are shown in profile, smiling and embracing. The woman has long blonde hair and is wearing a white top. The man is also wearing a white top. The background is a soft, light blue gradient. In the center, there is text in a serif font. To the right, a close-up of a diamond ring is shown, featuring a large central diamond surrounded by smaller diamonds in a pavé setting. The ring is set against a white background. The overall tone is romantic and sentimental.

WHEN YOU'VE FOUND THE
PERFECT SOUL
TO SHARE YOUR LIFE...

WE'LL HELP YOU
FIND THE
**PERFECT
RING**
TO TELL THE WORLD!

Ben Bridge

Jewelry advertising: Impossible



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Jewelry advertising: Outrageous



Ben Bridge

Our Traditional Perspective



Ben Bridge

https://youtu.be/ELZ_YhjHQhM

Problem

These are either

- unmemorable or unattainable
- They miss why jewelry matters

New creative partnership



Ben Bridge

We believe

- Daily life is special and should be celebrated
- Jewelry is so precious that it deserves to be worn everyday
- Our job as jewelers is to curate jewelry that is beautiful, durable, and enduring enough to elevate the everyday lives of our customers
- Jewelry becomes a indelible part of our lives, and grows increasingly valuable as it bears witness to our journeys

Ben Bridge

Creative Execution: FOR LIFE

The true meaning of jewelry transcends a single moment.

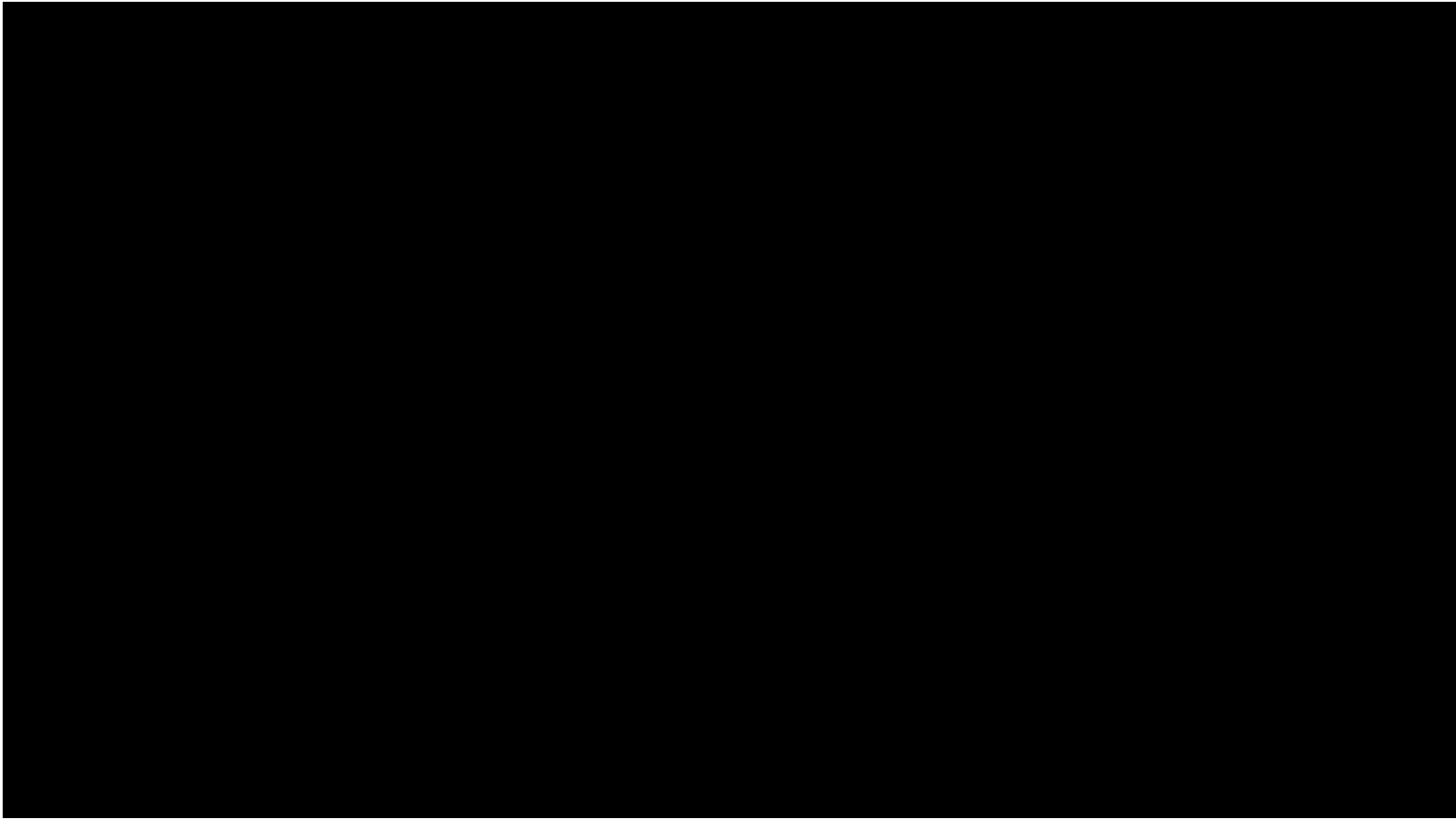
It is the least valuable it will ever be when someone finds it within our stores.

The true value of fine jewelry is revealed over time as it becomes part of someone's life.

We believe that jewelry becomes more valuable, indeed more perfect, over time.


It is the culmination of millions of everyday moments that turns a piece of jewelry into something truly precious.

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<https://youtu.be/Mlok3676JTM>



Ben Bridge
WESTFIELD TOPANGA

Ben Bridge



Ben Bridge
WESTFIELD UTC

Ben Bridge



Ben Bridge

DOWNTOWN SEATTLE
AND ALL MAJOR MALLS

Ben Bridge

A smaller version of the photograph from the first block, overlaid with text and jewelry. The text "FOR LIFE" is written in large, white, sans-serif capital letters. Below the text are two pearl stud earrings. At the bottom right, the brand name "Ben Bridge" is written in a purple script font, with "GALLERIA AT TYLER" in a smaller, purple, sans-serif font below it.

FOR
LIFE

Ben Bridge

GALLERIA AT TYLER

Ben Bridge

TIMELESS Magazine



Ben Bridge

FOR LIFE



MARC BRIDGE
Vice President of Marketing

We believe the watches and jewelry we curate are extraordinary. But as remarkable as each piece is, when you find it in one of our stores it hasn't become extraordinary yet.

Yes, each was created by passionate artisans, many of whom have decades of experience in their craft.

Yes, each was made with time-honored techniques that have been developed, perfected and passed down over generations.

Yes, our team of exacting buyers traverse the globe every year in search of the most unique and desirable jewelry and watches.

But no, we don't make the pieces we sell extraordinary. We simply ensure that each piece is worthy of you and your life. *You* make them extraordinary.

In this issue of *Timeless*, we spotlight some of the special pieces we have the honor to bring to you, and share stories of how jewelry and watches become extraordinary as they become part of your everyday life.

While we believe our offerings are the best way to mark the monumental occasions in life—engagements, weddings, birthdays, anniversaries and holidays—after those occasions have passed, our jewelry accumulates its true value as it is woven into the fabric of daily life. It bears witness to the big moments, the small moments, the joyous moments and the painful moments that give our lives their richness.

For something to stand the test of time, to endure through everything life throws at you, it has to be beautiful, it has to be durable and it has to make you smile. But its greatest value comes from the memories you create while wearing it and the life you live with it.

Cheers to you. For Life.

Marc Bridge



Signature

FOREVERMARK



A DIAMOND IS FOREVER

Diamonds hand selected for their beauty, rarity and responsible sourcing, then crafted into a cut of superior artistry.



A valuable part of every invaluable moment.

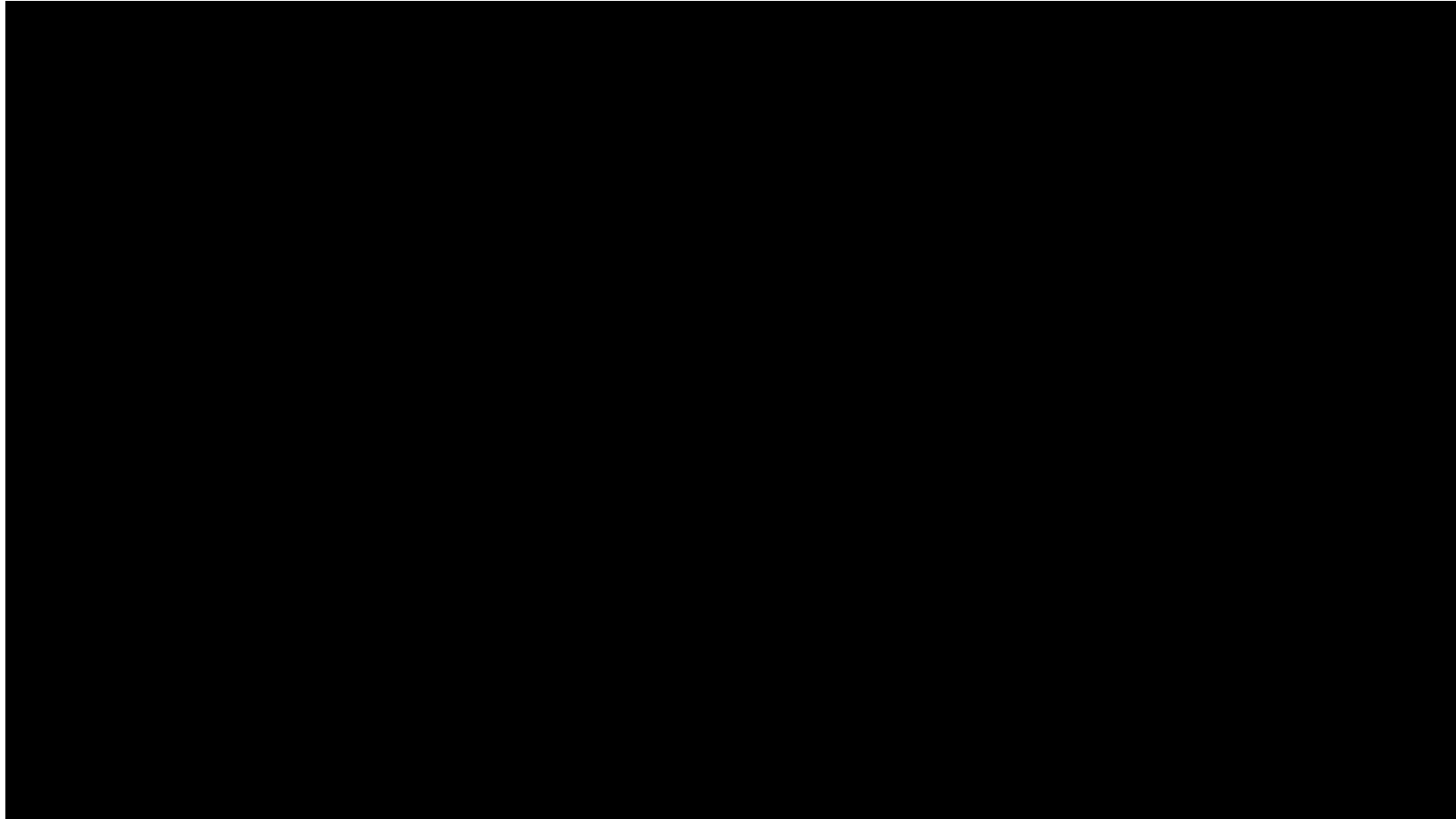
Ben Bridge

Ben Bridge

We don't need to be alchemists,
we just need to do justice to our
extraordinary products.

Ben Bridge

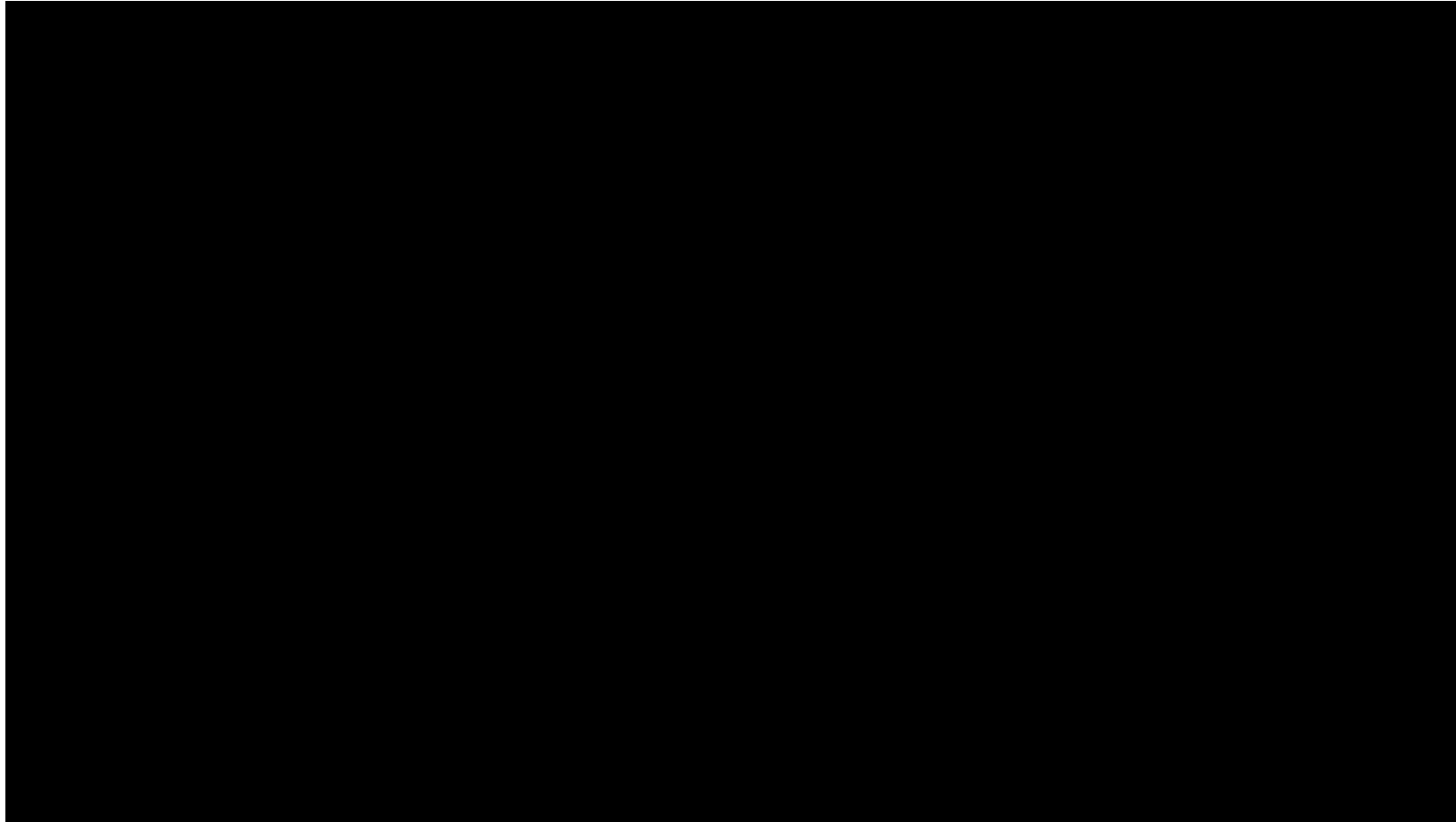
This is the story of Toscano



Ben Bridge

<https://youtu.be/-eYb00BwokE>

Inspired by people, places, and gemstones



Ben Bridge

<https://youtu.be/e-QVHw53JDI>

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