

Padulo Privé: The Difference is Specialization

FRESH OFF A SHOOT WITH LEGENDARY PHOTOGRAPHER VICTOR SKREBNESKI, PADULO PRIVÉ CEO JOE PADULO SAT DOWN WITH ELITE TRAVELER MAGAZINE TO DISCUSS WHAT MAKES HIS JEWELRY-CENTRIC ADVERTISING AGENCY THRIVE.



“The difference is specialization,” said Padulo, a veteran marketing strategist and creative director with an A-list client roster including Fine Jewelry manufacturers, purveyors of South Sea pearls, high-end retailers, and international diamentaires. “Over the last four decades, from the days of boutique agencies to mega-shops and back again, one thing has remained constant for us: Jewelry is our business, our only business. Our clients appreciate our laser focus on and our passion for the world’s finest jewelry.”

BUT IT WASN'T ALWAYS EXACTLY SO...

Padulo started out in the '60s as a musician and recording artist in his native Canada, and soon became Musical Creative Director for Eaton's, Canada's largest fashion department store chain. Managing TV, radio and fashion show production, he added the May Company and Robinsons, California, Godchaux's New Orleans, and Hudson Bay, Canada, to his list of high-fashion clients.

“Along the way we produced red carpet extravaganzas for Givenchy, Yves St. Laurent, Kenzo, Daniel Hechter, and more, in New York, Paris, Milan, London, Hong Kong, Montreal and Toronto,” said Padulo.

“Those were heady days.”

Assignments for Gloria Vanderbilt, Inc., Hang Ten Sportswear and American Ultra Mink followed, with multi-million ad budgets and millions in billing.

SMALL, SMART AND STRATEGIC

In the mid-'80s, after being introduced to jewelers Oscar Heyman in New York, and Sumner and Barbara Dorfman in Boston, Padulo began to streamline the agency's focus to smaller, more elite accounts. Padulo found himself re-engineering his company to concentrate on luxury brand marketing, specifically for small to medium sized jewelry brands of \$5 million to \$100 million.

“Working in the trenches with top designers, plus years of international travel, exposed us to the best of the best. What the industry leaders and small independents required was specialization, the ability to translate trends into classic yet glamorous advertising programs that produced results,” Padulo concluded.

STRENGTH IN NUMBERS

Padulo founded the Padulo Jewelry Group Co-Op Program in the late '80s, giving many of the country's top jewelry retailers the ability to pool their resources for national advertising campaigns in luxury magazines. Still going strong today, this campaign (shot by the aforementioned Skrebneski) has appeared in Town & Country, Departures, Architectural Digest, Harper's Bazaar, Robb Report, Veranda, W, and Elite Traveler.

"The information we reap from having presided over these campaigns for more than two decades allows us to understand the pulse of the Fine Jewelry industry like no other agency can," said Padulo.

"THROUGH THE EYES OF MORE THAN 35 RETAILERS AND MANUFACTURERS WITH WHOM WE HAVE BUILT RELATIONSHIPS, WE CAN SEE WHAT'S HAPPENING IN THE MARKETPLACE AND REACT QUICKLY AND CREATIVELY - AN INSTANT FOCUS GROUP AND A SOCIAL NETWORK, IF YOU WILL, OF LEADING JEWELRY PROFESSIONALS."



SUCCESS BREEDS SUCCESS

Based on Padulo's groundbreaking Fine Jewelry co-op program, similar successful campaigns followed, including:

A CAMPAIGN FOR TAHITIAN SOUTH SEA PEARLS WHICH RESULTED IN A 10 PERCENT YEAR OVER YEAR INCREASE IN PEARL SALES BETWEEN 2002 AND 2007

THE POSITIONING AND LAUNCH OF STEFAN HAFNER JEWELRY IN THE U.S. WHICH HELPED GROW THEIR SALES FROM \$1 MILLION TO \$10 MILLION OVER THREE YEARS

THE FIRST-EVER YELLOW DIAMOND CAMPAIGN IN AMERICA, FOR LOUIS GLICK DIAMONDS; SALES OF YELLOW DIAMONDS QUADRUPLED AFTER TWO YEARS.

THE ONE AND ONLY ONE™ FANCY COLOR DIAMONDS CAMPAIGN, NOW IN ITS FOURTH YEAR, AND RESPONSIBLE FOR HELPING SELL OVER \$40 MILLION WORTH OF RARE COLORED DIAMONDS, LEADING THE CATEGORY. PADULO FOUNDED, TRADEMARKED AND BRANDED THE CONCEPT.

Not surprisingly, many of the retailers who have participated in Padulo Privé co-op campaigns have become full-time clients. Padulo Privé has been the agency of record for family-owned Dorfman Jewelers in Boston for the best part of 25 years; Yamron Jewelers in Naples, Florida, was on board for a decade; Molina Fine Jewels in Arizona has consulted with the agency for more than 20 years.

Special projects include assignments for Amir Mozzafarian in San Francisco, Eiseman Jewelers in Dallas, Black, Starr & Frost in Newport Beach, and Argyle Pink Diamonds in Australia.

WHAT'S NEW AT PADULO PRIVÉ

The agency is currently in development of a \$100 million e-commerce/blue-chip event marketing business with Vivienne Becker, renowned jewelry historian, author and editor of "How to Spend It," in the Financial Times. It is set to launch in Spring/Summer 2016.

In addition, it has just launched three game-changing products for longtime client Connoisseurs Products Corp., the global leader in jewelry cleaning products. The Padulo team is responsible for strategic planning, logo development, packaging, creative for traditional and digital media, as well as the creation of a twice-weekly jewelry blog, obsessedbyjewelry.com.

"The Connoisseurs retail account helps us research and target the Millennial generation so important to all our clients," said Padulo. "We can test and refine digital and social media marketing that is so essential to today's media mix."

THE DIFFERENCE IS SPECIALIZATION

One has only to spend a day with Joe Padulo to understand his agency's leadership in the Fine Jewelry category: he simply lives, eats and breathes luxury jewels. In this regard Padulo appears to have no rival. From his first musical scores for retail runway shows, to his experience with international fashion designers, models and photographers, to his intimate knowledge of the world's leading jewelry makers, manufacturers, and retailers, everything in Padulo's career has led him to where he is today.

"As I've said before: Jewelry is our business, our only business. The difference that works for our clients is specialization...and our team of smart, strategic and creative thinkers."

VIVE LA DIFFÉRENCE!



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VERSACE


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