

Is your online presence delivering on the promise of the Tiffany Blue Box?



Creating a digital experience that lives up to the demands of a premiere brand is a challenging task, but the rewards for success are significant.

razorfish

Razorfish will show you how to use your digital presence to deliver on the promise of your brand, gain a deep understanding of your customers and provide a level of service that exceeds their expectations. We'll even show you how to measure the value of success.

Deliver the brand promise

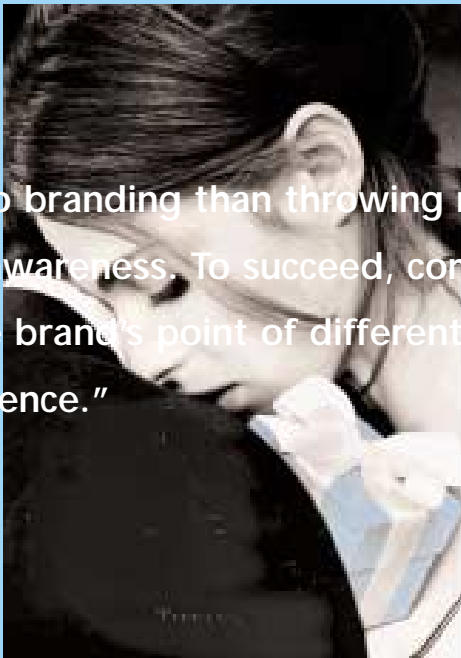
Know your customers

Exceed customer expectations

RAZORFISH CAN SHOW YOU.

deliver
the brand
promise.

"There is more to branding than throwing money at media to establish brand awareness. To succeed, companies must communicate the brand's point of differentiation and deliver on the brand experience."



Source: Jupiter Communications, Branding Online
Companies: Spotlight Differentiation Rather than
Education, March 15, 2000

?

Are you delivering an online experience that is comparable to the in-store experience?

Do you provide online customers with the same assistance in selecting a gift that they would encounter in the store?

Does the content on your site communicate the theme of celebrating important life events?

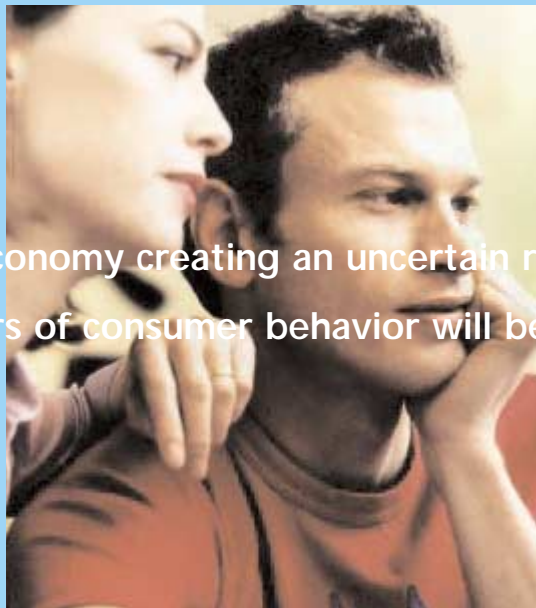
razorfish

Your brand is your business.

Tiffany & Co.'s brand is built on uncompromising standards of craftsmanship and trust, world class design, enduring value, and an experience that celebrates important life events.

Razorfish understands the challenges inherent in translating these brand values to a digital medium. Our experience in creating immersive, intimate digital experiences will allow www.tiffany.com to realize its full potential as a premiere online destination that informs, inspires and celebrates.

know your customers.



"With the slowing economy creating an uncertain retail environment, understanding drivers of consumer behavior will become increasingly important online."

Source: Jupiter Research, Customer Service:
Managing Relationships Online,
February 21, 2001

?

Are you getting to know
your customers online?
Are you able to discover,
understand and even
anticipate their needs when
they visit tiffany.com?

Are you using the data you
collect about users of your
site to provide better
service to your
customers on - and offline?

Is the information
collected online being shared
with the brick-and-mortar
store?

Successful commerce requires a deep understanding of your customers.

A good salesperson is both an empathetic listener and a student of human behavior. The individual sale is completed by engaging a customer in conversation, and listening and reacting properly to what she says. With each successful sale the salesperson is better able to anticipate the needs of the next customer.

In the self-service environment of an online store, the Web site is your salesperson. While the front-end design of the site greets each customer who enters the store, the backend “brain” should be listening to what she says and reacting appropriately.

From richer customer data mining to proactive marketing opportunities, Razorfish believes that getting to know your customers on- and offline is critical to long-term success.

exceed your customers' expectations.

“To preserve their exclusive demeanors and high prices, luxury brands must focus on service as a means of overcoming the combined obstacles of consumer reluctance, technological limitations, and price pressure.”



Source: Jupiter Communications: Avoid
Conventional Tactics to Sell Luxury Goods
Online, October 1999

?

Are you delivering the level
of service online that your
customers expect?

Do you leverage data on
customer behavior online to
anticipate and respond to
your customers' needs?

Is your service strategy
integrated across channels
(store, catalog, and online)?

razorfish

Premium products and premium service
go hand-in-hand.

Your customers expect a level of service that is especially challenging to deliver in the self-service environment of a Web site.

The good news? Your online store affords you the opportunity to develop a one-to-one relationship with each of your customers, regardless of how frequently they shop or how much they spend.

But an effective site does not merely replicate the experience of the store. Razorfish can show you how to exceed customer expectations by capitalizing on the strengths of the digital medium while leaving the strengths of the store in the store.

We're so convinced of the value we can deliver that we're offering
Tiffany & Co. the first step for free...

razorfish

Razorfish invites you to gather your team for a one-day digital strategy workshop, where we will explore a number of topics critical to your digital business including:

- Digital brand strategy
- Digital product strategy
- Experience design
- Extending customer relationships
- ROI for digital change

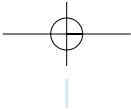
This will be an interactive session between *Tiffany & Co.* and a team of *Razorfish* experts in brand strategy, experience design and technology. We will listen to what you have to say, and we will present some of our ideas for the future of tiffany.com.

Contact us to discuss the details. This workshop is free of cost, free of pain, and full of value. **Consider it a gift from Razorfish to you to mark a very special occasion: opportunity.**

Call Razorfish
Ask for: Marta Zelitsky Kagan
Tel: 617.250.2436

LET US SHOW YOU.

Razorfish is a global digital solutions provider that works with leading organizations to discover, create and implement business solutions by leveraging digital technologies across platforms and devices. From business and brand strategy to system integration, Razorfish provides clients with opportunities to increase revenues, enhance productivity, and maximize competitive advantage. Razorfish is headquartered in New York with offices in 15 cities worldwide.
www.razorfish.com



razorfish™

razorfish™

