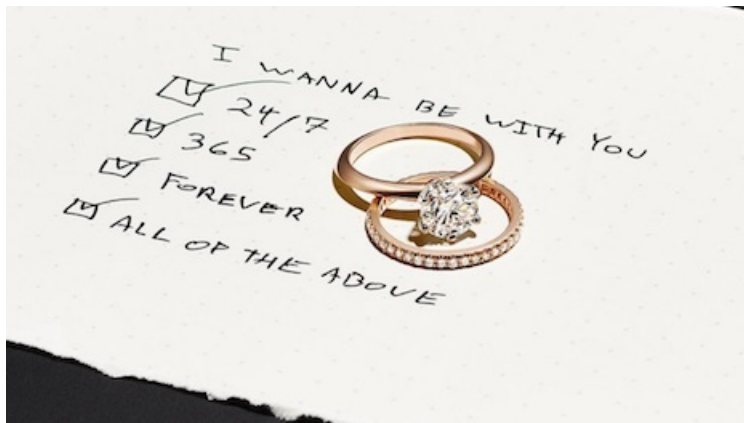


JEWELRY

Tiffany scrawls handwritten "I love yous" on Instagram

July 25, 2017



Tiffany started a love note conversation using the hashtag #TiffanyLoveNote. Image credit: Tiffany & Co.

By STAFF REPORTS

U.S. jeweler Tiffany & Co. is posting love notes on Instagram to start an interactive conversation with its community of followers.

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In a series of posts shared by the jeweler, Tiffany is promoting its engagement jewelry in a way that is relatable to the majority of consumers. By personalizing its efforts with handwritten anecdotes, consumers may relate more to the brand and turn to its jewelry when the time comes to pop the question.

Online love letters

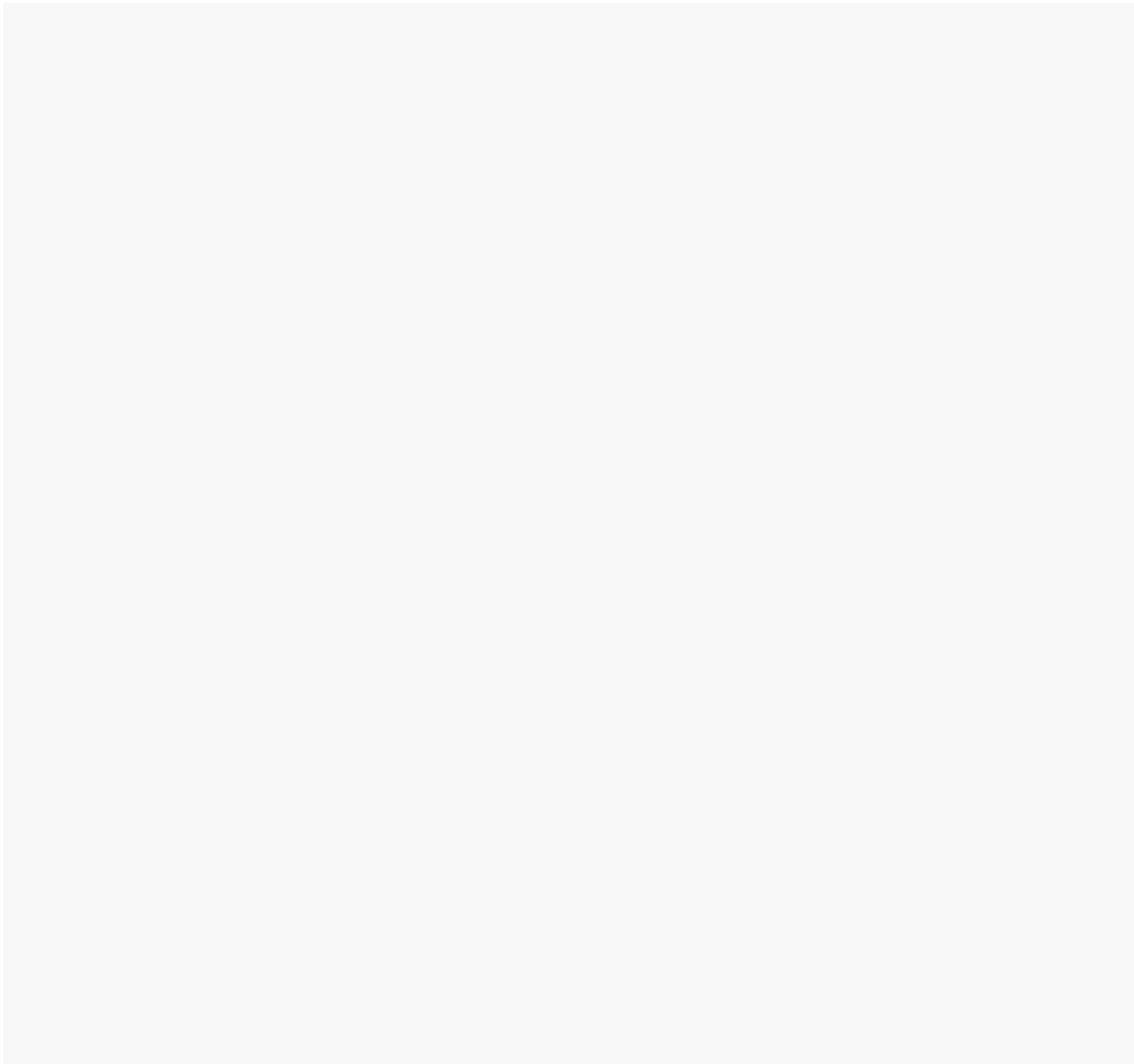
Tiffany's series of posts begins with an engagement ring and wedding band sitting inside a Tiffany blue box. The post was followed by a video version that shows the box's push pin being pressed to reveal the engagement ring inside.

The following posts include handwritten notes with loving and romantic sentiments.

For example, one image shows folded up maps with "What's a couple thousand miles?" written on a blank piece of paper. A stack of three different rings is shown right above the phrase.

In another post, Tiffany shared a yellow sticky note against its signature blue. The note reads "I'm so glad you swiped right!" in a nod to modern romances beginning online.

As of press time, Tiffany has shared eight love notes and featured a different style engagement ring or wedding band in each frame. Also, each of Tiffany's love notes includes a caption where the jeweler encourages followers to share messages they have received from their significant others.



Who brightens up your day? We want to see your love notes. #TiffanyLoveNotes #TiffanyEngagement

A post shared by Tiffany & Co. (@tiffanyandco) on Jul 20, 2017 at 9:25am PDT

To jumpstart a conversation, Tiffany encourages the use of the branded hashtags #TiffanyLoveNotes and #TiffanyEngagement.

Tiffany often asks its social community to weigh in on topics of love.

For example, Tiffany asked the age-old question, "What is love?" to explore the different definitions and variants of today's romantic relationships.

The What is Love? effort served as Tiffany's Valentine's Day 2016 campaign, and featured testimonials from an assortment of individuals, a gift guide and a love generator that presents consumers with an opportunity to express their personal answer to the frequently pondered question. With so many personal interpretations of what love is and means, featuring a bevy of consumer profiles likely served as an accurate depiction of the individuals purchasing Tiffany jewelry for loved ones ([see story](#)).