

JEWELSWEEP™

by

ASHI



**FREE SOCIAL MEDIA
SWEEPSTAKES PLATFORM**

Leverage **SOCIAL MEDIA** to Increase your Sales!



WHY MARKET YOUR BRAND ON SOCIAL MEDIA?

- Social Networking is the top online activity in the US, with the average American Spending 37 minutes per day.
- More than 1 in 3 Internet users go to social networks when looking for more information about a brand or product.
- 51% of Facebook users are more likely to buy the products of brands they follow online.
- 75% of Instagram users take action after being inspired by a post, like visiting a website, searching, shopping or telling a friend.
- 89% of daily Pinterest users have bought something new they discovered on the platform.

ASHI® in technical collaboration with Avalon Solution® has engineered **JewelSweep™** - the first vertically integrated **Social Media Sweepstakes Technology Platform** for the Jewelry Industry, that will connect its Retail Partners to their Consumers to take unique advantage of this phenomenal branding and selling channel.

BENEFITS OF THE FREE SWEEPSTAKES PROGRAM

- Generate more new customer leads and grow your email database.
- Grow your network on Facebook, Instagram, Twitter, Pinterest and other Social Media platforms. **Be everywhere digitally!**
- Create a "Buzz" for your brand by word-of-mouth marketing done by your customers.
- Expand your customer base and Increase product exposure to your target audience.
- Engage your audience and reward participants with Free Prizes.
- Save money and time by utilizing ASHI's Turnkey Sweepstakes platform. Just focus on Selling!

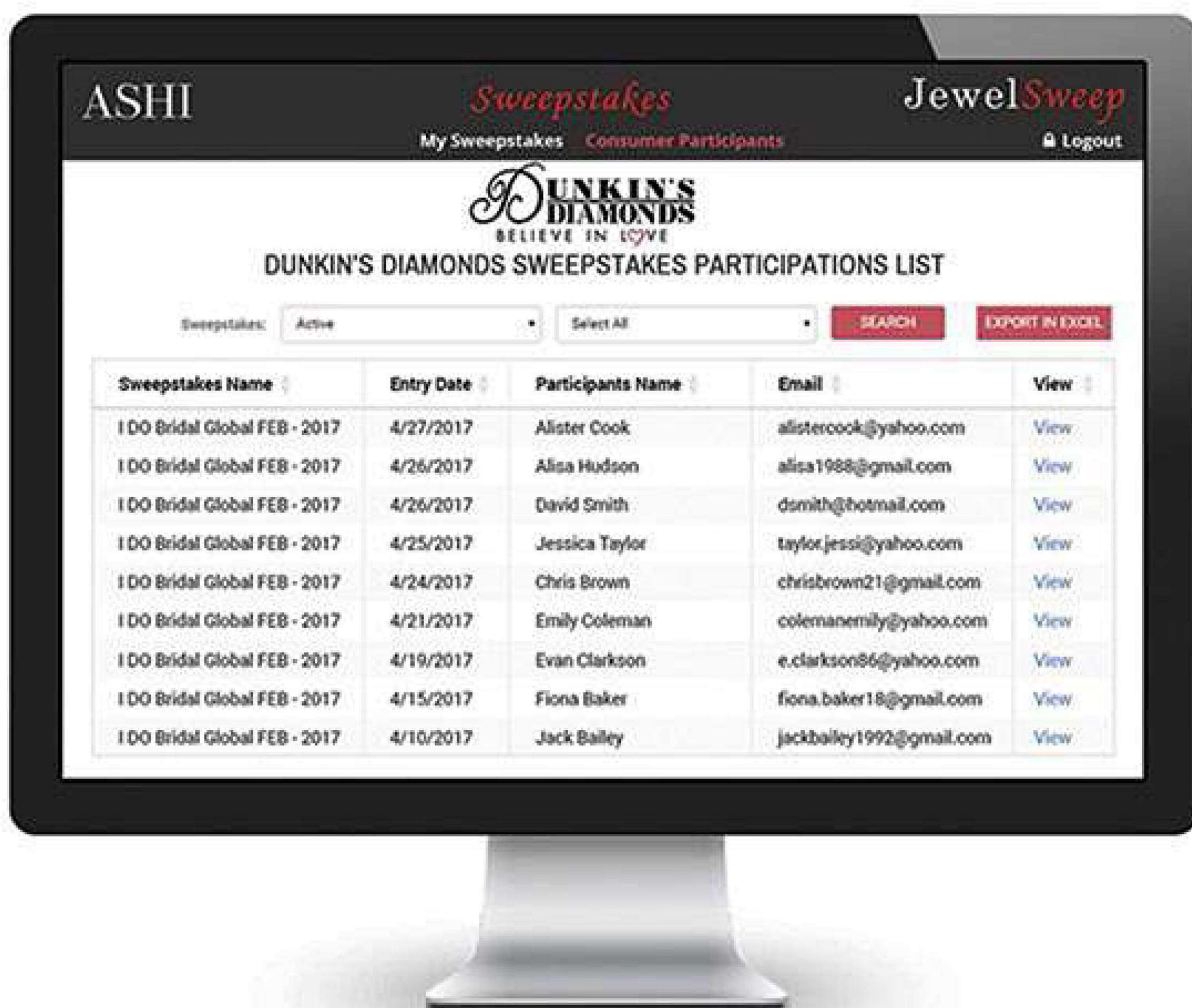
GLOBAL & CUSTOM SWEEPSTAKES

In the Global Sweepstakes, ASHI gives away the prize to one lucky winner. This is a completely FREE marketing opportunity available to all of ASHI's Retail Partners. A winner is randomly selected from the Retailer with the highest entry pool.

The Custom Sweepstakes gives all Retailers participating in ASHI's Bridal, Lovebright and Christmas Holiday Print to Digital Marketing Programs an opportunity to pick a winner from their individual stores. You just purchase an ASHI style and use it as the prize for your Custom Sweepstakes.

Your consumer data will be exclusively available to only you, and will not be shared with any third party.

Capitalize on this Powerful Sweepstakes Platform to Grow your Email Database, Generate more Leads and Increase Sales!



The screenshot displays the ASHI Sweepstakes platform interface. At the top, there are logos for ASHI, Sweepstakes, and JewelSweep. Below the logos, there are navigation links for 'My Sweepstakes' and 'Consumer Participants', and a 'Logout' button. The main heading is 'DUNKIN'S DIAMONDS BELIEVE IN LOVE' and 'DUNKIN'S DIAMONDS SWEEPSTAKES PARTICIPATIONS LIST'. There are filters for 'Sweepstakes: Active' and 'Select All', along with 'SEARCH' and 'EXPORT IN EXCEL' buttons. The table below lists participants with columns for Sweepstakes Name, Entry Date, Participants Name, Email, and View.

Sweepstakes Name	Entry Date	Participants Name	Email	View
100 Bridal Global FEB - 2017	4/27/2017	Alister Cook	alistercook@yahoo.com	View
100 Bridal Global FEB - 2017	4/26/2017	Alisa Hudson	alisa1988@gmail.com	View
100 Bridal Global FEB - 2017	4/26/2017	David Smith	dsmith@hotmail.com	View
100 Bridal Global FEB - 2017	4/25/2017	Jessica Taylor	taylor.jessi@yahoo.com	View
100 Bridal Global FEB - 2017	4/24/2017	Chris Brown	chrisbrown21@gmail.com	View
100 Bridal Global FEB - 2017	4/21/2017	Emily Coleman	colemanemily@yahoo.com	View
100 Bridal Global FEB - 2017	4/19/2017	Evan Clarkson	e.clarkson86@yahoo.com	View
100 Bridal Global FEB - 2017	4/15/2017	Fiona Baker	fiona.baker18@gmail.com	View
100 Bridal Global FEB - 2017	4/10/2017	Jack Bailey	jackbailey1992@gmail.com	View

ASHI's sweepstakes program was an amazing touch to Dunkin's Diamonds marketing program. The program attracted a lot of traffic to our website, social media pages and helped increase Bridal Sales. It was definitely a wonderful program to be involved in. The best part about the sweepstakes? – It was completely FREE! We generated great exposure and profits with zero investment!"

Julie Pyne – Vice President of Merchandising – Dunkin's Diamonds, Ohio

Features of the **GLOBAL** & **CUSTOM** Sweepstakes

SR#	FEATURES	GLOBAL SWEEPSTAKES	CUSTOM SWEEPSTAKES
1	FREE Sweepstakes Platform		
2	Sweepstakes Landing Page with Retailers Store Info		
3	Marketing Materials for Social Media, Websites and Blogs		
4	Digital Image Library		
5	Technical Support from Avalon Solution		
6	Unrestricted Access to your Consumers' Data		
7	Guaranteed Winner from Your Store		
8	Ability to Choose the Winner for your Store		

Jenn Beene
from

Robert Lance Jewelers
Lubbock, TX

WINNER of the
ASHI
Holiday Sweepstakes 2022



Samantha Grafton
from

Seita Jewelers
Tarentum, PA

WINNER of the
ASHI
Bridal Sweepstakes 2022



Tessa Blevins
from

Bradley Gough Diamonds
Fort Wayne, IN

WINNER of the
ASHI
Holiday Sweepstakes 2021



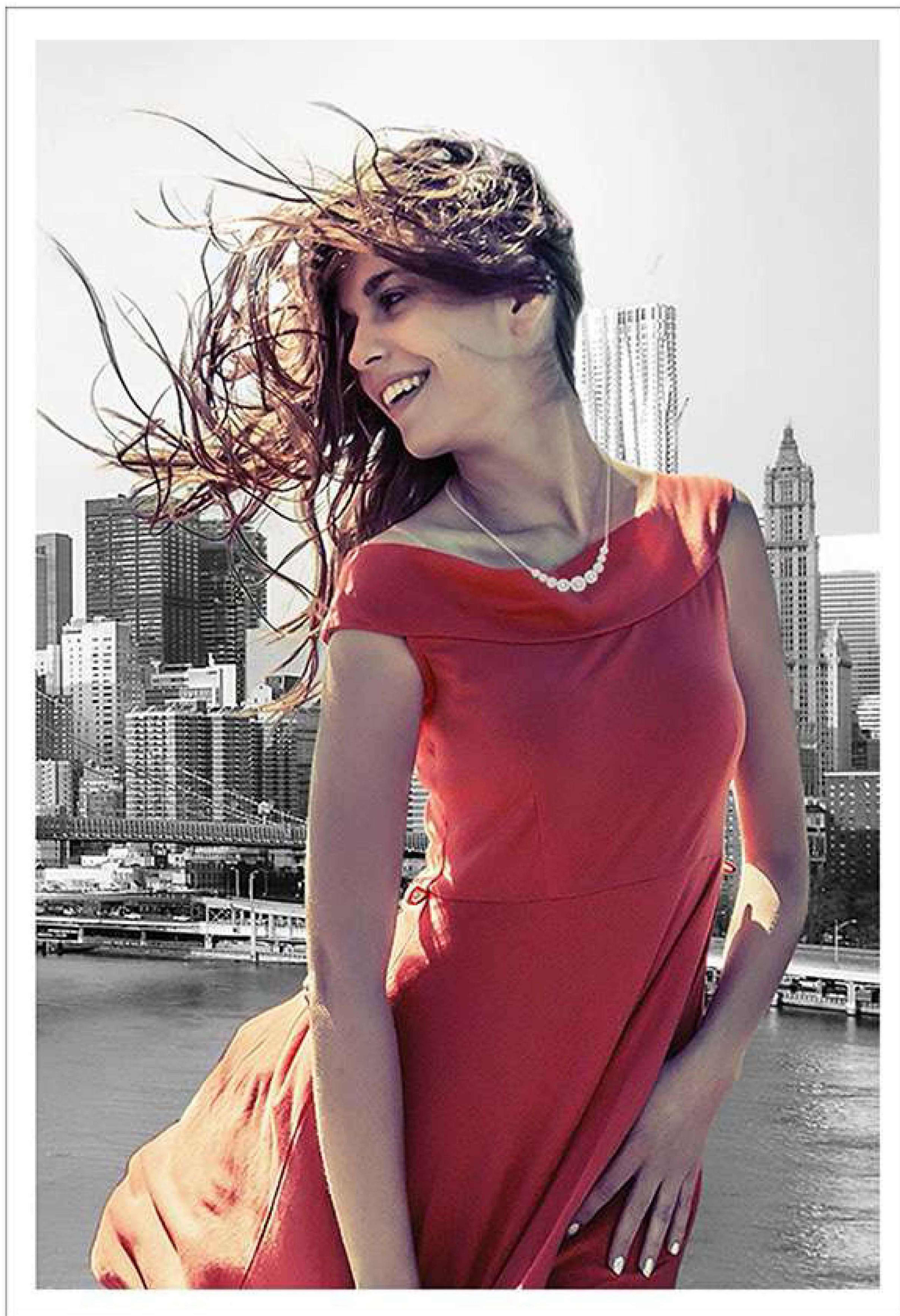
To Learn more about our FREE Sweepstakes Program, please contact:

☎ 212.319.8291 | 800.622.ASHI

✉ sweepstakes@ashidiamonds.com

🌐 ashidiamonds.com/sweepstakes

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