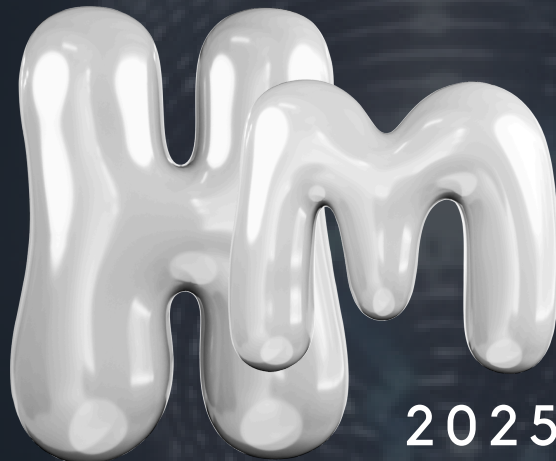


INTERNATIONAL MARKETING CASE



Redacted by

Mélissa Robert - Director of Marketing and E-commerce, Mia Bijoux
Jasmine Duplessis - VP Academic, Happening Marketing 2025



COMPANY BACKGROUND

Founded in Quebec, Mia Bijoux is an innovative brand of hypoallergenic and water-resistant stainless steel jewelry, known for its elegant design and commitment to inclusivity. The company stands out for its novel approach, combining quality, durability, and accessibility. Unlike traditional jewelry, Mia Bijoux pieces are designed to withstand daily wear while offering a refined and timeless style.

Since its inception, Mia Bijoux has established itself in the Canadian market through an effective marketing strategy, an omnichannel distribution model, and a strong presence on social media. The company has implemented a robust online sales system, supported by targeted digital campaigns and collaborations with influencers in the fashion and wellness sectors.

In parallel, Mia Bijoux has formed partnerships with local boutiques and retailers to offer a hybrid customer experience, combining the convenience of online shopping with direct product interaction. The company prides itself on offering eco-friendly packaging and integrating sustainable practices into its production process.

With a loyal customer base in Canada and successful expansion into other regions, Mia Bijoux now aims to enter the American market, starting with the strategic state of Florida.



TARGET MARKET

Florida is a strategic choice due to its warm and humid climate, conducive to the appreciation of water-resistant jewelry, and its diverse population, including tourists and high-income residents. The state has a strong consumer culture in fashion and accessories, with a growing sensitivity to hypoallergenic, eco-friendly, and water-resistant products. Florida welcomes millions of tourists annually, representing a unique opportunity to introduce the brand to an international clientele.

Floridian consumers are very active online and receptive to digital marketing campaigns and influencer recommendations. Additionally, Florida's shopping malls are among the most visited in the United States, offering interesting potential for a physical sales strategy.

Mia Bijoux plans to operate in two phases:

- **Phase 1** : Launch online sales to Floridian consumers through an adapted digital marketing strategy, including social media advertising, influencer marketing, and SEO.
- **Phase 2** : Open physical kiosks in strategic shopping malls to strengthen the brand's presence and offer an in-person experience. The choice of locations will be based on traffic, customer profiles, and local competition.

The goal is to establish Mia Bijoux as a reference brand for hypoallergenic and water-resistant jewelry in this new market while building a trusting relationship with American consumers.



CHALLENGES

Mia Bijoux aims to successfully establish itself in Florida, but several major challenges arise:

- Standing out in a competitive market
- Optimizing the marketing budget for maximum impact
- Understanding the specific expectations of Floridian consumers, particularly regarding the water resistance of jewelry
- Ensuring efficient logistics for delivery and stock management

MANDATE

You are tasked with developing a marketing strategy to help Mia Bijoux succeed in Florida.

Your strategy should include:

- A thorough market analysis
- A digital marketing strategy
- An integrated communication plan
- A comprehensive implementation strategy including distribution logistics
- A plan for the physical phase
- Budget estimation, timeline, and implementation recommendations

CONSTRAINTS

- Budget limited to a range of \$10,000 - \$15,000 for the initial launch.
- The strategy must be realistic and applicable within a 6-month timeframe.
- Consider the cultural and commercial particularities of the American market.

For more details on Mia Bijoux's expansion intentions in Florida, you can consult this article: [Mia Looks to Florida for 1st U.S. Location](#)



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