

The logo for the University of the Arts London (UAL) is displayed in white text on a black background. The text 'ual:' is in a large, bold, sans-serif font, followed by 'university of the arts london' in a smaller, all-caps, sans-serif font. The background of the slide is split diagonally from the bottom-left to the top-right. The upper-left portion is black, and the lower-right portion is a light pinkish-purple. A thin gold border follows the outer edges of the slide, including the diagonal split.

ual: university
of the arts
london

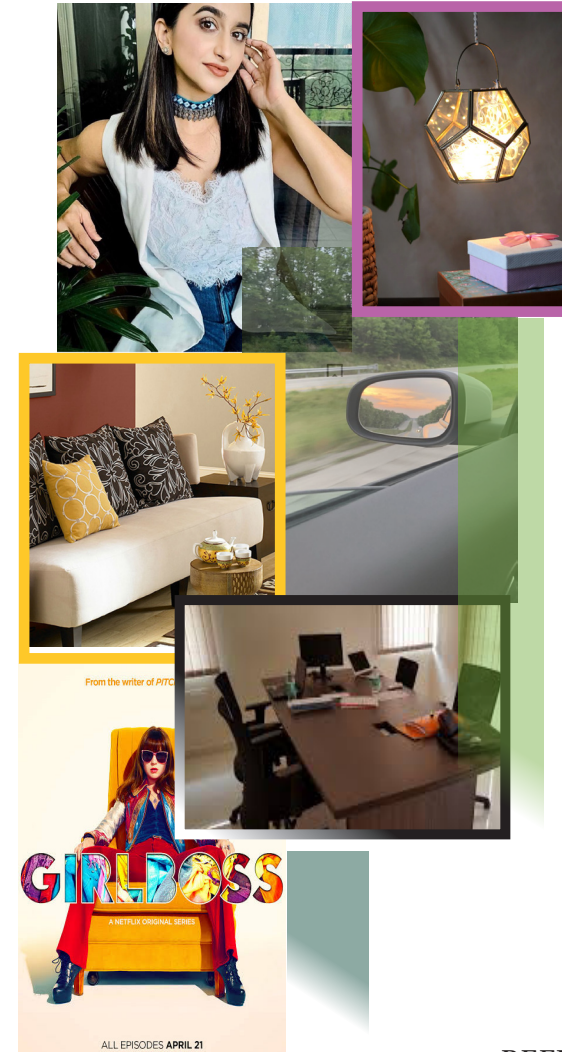
SUBMITTED BY:
SHIVANI RATH
WEEK 2



PERSONALITY:
quirky style, fusion lover, bold, wealthy
,out going and craft driven.



Earrings, anklets, chains, bracelets, rakhis ,wall hangings,clothing(new launches)

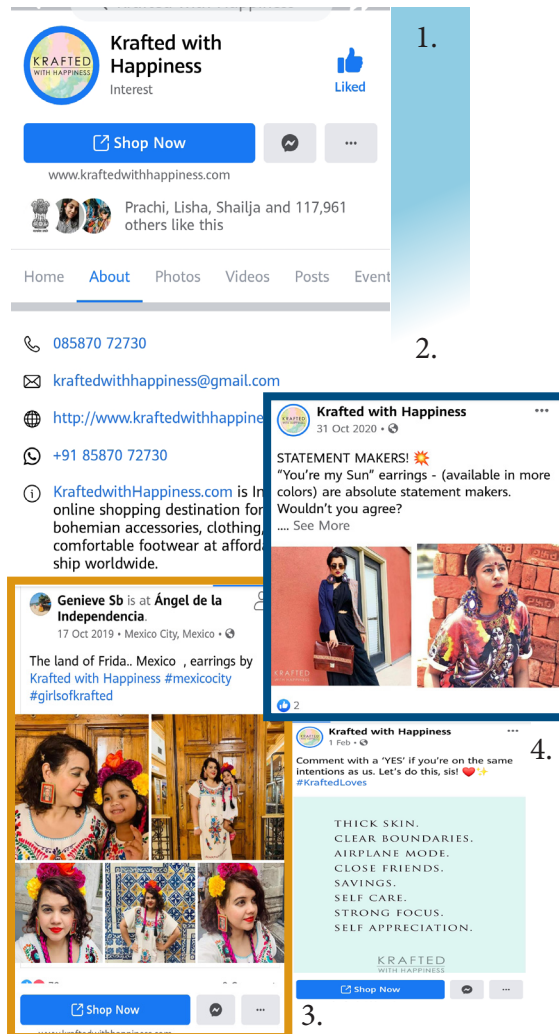


Independent women, aged between 22-36 ,lavish lifestyle, upper middle class and high class, craft reviving enthusiast,long drives, house warming party with family and friends.



Indian with a twist of quirky ,bohemian and western fashion. A flashy state of affair. India's ranked no.1 for handmade and crafted jewellery.

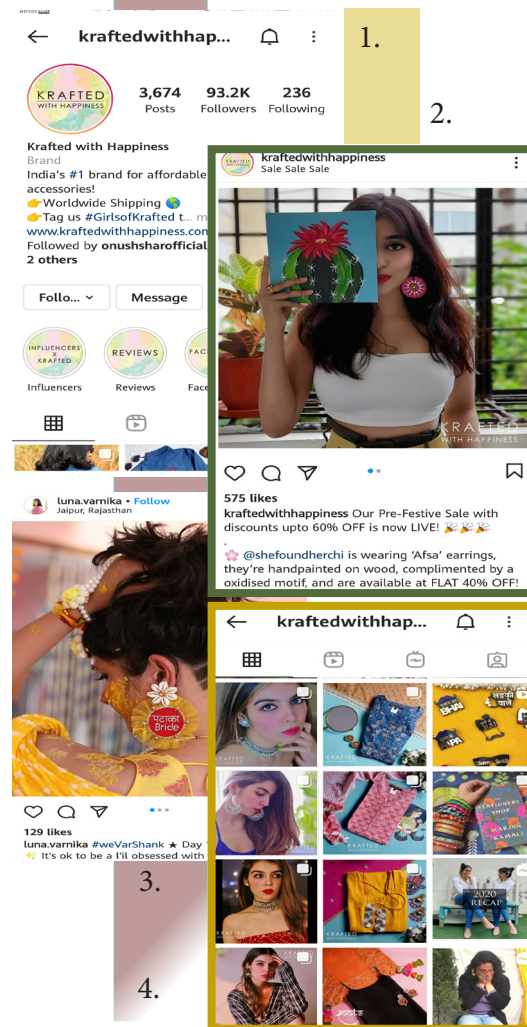
BRAND PERSONALITY



STRATEGY:

Audience oriented, funky, pop posts, direct link under posts, Conversion through clicks like 'shop now', 'flat 30% off'.

1. facebook page , 117k followers.
2. owned post
3. user generated post
4. strong quotes aiming customers mostly in Facebook



PRODUCTION: Follows Critical path, every two-three days interval post, process board and season board sneakpeak posts, craft oriented post

1. Instagram page, 93.2k followers.
2. owned post
3. user generated post
4. Instagram page overview.

In Instagram :re sharing of shared media and design inspiration(home)

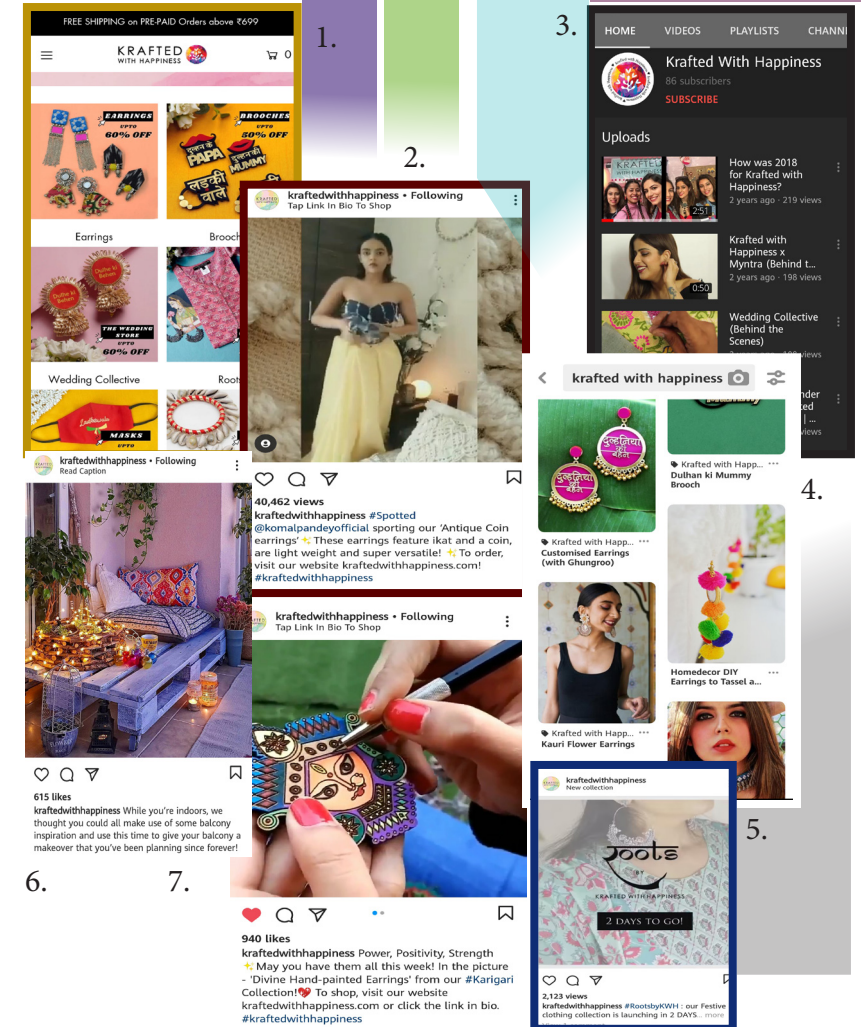
AMPLIFICATION:

One hashtag is used for virality: #girlsofkrafted.

Cadence: videos of making, Igtv styling, upcoming collection post peek a boo.

Buzz: dark media, email

TOV: straight call, quote, ideas, yet polite.



1. all click throughs to website txn.
2. re shares post of influencer styling.
3. Youtube channel: people behind it.
4. Pinterest page, photography boards.
5. seeding upcoming collection
6. gives interior designs inspiration by resharing posts
7. hooking the customer to the product.