

socioar

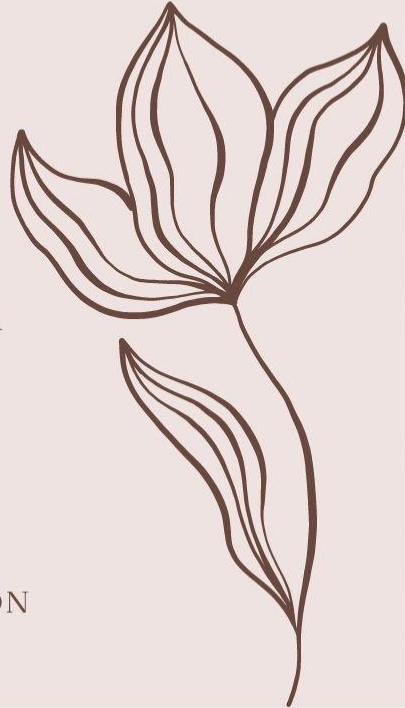
DESIGN & DIGITAL AGENCY

B.D. Khanna Jewellers
Creative Communication & Strategy Presentation



B.D. KHANNA
JEWELLERS

CREATIVE
COMMUNICATION &
STRATEGY PRESENTATION



ABOUT B.D. KHANNA JEWELLERS



Established in **2004**, **Bhagwan Das Khanna Jewellers** now, popularly known as **B.D. Khanna Jewellers** is a **boutique jewellery brand** set in the heart of South Delhi.

As a **niche brand** that has been passed on from one generation of jewellers to the next, it is currently being strongly led fourth by **Deepak Khanna**, who is the **fourth generation** of the **legacy brand** carrying on its namesake.

Their **highly personal service** and discretion paired with a **near-miraculous** ability to source the most **magnificent and rare gems** meant that over the generations, their business has thrived and today has a **tasteful presence** offering unique and **fascinating designs** to new generations of clients.



COMPETITOR ANALYSIS



RAKYANS FINE JEWELLERY

Social Media Presence:

- **Instagram:** 5,521 Followers
- **Facebook:** 1.4K Likes
- **Story:** No
- **Reels:** Yes
- **Frequency:** 1-2 times a week
- **Posts:** Mood shots | Model Shots | Jewellery
Close-ups | Jewellery Variety | Ambience Shots |
Product Shots | Collaborations | Collection-Focused.
- **Topical content:** No
- **Content Tonality:** Conversational & Informative
- **Hashtags:** #Rakyans #RakyansFineJewellery
#RakyansLuxury



JAGAT JEWELS

Social Media Presence:

- **Instagram:** 22K Followers
- **Facebook:** 2.6K Likes
- **Story:** Yes
- **Reels:** Yes
- **Frequency:** 3-4 times a week
- **Posts:** Mood shots | Model Shots | Jewellery Close-ups | Jewellery Variety | Ambience Shots | Product Shots | Brand Collaborations | Influencer Marketing | Collection-Focused.
- **Topical content:** No
- **Content Tonality:** Conversational & Informative
- **Hashtags:** #JagatJewels



AMARIS BY PRERNA RAJPAL

Social Media Presence:

- **Instagram:** 56.4K Followers
- **Facebook:** 14,821 Likes
- **Story:** Yes
- **Reels:** Yes
- **Frequency:** 5-6 times a week
- **Posts:** Mood shots | Model Shots | Jewellery Close-ups | Jewellery Variety | Ambience Shots | Product Shots | Brand Collaborations | Influencer Marketing | Collection-Focused | Events | Publications & PR | Celebrity Engagement.
- **Topical content:** No
- **Content Tonality:** Conversational & Informative
- **Hashtags:** #AmarisWomen

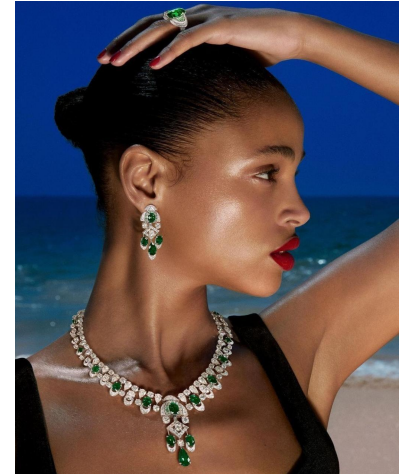


INSPIRATIONAL BRANDS



Social Media Presence:

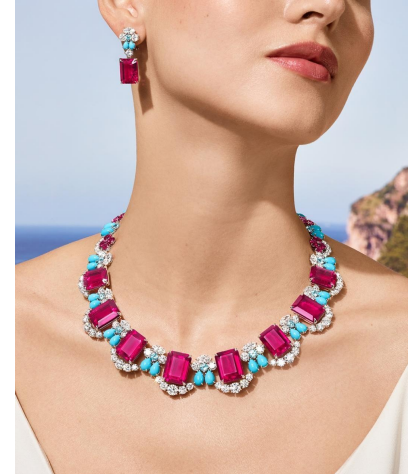
- **Instagram:** 1 Million Followers
- **Facebook:** 104,792 Likes
- **Story:** Yes
- **Reels:** Yes
- **Frequency:** 4-5 times a week
- **Posts:** Mood shots | Model Shots | Jewellery Close-ups | Jewellery Variety | Ambience Shots | Product Shots | Brand Collaborations | Influencer Marketing | Collection-Focused | Events | Publications & PR | Celebrity Engagement.
- **Topical content:** No
- **Content Tonality:** Conversational & Informative
- **Hashtags:** #FallInLoveWithGraff #GraffDiamonds



HARRY WINSTON

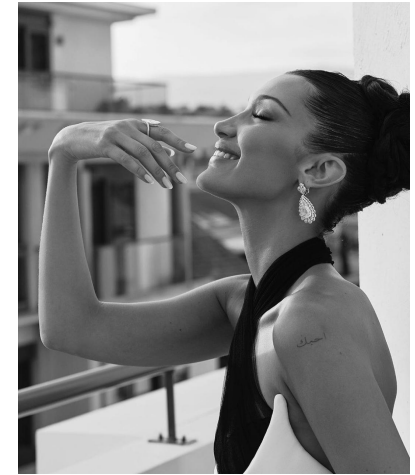
Social Media Presence:

- **Instagram:** 1.3 Million Followers
- **Facebook:** 449,969 Likes
- **Story:** Yes
- **Reels:** Yes
- **Frequency:** Daily
- **Posts:** Mood shots | Model Shots | Jewellery Close-ups | Jewellery Variety | Ambience Shots | Product Shots | Brand Collaborations | Influencer Marketing | Collection-Focused | Events | Publications & PR | Celebrity Engagement.
- **Topical content:** No
- **Content Tonality:** Conversational & Informative
- **Hashtags:** #HarryWinston #WinstonWishes



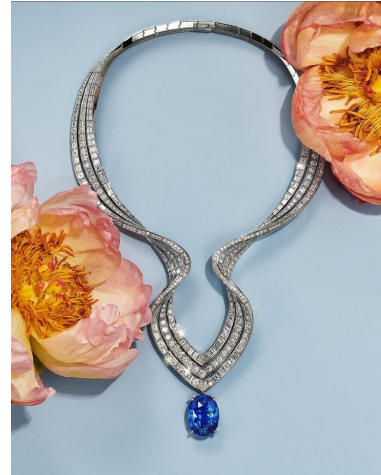
Social Media Presence:

- **Instagram:** 2.1 Million Followers
- **Facebook:** 1,183,319 Likes
- **Story:** Yes
- **Reels:** Yes
- **Frequency:** Daily
- **Posts:** Mood shots | Model Shots | Jewellery Close-ups | Jewellery Variety | Ambience Shots | Product Shots | Brand Collaborations | Influencer Marketing | Collection-Focused | Events | Publications & PR | Celebrity Engagement.
- **Topical content:** No
- **Content Tonality:** Conversational & Informative
- **Hashtags:** #Chopard #ChopardEthicalGold #ChopardDiamonds #SwissMade



Social Media Presence:

- **Instagram:** 13.8 Million Followers
- **Facebook:** 10,307,255 Likes
- **Story:** Yes
- **Reels:** Yes
- **Frequency:** Daily
- **Posts:** Mood shots | Model Shots | Jewellery Close-ups | Jewellery Variety | Ambience Shots | Product Shots | Brand Collaborations | Influencer Marketing | Collection-Focused | Events | Publications & PR | Celebrity Engagement.
- **Topical content:** No
- **Content Tonality:** Conversational & Informative
- **Hashtags:** #TiffanyHighJewelry #TiffanyBlueBook #TiffanyAndCo



TARGET AUDIENCE



Gender: Men & Women

Audience Age Group is divided in terms of a two-fold approach:

→ **Primary:** 45-70 years and above

→ **Secondary:** 25-44 years.

- Women tend to buy jewellery for themselves that has colour and can be a gorgeous accessory to make an outfit really pop.
- The audience today, is purchasing towards a means of self-expression and are trying to do so while maintaining their personal ethical standards when it comes to labour and the environment.
- Our shoppers are informed and are looking for more in depth information about the jewellery they buy.
- Up to 33% of older millennials tend to regularly treat themselves to luxury goods.
- Our audience likes to view branded content in an aesthetic and authentic manner.

They are:

- UPPER MIDDLE CLASS | UPPER CLASS | ELITE
- Business Professionals | Generational Clients | High Salaried Professionals | Entrepreneurs | Lifestyle Influencers | Luxury Influencers | Foreign Tourists | NRI's | Couples | Families | Trend Followers | Soon-to be Bride & Grooms | Millennials | Gen Xers |



OBJECTIVES



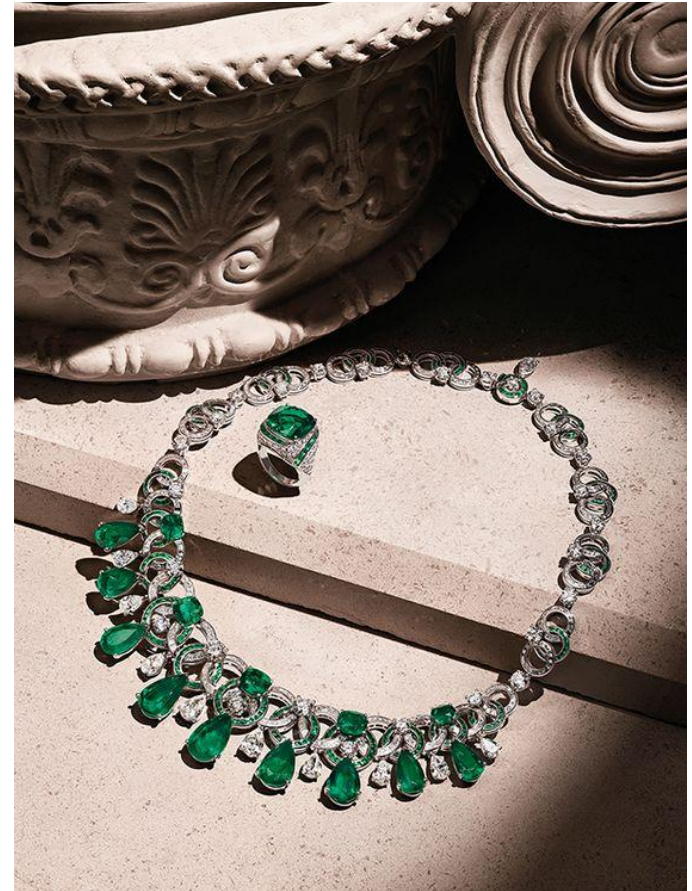
- **Restrategising** the entire plan of action for the brand, in terms of **communication, visual aesthetics and digital appeal** to **mobilise awareness**.
- Embracing **years of legacy** bestowed upon by each generation, thereby **establishing the brand's credibility**.
- Displaying the **ability to curate fine designs**, with **unparalleled gems** and harnessing pieces that remain **relevant yet timeless**.
- **Narrating personalised stories** with each and every piece of jewellery to **create moments of perennial engagement** that our buyer holds close to their heart.
- **Creating a major recall value** by establishing our designs, brand name and all that **B.D. Khanna Jewellers** stands for and **redirect current & potential buyers to the store, directly**.



PLAN OF ACTION




- **Establishing & revamping our brand identity** — which would include a set of creative elements that feed into the branding process — like our **website, social media, logo & communication collaterals** — that **broadcast our message, values and purpose.**
- **Social media** is an excellent starting point for us to reach our target audience. We would first begin by **creating a social media brand persona guide** and **remain consistent** across **every social channel** that we would use i.e. - **Instagram & Facebook**
- **Building a brand voice & tonality** — by doing this we make sure that the **images and content** that we post is **consistent** with the **style and imagery of our brand.**
- We would also have to **curate a production exercise** every **3-4 months** when we **launch a new collection** to further **promote & raise awareness** about the **brand and its key offerings.**
- At its core, **digital branding facilitates communication between a company and its customers.** Unlike traditional ads, digital branding doesn't talk at you; it seeks to **engage with you.** We would also be doing so by **running digital advertisements** to further **re-route traffic onto our website & social media handles.**



BRAND NOTE & STORYLINE





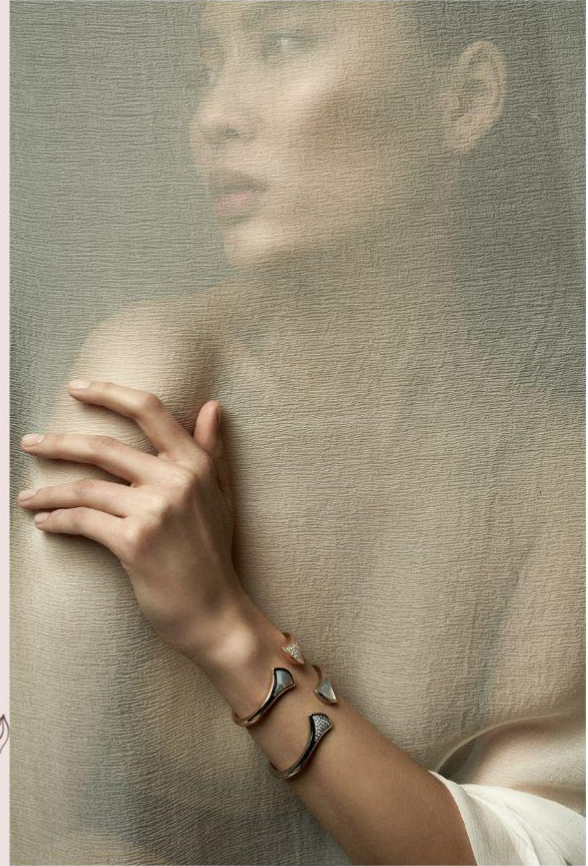
B.D.Khanna Jewellers finds that subtle balance between elegance, innovation and high craftsmanship. The label creates for women who seek to **incorporate exclusive pieces of jewellery** into their **everyday life**, whilst **democratising luxury jewels**, providing a broader audience with **access to fine jewellery**.

A family-led business, now in the hands of the fourth generation, where **Deepak's passion** for jewellery was born from his **love for design** and **deep value towards the craft**.

Bearing this thought in mind we unveil, a new persona of the brand...



THE HOUSE OF
B.D. KHANNA
JEWELLERS





THE HOUSE OF
B.D. KHANNA
JEWELLERS



DESIGN DEXTERITY





While some jewellery trends arrive with a bang and, before you know it, fizzle out just as quickly. At the **House of B.D.Khanna Jewellers**, **exquisite designs** seem to tap into the collective conscience, creating a snowball effect that has a **lasting mark on the world of jewellery**. Their versatile pieces are **curated as heirlooms** being passed on from one generation to the next.

From **diamonds, polki, gold, pearls, to even kundan**, the label balances **sculptural lines, colourful material, global aesthetics** and **timeless individuality** in all their collections.

SAPPHIRE COLLECTION STORY





From **Helen of Troy, Charlemagne, Shah Jahan to Catherine the Great** — the crescendo of blue **sapphires** dawned by **history's most popular names**, has emphasised the **delicacy** and **refinement** of the **gemstone**.

For centuries, sapphire has been associated with **royalty, romance, honesty, and honour**. Revered for their **beauty, strength, durability**, and the perceived powers of **wellness and protection** — it comes from the **Greek word, sappheiros**, that means **blue** – this is why it makes the perfect something blue!

In recent years, the jewellery world has developed a fascination with all manner of unusual gemstones. At the **House of B.D.Khanna Jewellers, daring combinations** and an **innovative vision**, makes their designs **stand out from traditional jewellery**. The designer's amalgamation of **diamonds seamlessly blended in with sapphires** represents a **contemporary choice** for **fine jewellery**, which brings a **fresh and playful touch** for the modern consumer's keen eye.





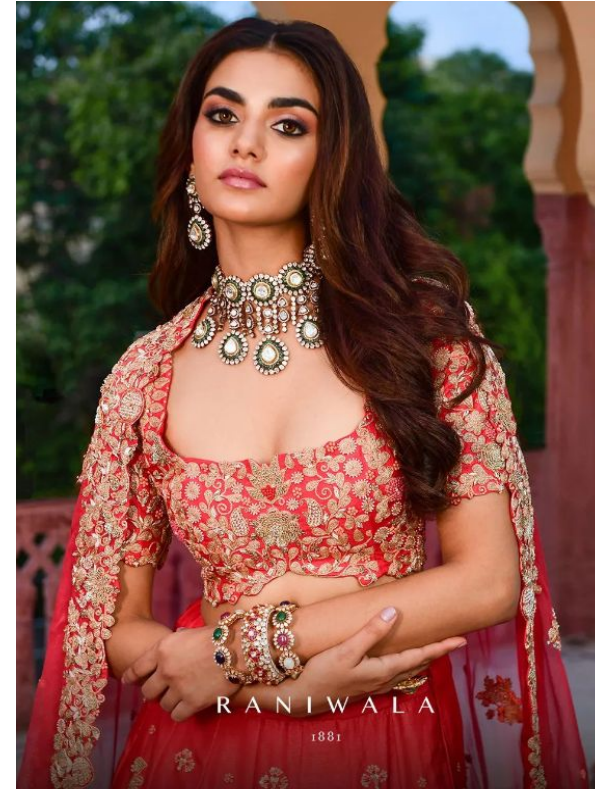


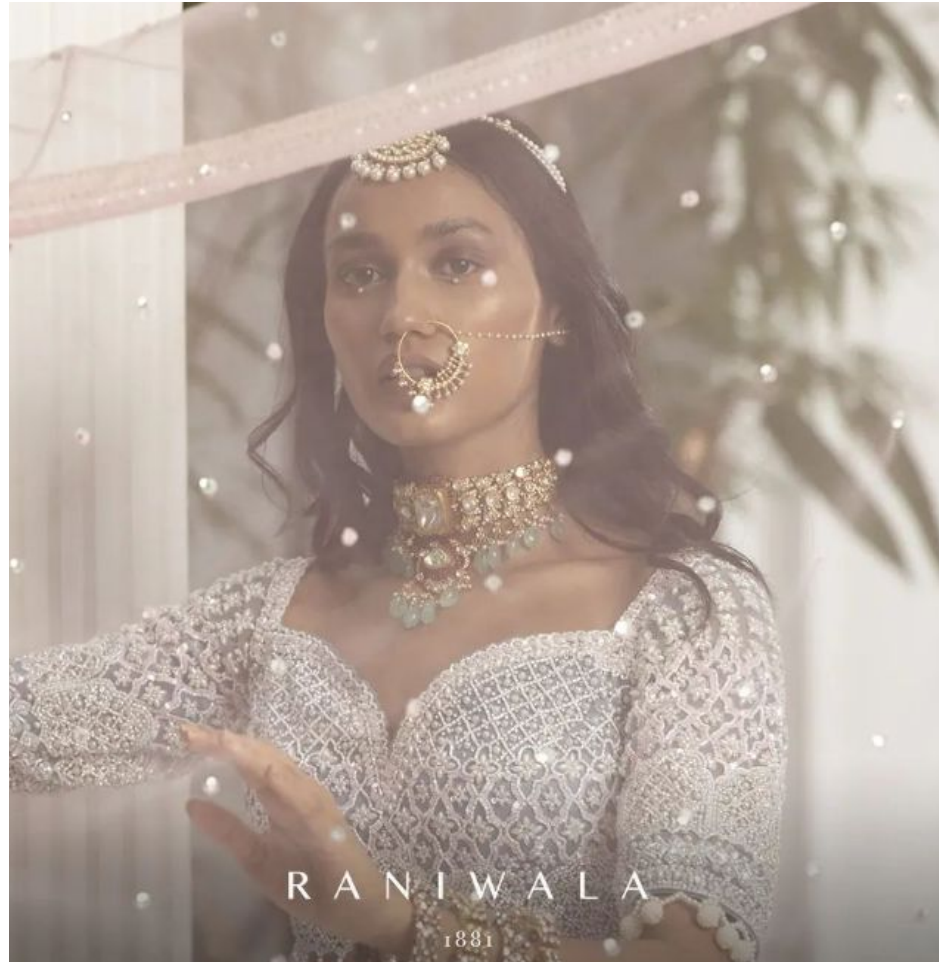
VISUAL REPRESENTATION

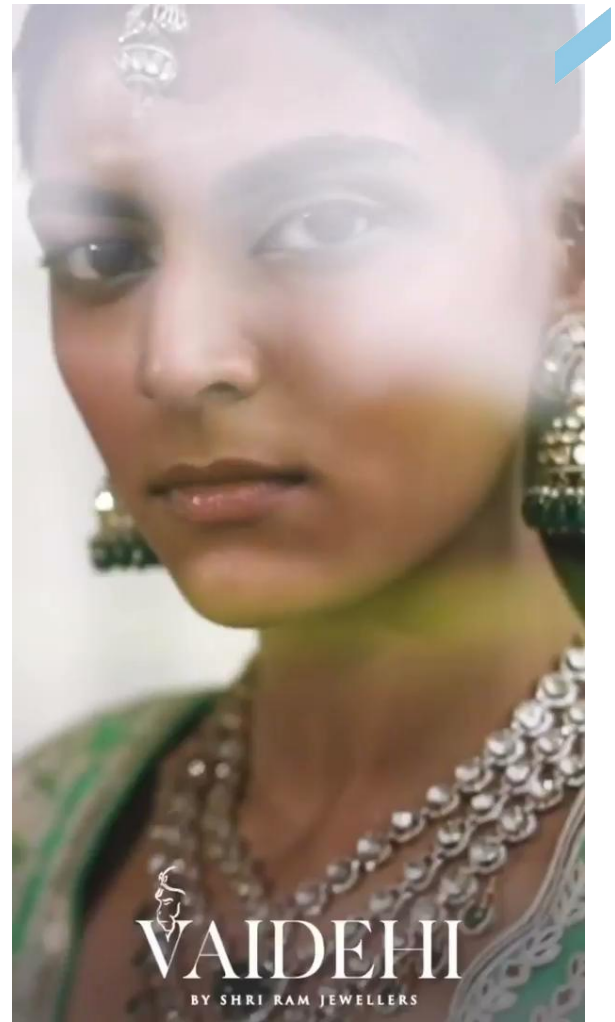
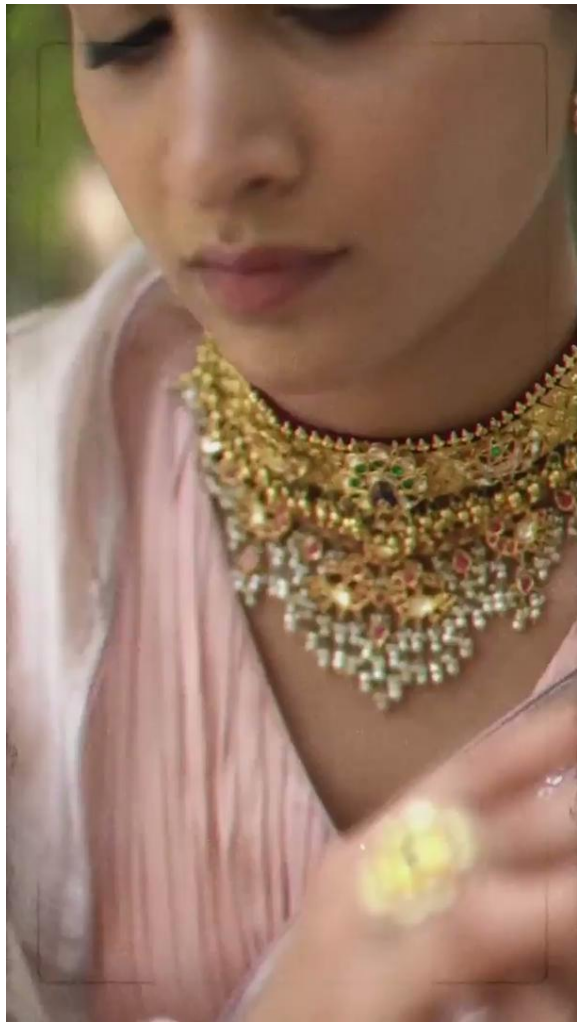




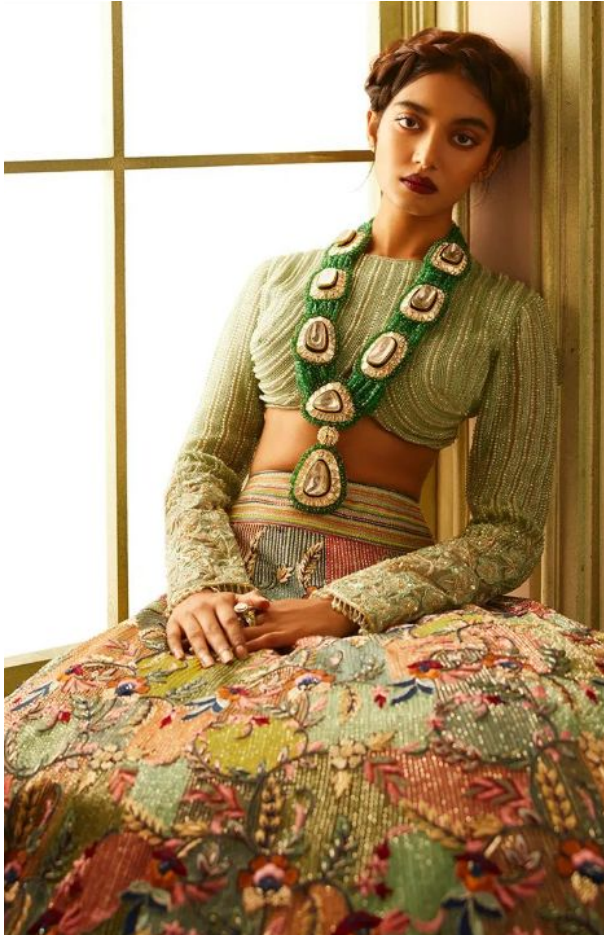
COME WITH US TO ENVISION A
TREASURE TROVE OF EXUBERANCE...

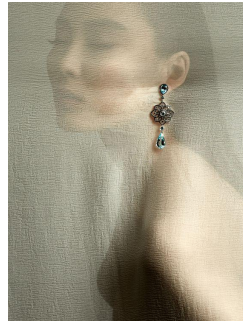


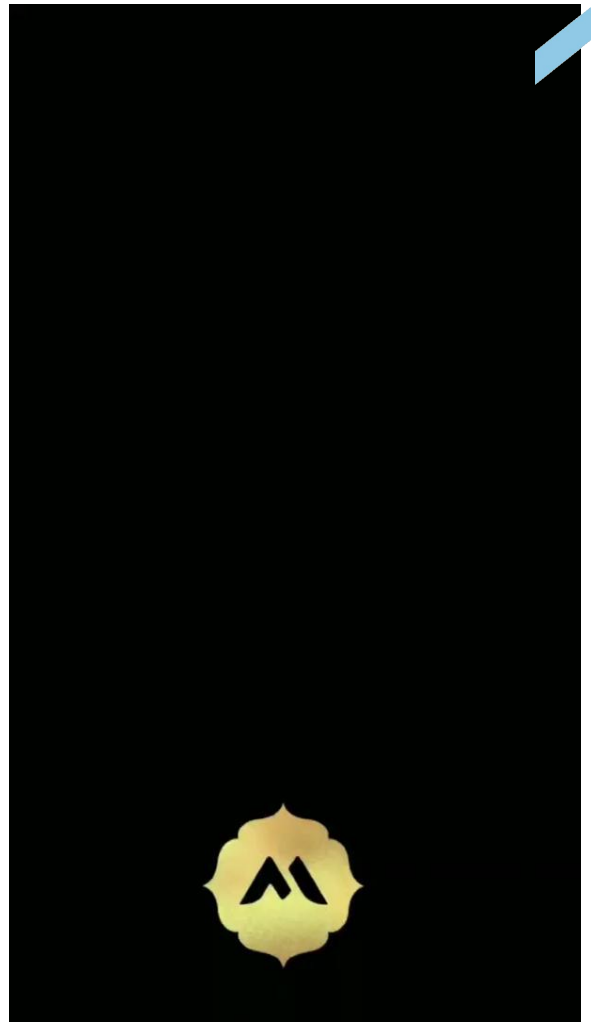
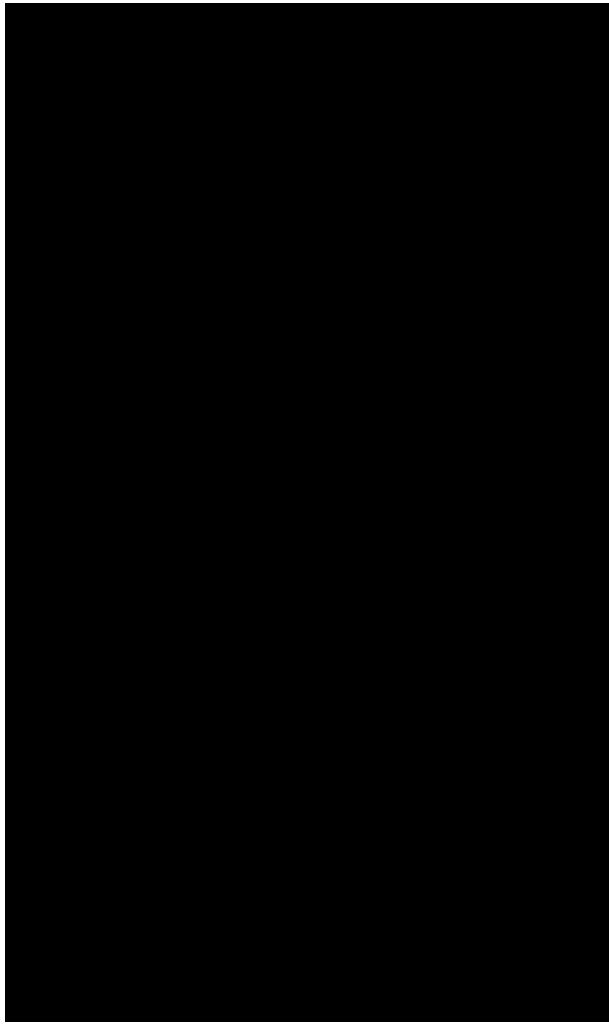




VAIDEHI
BY SHRI RAM JEWELLERS



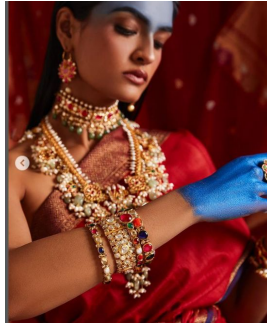


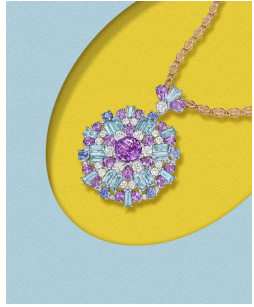














INFLUENCER MARKETING



Brands can reach fashion and jewelry buyers via influencer marketing.

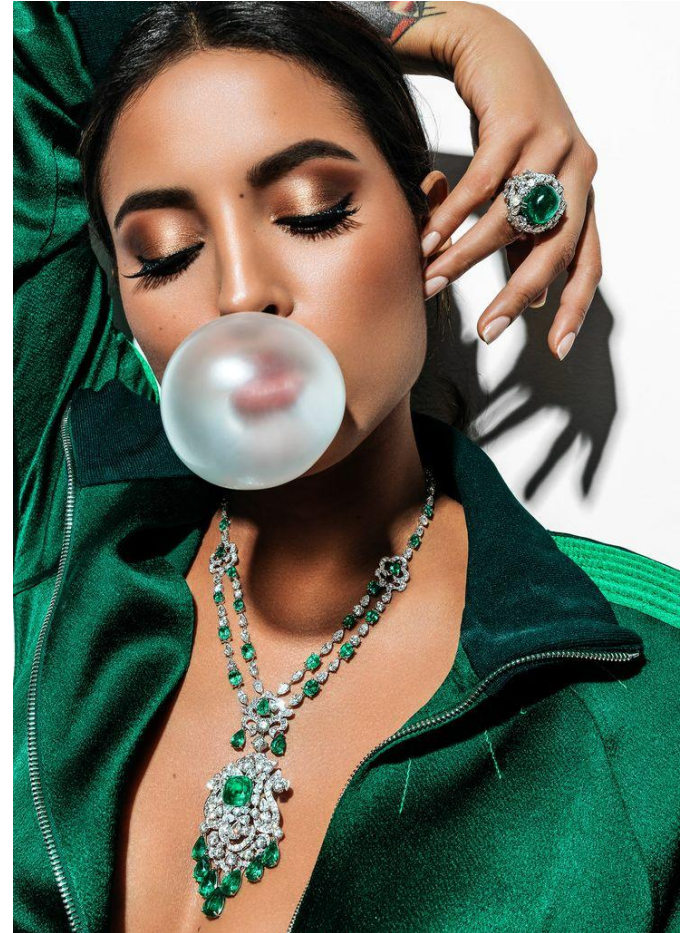
It gives brands the opportunity to reach consumers in different, exciting and new ways that go **beyond traditional advertising.**

Since 57% of this audience use ad-blockers each month, brands can benefit from an alternative method of advertising that bypasses underlying frustrations consumers associate with ads.

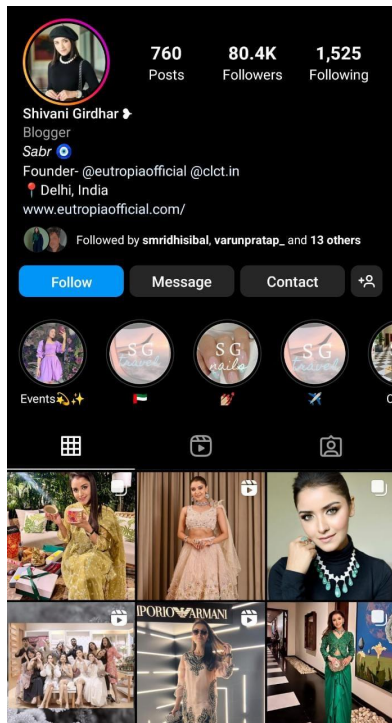
The growing role played by social media influencers in fashion marketing and commerce in the past 5-10 years is testament to the tremendous **importance of word-of-mouth in the luxury community.**

Although influencer marketing can be difficult to identify as a source of brand discovery due to its non-interruptive nature, **26% of fashion and jewellery buyers typically find out about new brands via celebrity endorsements.**

What's more, this audience shows an above-average tendency to be influenced by the opinions of others.

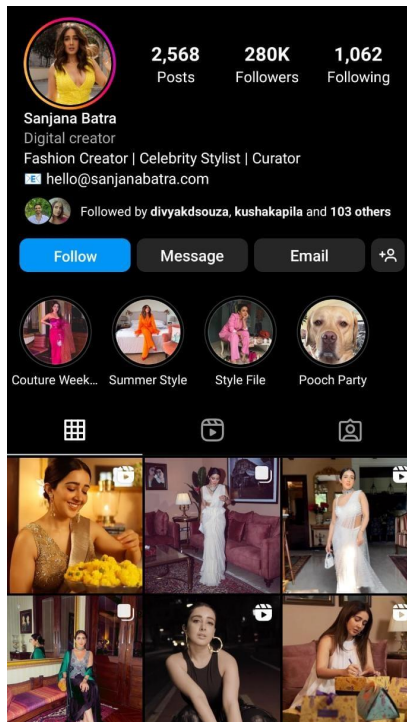


SUGGESTED CONTENT CREATORS



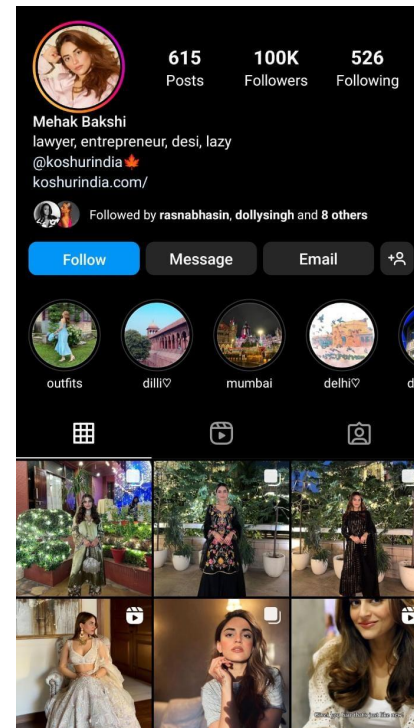
Shivani Girdhar
80.4K Followers

Profile Link:
<https://bit.ly/3TqJXuC>



Sanjana Batra
280K Followers

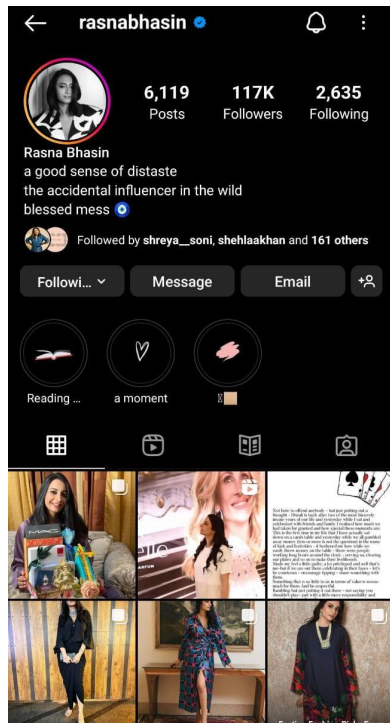
Profile Link:
<https://bit.ly/3z8qtMW>



Mehak Bakshi
100K Followers

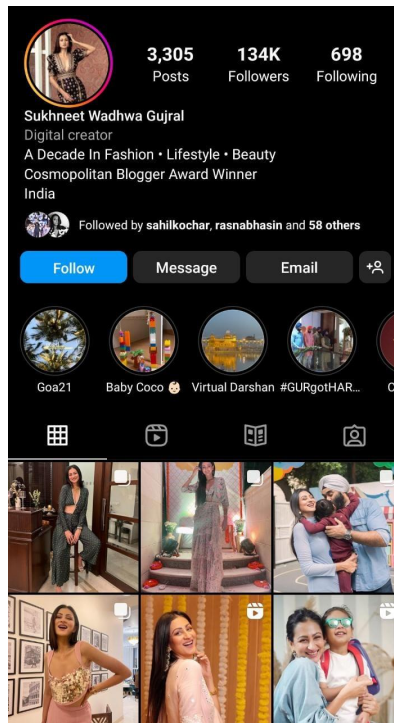
Profile Link:
<https://bit.ly/3VVJH8M>

SUGGESTED CONTENT CREATORS



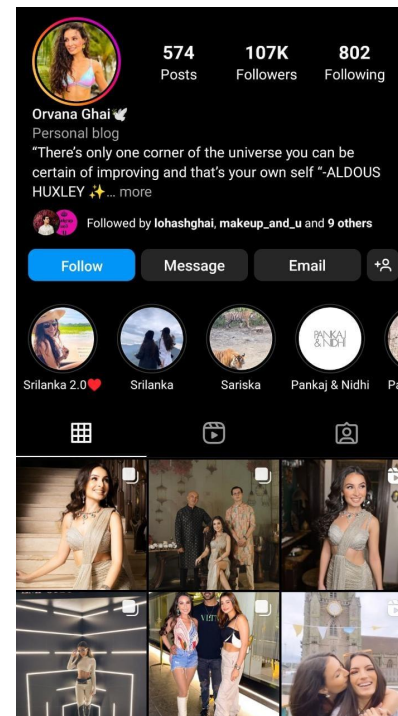
Rasna Bhasin
117K Followers

Profile Link:
<https://bit.ly/3z7PRZl>



Sukhneet Wadhwa Gujral
134K Followers

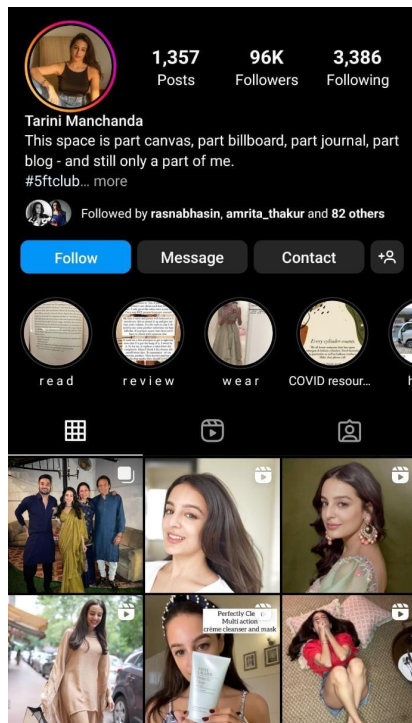
Profile Link:
<https://bit.ly/3TRwk7o>



Orvana Ghai
107K Followers

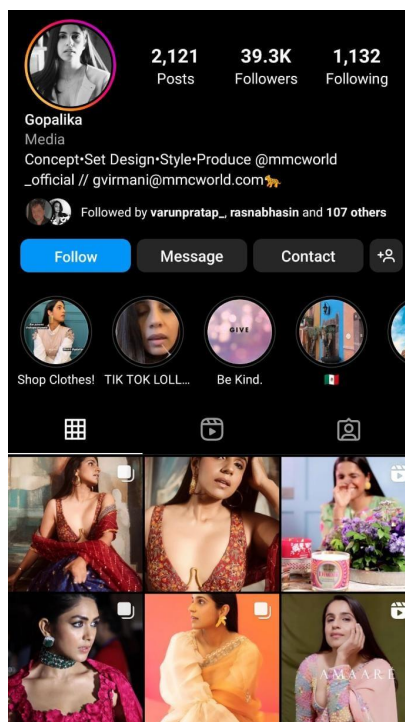
Profile Link:
<https://bit.ly/3DscPxb>

SUGGESTED CONTENT CREATORS



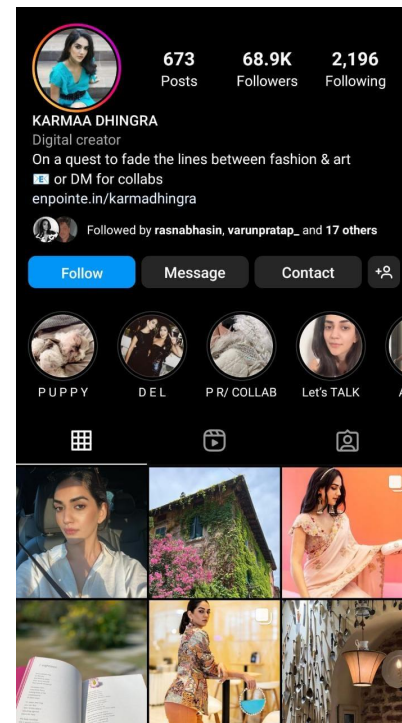
Tarini Manchanda
96K Followers

Profile Link:
<https://bit.ly/3Dovw9F>



Gopalika Virmani
39.3K Followers

Profile Link:
<https://bit.ly/3SulBhf>



Karmaa Dhingra
68.9K Followers

Profile Link:
<https://bit.ly/3D2ifkW>

BRANDING REFERENCES



CONTEMPORARY DESIGNS

HUMBLE
& GRAND

PRIMARY



SECONDARY



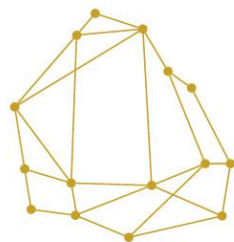
FLEUR

JEWELLERY



AUREA
SOMNIA

JEWELLERY STUDIO



STUDIO

TARA

MöNRöE

SUNITA
SHEKHAWAT



crafted for eternity



SWATI & SUNAINA



DEVNAAGRI



Amrapali
JAIPUR



TRIBE
Amrapali



UI/UX REFERENCES



[BOOK AN APPOINTMENT](#) INTERNATIONAL SHIPPING WITH FEDEX AND UPS (RUSSIA AND UKRAINE TEMPORARILY SUSPENDED)



TOURMALINES, DIAMONDS & GOLD

SHOP COLORS

SUNITA SHEKHAWAT

— JAIPUR —

WORLD OF SUNITA SHEKHAWAT FINE JEWELLERY EVENTS & NEWS CAMPAIGNS STORES



THE
MODERN
MEENAKAR

INDIA CONTACT US SERVICES

Cartier



HIGH JEWELLERY JEWELLERY WATCHES ART OF LIVING NEWS LA MAISON | 🔍

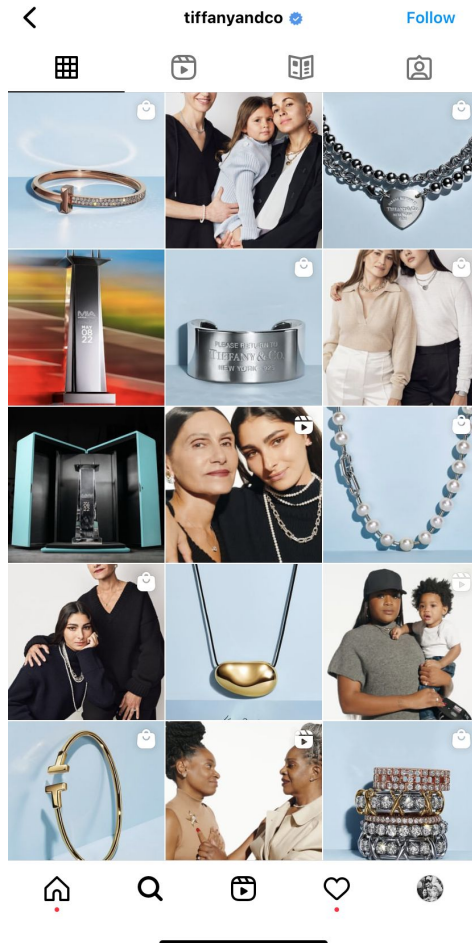
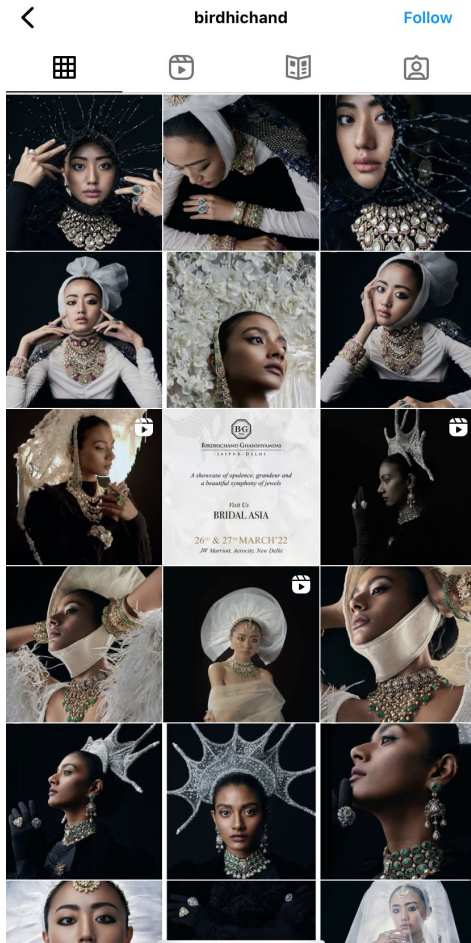
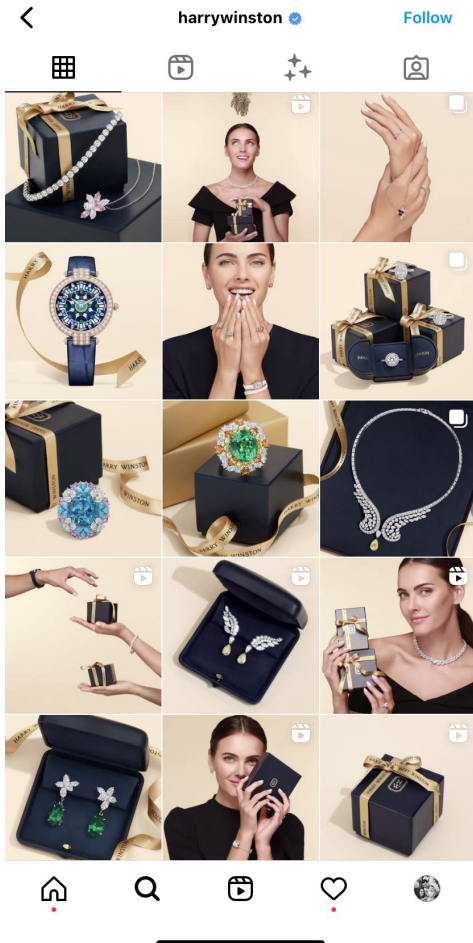


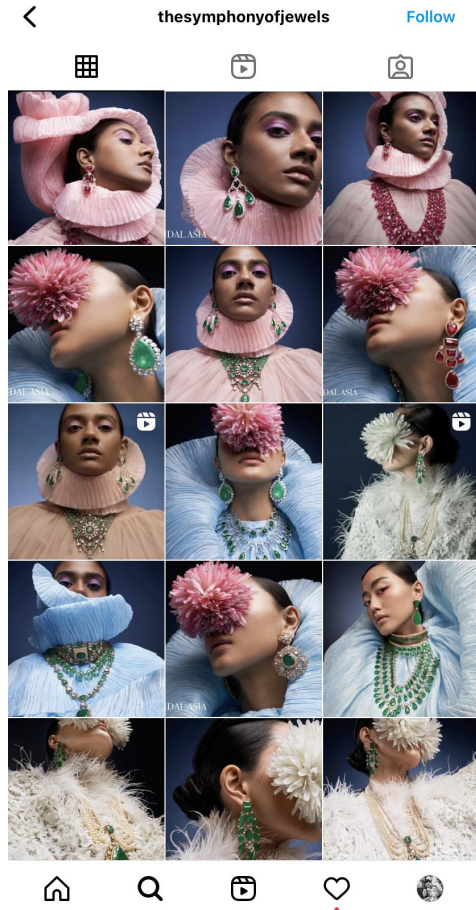
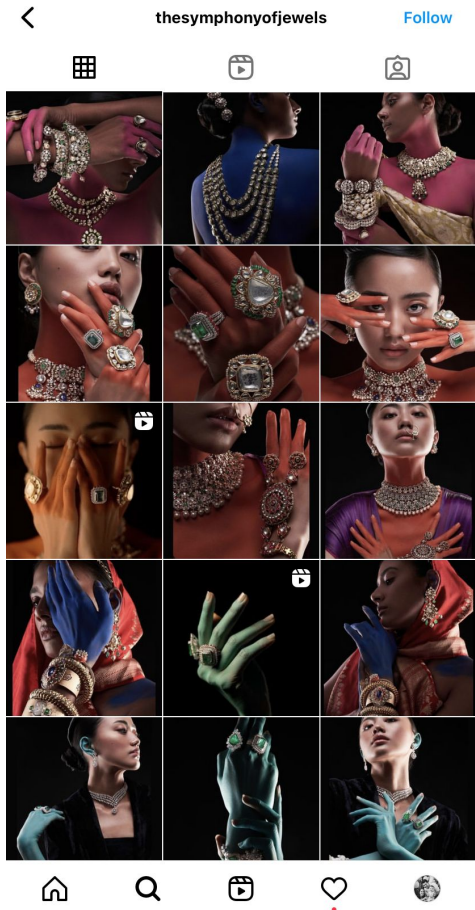
<https://www.cartier.com/en-in/jewellery/collections/panthère-de-cartier/>

MORE FELINE THAN EVER

INSTAGRAM GRID REFERENCES







BRANDING SCOPE OF WORK

PART ONE: BRAND DEFINITION

Brand Positioning
Brand Vision & Mission
Brand Essence
Brand Tone of Voice
Brand Beliefs
Target Audience

INR 1,00,000 + Applicable Taxes

PART TWO: BRAND DESIGN

Logo Design
Color Story
Brand Typography
Stationery Design
Brand Book

INR 1,50,000 + Applicable Taxes

PART THREE: BRAND COMMUNICATION

Packaging
Signages
Tray Design
Poster Template
Tent Card Template
Social Media Design Template
Outdoor Advertisement Design Template
Staff Uniform Design

INR 2,00,000 + Applicable Taxes



B.D. KHANNA JEWELLERS

WEBSITE DESIGN SCOPE OF WORK

WEBSITE DESIGNED ON A PLATFORM - WIX/SQUARESPACE*

Template Selection
Design On Template
Design up to 8 Pages
Custom Domain Integration

*Site-map, content(text/images) will be provided by the client, Creative writing will be done by Socioar.

*This website does not include online ordering

INR 1,75,000 + Applicable Taxes

*Additional Pages will be charged at INR 5000 per page

SOCIAL MEDIA SCOPE OF WORK

FACEBOOK • INSTAGRAM

Social Media Management

Monthly Content Strategy

Fortnightly calendar creation

6 organic posts a week (Instagram/Facebook)- 24 posts a Month

6 stories a week (Instagram/Facebook) - 24 stories a Month

Story re-posts

Posting new media creatives in the form of images, gifs, grids and videos along with appropriate captions and discovery hashtags

Post Boost Management

Includes ideation and creation of creatives and caption copies

Develop ongoing content support to drive engagement

Recommend new digital opportunities as appropriate, such as new platforms, tools, trends, etc.

Monitoring social media conversations and responding to the same

Monthly detailed analytics report to outline performance metrics, targets, benchmarks, etc.

SOCIAL MEDIA ADS & INFLUENCER MARKETING

Social media brand awareness ads - 2 to 3 campaigns per month*

Influencer marketing - 3 to 4 influencers per month*

*Influencer fees & social media ads budget will be charged at actuals.

INR 2,45,000 • Applicable Taxes

B.D. KHANNA JEWELLERS

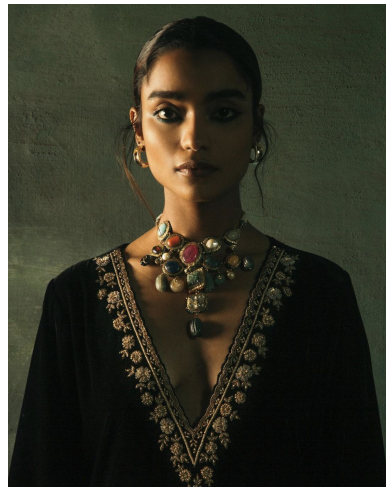
PRODUCTION SCOPE OF WORK

OPTION ONE

Studio Shoot
Stylist
Photographer
Model
Equipment
Basic Props
Costumes
Makeup Artist

15-18 Images
3-4 Reels

INR 2,50,000 to 3,00,000 + Applicable Taxes



B.D. KHANNA JEWELLERS

PRODUCTION SCOPE OF WORK

OPTION TWO

Studio Shoot
Set Creation
Stylist
Photographer
2-3 Models
Equipment
Props for Set Creation
Costumes
Makeup Artist
-
15-18 Images
3-4 Reels

INR 3,00,000 to 4,00,000 +
Applicable Taxes



B.D. KHANNA JEWELLERS

PRODUCTION SCOPE OF WORK

OPTION THREE

Location Shoot

Stylist

Photographer

3-4 Models

Equipment

Props

Costumes

Makeup Artist

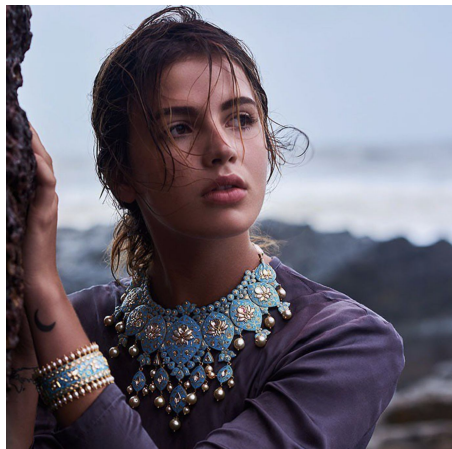
-

10-15 Images

3-4 Reels

INR 4,00,000 to 6,00,000 +

Applicable Taxes



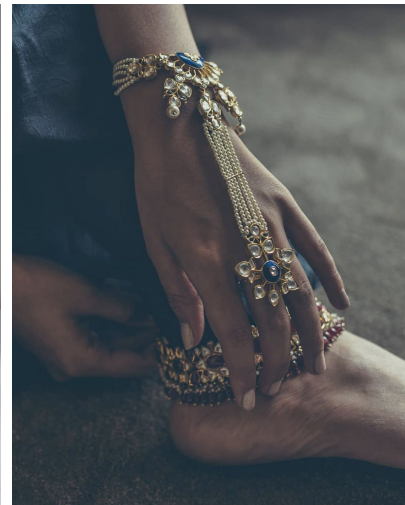
B.D. KHANNA JEWELLERS

PRODUCTION SCOPE OF WORK

OPTION FOUR

Studio Shoot
Stylist
Photographer
Equipment
Set Creation
Props
Hand Model
-
15-18 Images
3-4 Reels

INR 2,00,000 to 3,00,000 +
Applicable Taxes



socioar

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