

Made For You



Our Team



Darnell Perkins Jr.
Account Manager



Abimelec Guerra
Researcher



Wenpeng Yu
Graphic Designer



Devin Vowels
Media Planner



Rishika Vinnakota
Writer

Agenda



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Why Catalyst

Personas & Campaign Objectives



Riley Bennett

The Style-Forward Gifter

Age: 35

Job: IT Specialist + Content Creator

Location: Detroit, MI (from Chicago)

- Frustrated with mainstream jewelry sizing—wants rings that actually fit
- Believes jewelry is self-expression, not just romance



"Style,
Substance,
and a Story to
Share"

Alex Morgan

The Curious Explorer

Age: 28

Job: Marketing Coordinator

Location: Detroit, MI

- Craves social experiences in a new city
- Wish to make new friends
- Enjoys one-of-a-kind creative activities that double as memories



"Craft a Ring,
Spark a
Friendship"

Malik Carter

The Campus Connector

Age: 21

Job: Student at UofM

Location: Ann Arbor, MI

- Wants real-life connection beyond group chats and Instagram
- Loves fun, affordable experiences that create memories with friends



"Ring It On:
Make it
Together, Keep
it Forever"

Campaign Objectives

Marketing

- Help you reach your goal of **\$500,000 in revenue by Dec 2025**
 - Increase ratio of product and merch sales (60% classes, 40% product/merch)
- **Increase e-commerce sales by 30%–40%**
- **Convert 25% of class attendees into returning customers**
 - Launch retention funnel (email, SMS, loyalty)

Media

- Reach **20K** Instagram followers
- Raise Instagram engagement rate to **1.5%+**
- Reach 3K TikTok followers
- Produce 2–3 **viral moments** via short-form storytelling

Communication

- Position Halie & Co. as more than a jewelry brand – a **lifestyle brand** celebrating personal milestones
- Reframe jewelry as story
- Make ring-making the **emotional entry point** into the brand
- Stand out as the **intentional alternative** to mass-market jewelry

Positioning Statement



Halie & Co. is a Detroit-based jewelry store that seeks to spread transparency, education, and inclusivity through high-quality yet budget-friendly handcrafted jewelry and interactive jewelry-making. Seeking to empower customers to express their unique jewelry pieces, we provide personal, affordable, and meant to be lived in. There are no rules to jewelry, and you can mix and match your pieces— This is everyday jewelry!

Made For You



CONCEPT BREAKDOWN

Made For You Campaign

WHAT IT IS

A storytelling series that brings people together through the joy of making something meaningful by hand.

BRAND ALIGNMENT

Built on Halie & Co.'s foundation of community, craftsmanship, and shared experience.

WHY IT MATTERS

Jewelry becomes more than an accessory — it's an experience, a memory, and a connection.

WHO IT'S FOR

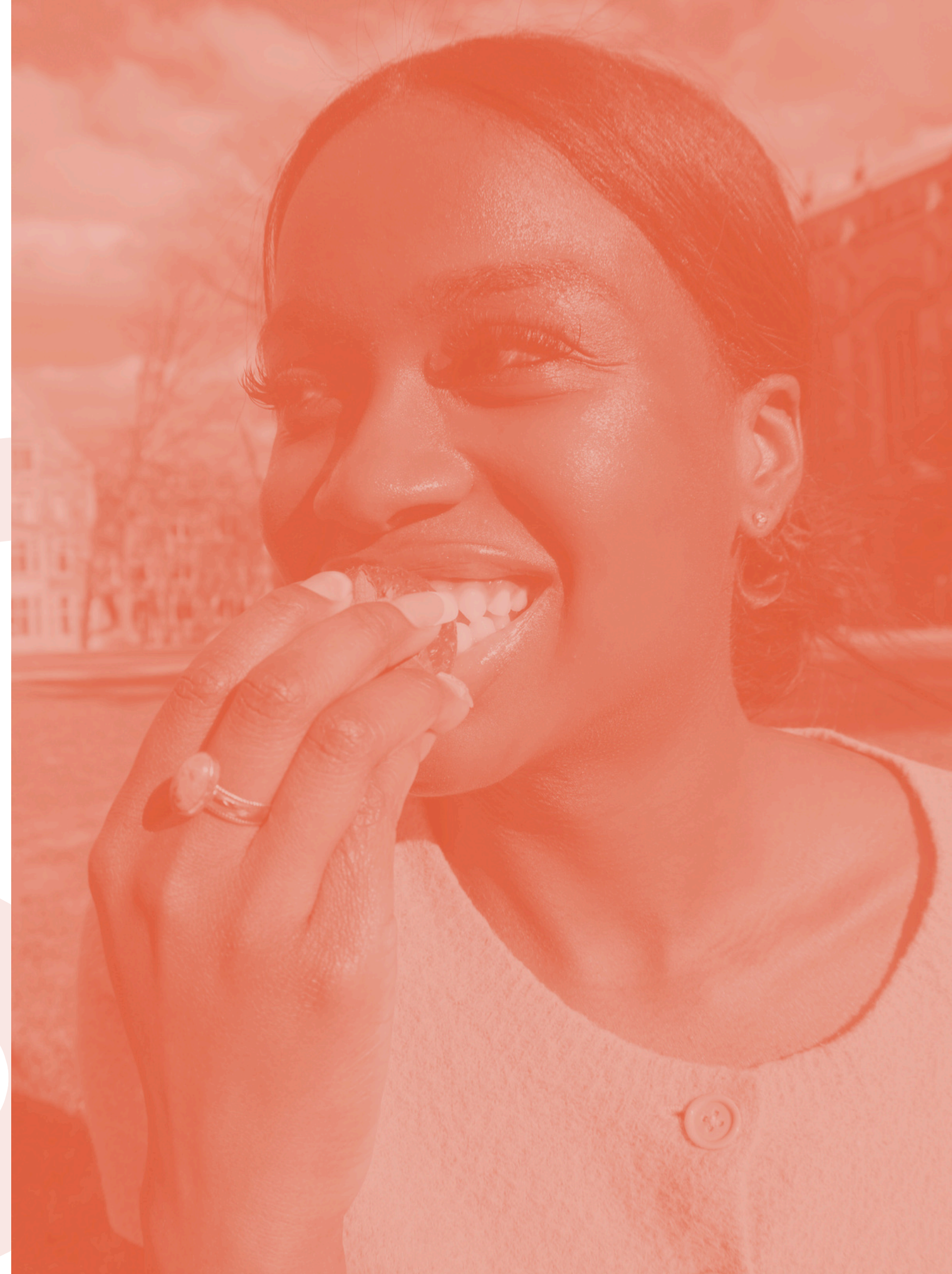
People in the process of becoming — exploring identity, building relationships, and reaching milestones.



MESSAGE IMPACT

Made For You is more than a campaign — it's **a statement of intentionality, connection, and creativity.**

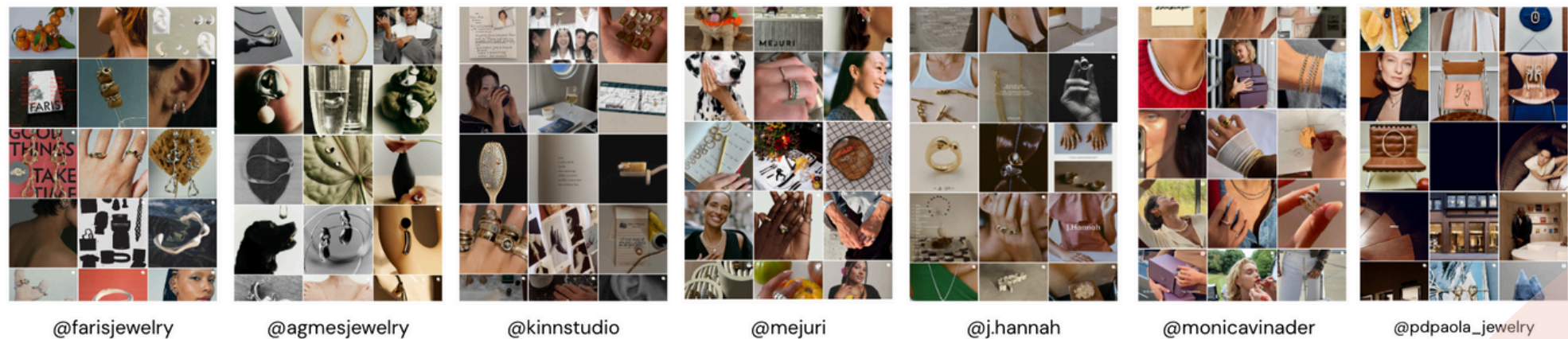
Wherever you are in your journey, **Halie and Co. is here to celebrate it with you,** and help you make your everyday just a little bit more special. ✨



DIGITAL IMAGE

Brand Audit / Evaluation

Jewelry Brands



Class Brands



Miscellaneous



TOP
ADJECTIVES

Timeless
Customizable
Refined

These brands don't just
sell jewelry — they sell a
feeling.

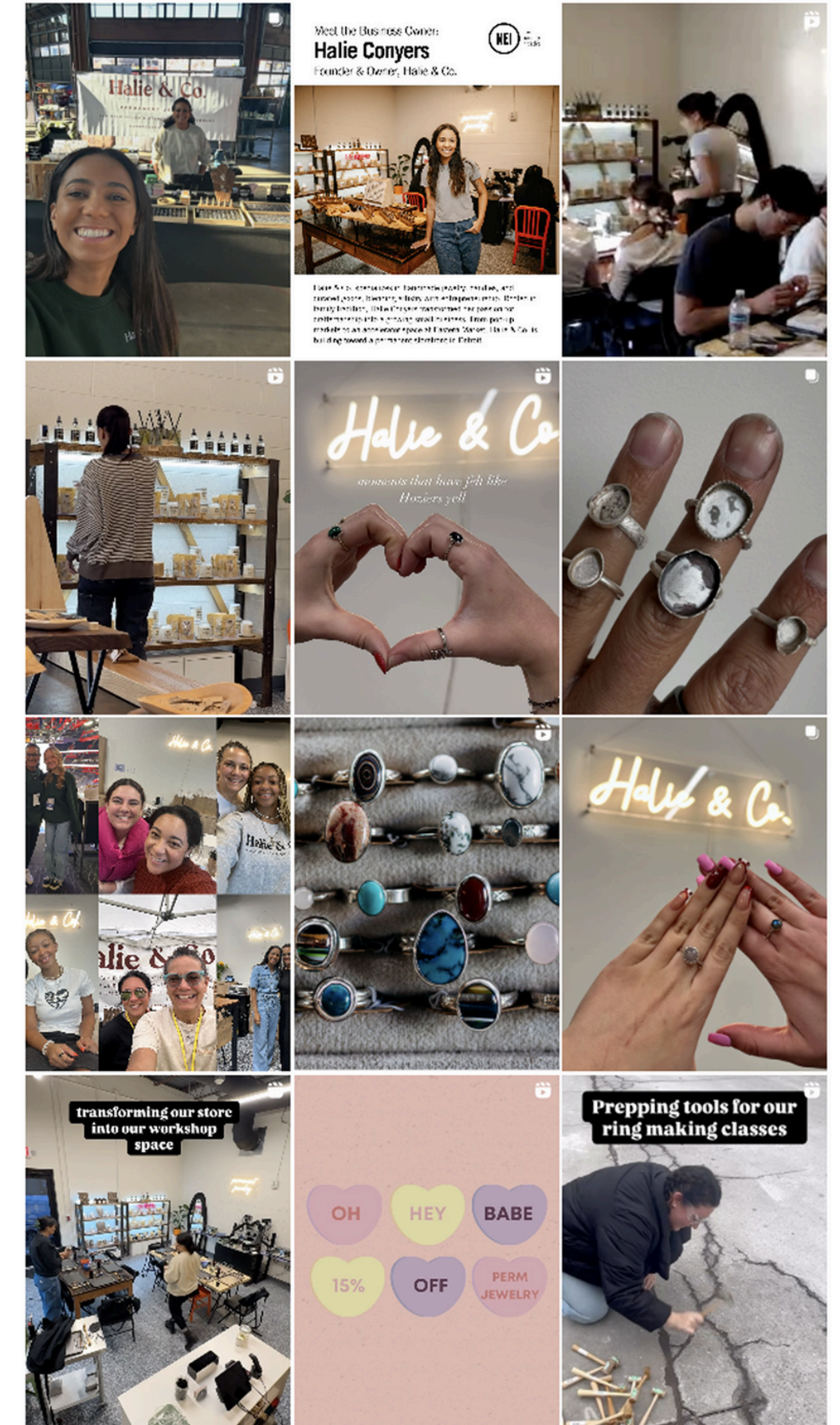
That's what we're aiming to
craft for Halie & Co

CLEAN IMAGE

Digital Image Revamp

What's Working

- **Personal & Relatable:** Behind-the-scenes moments and casual selfies help humanize the brand.
- **Community-Centered:** Content highlights customers, classes, and shared experiences — aligning with Halie's mission.
- **Organic Feel:** Posts are unfiltered and honest, making the brand feel approachable and local.



CLEAN IMAGE

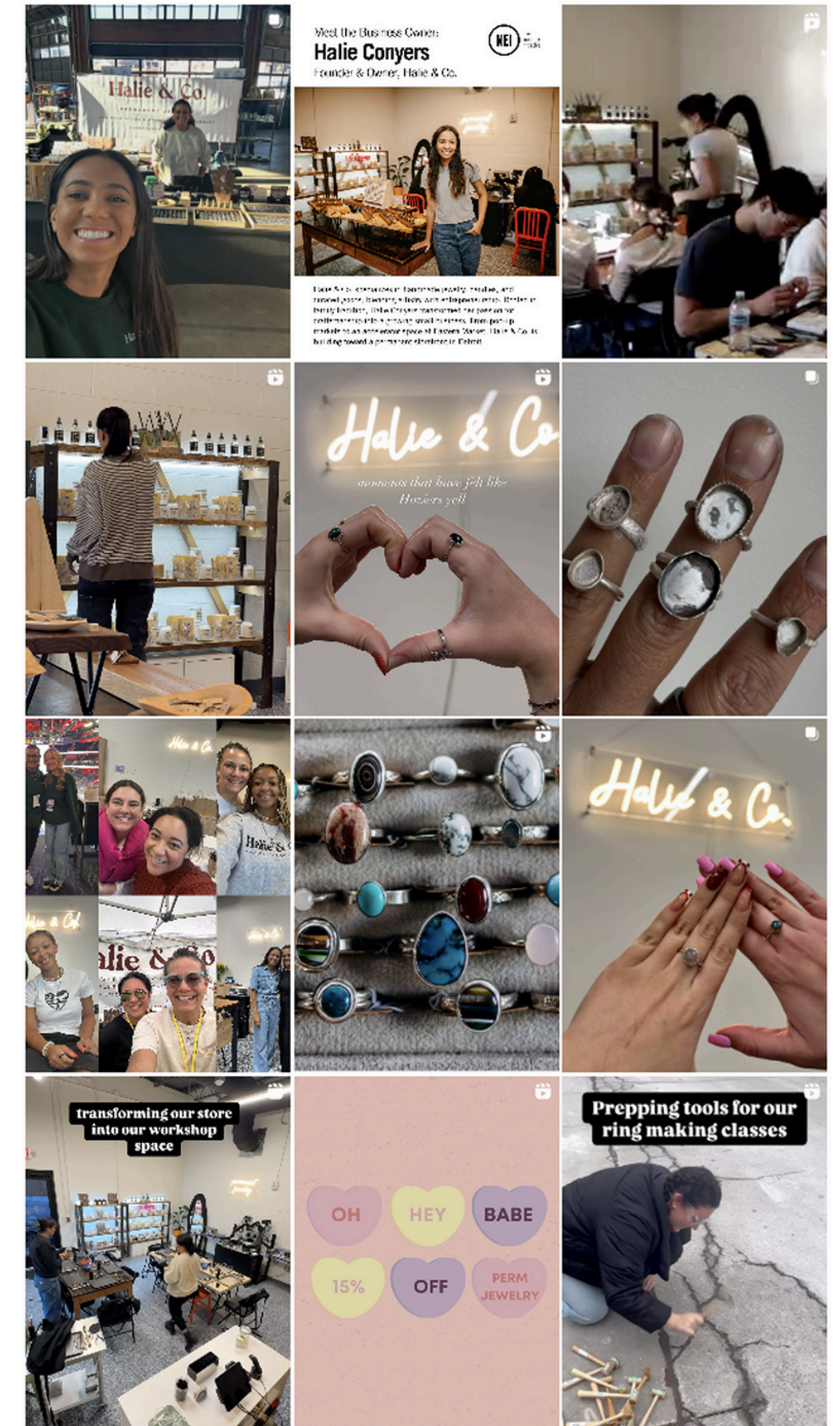
Digital Image Revamp

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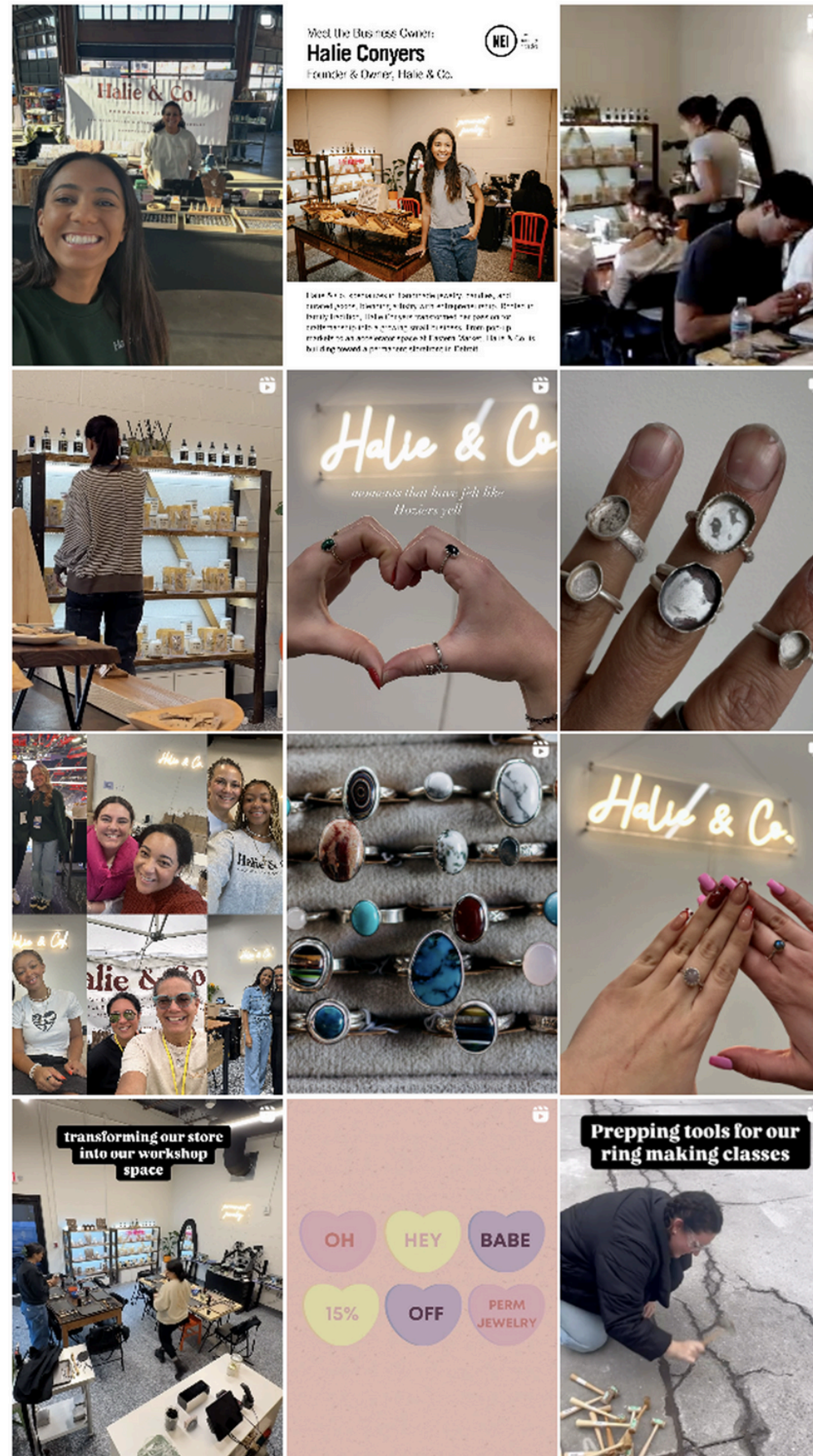
What Could Be Stronger

- **Lack of Visual Consistency:** The feed lacks cohesion — mixing graphics, colors, and photo styles without a clear visual system.
- **Product Visibility:** Jewelry isn't always the focus — people may forget this is a brand that sells wearable pieces.
- **Low Thumb-Stopping Power:** Unbranded graphics and dark, cluttered visuals don't stand out or invite further scrolling.



CLEAN IMAGE

Digital Image Revamp

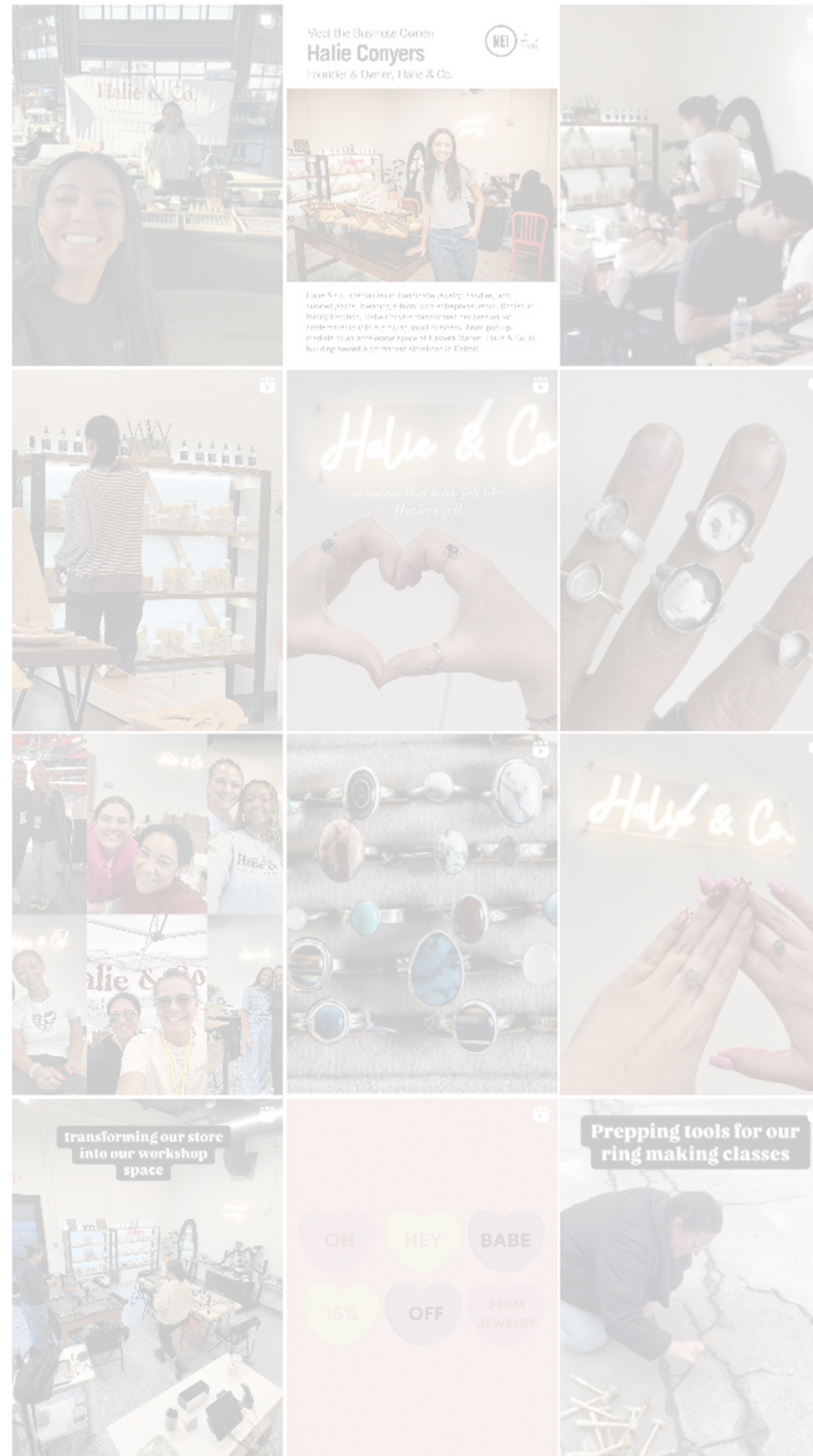


CLEAN IMAGE

Digital Image Revamp

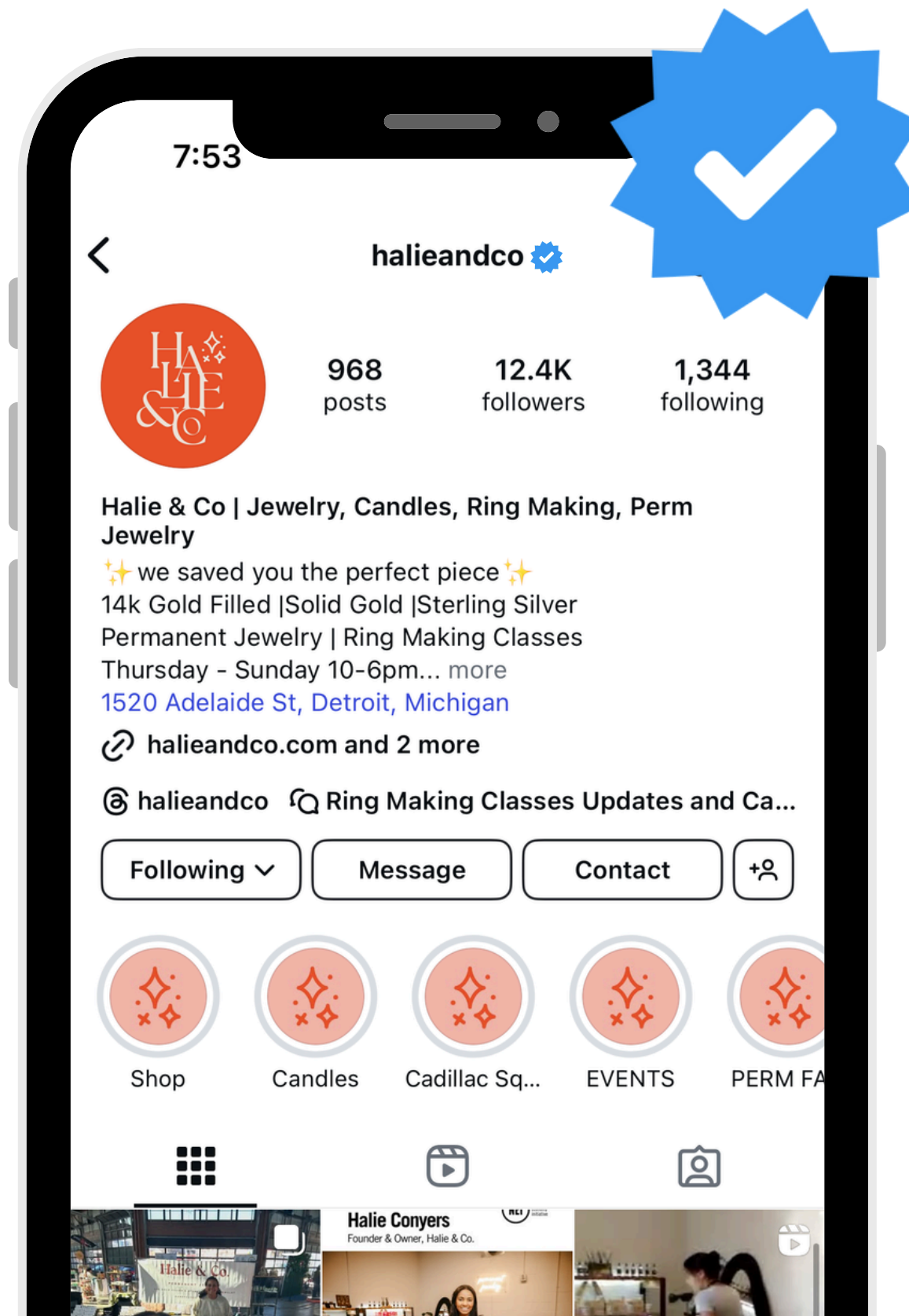
Key Enhancements

- **Consistent Graphics:** Use branded templates for events and promos to create a cohesive, recognizable look.
- **Editorial Product Photography:** Feature styled jewelry shots regularly to keep products visible and top of mind.
- **Curated Video Covers:** Choose clean, on-brand thumbnails to make video content feel polished and intentional.
- **Aspirational Energy:** Let your feed express the lifestyle, mood, and values your audience wants to step into.



CLEAN IMAGE

Meta Verification



This plan includes:

- ✓ Verified badge ⓘ
- ✓ Impersonation protection ⓘ
- ✓ Meta Verified support
Chat or email with agents.

Facebook and Instagram

- ✓ Enhanced profile
- ✓ Search optimization

WhatsApp

- ✓ Verified channel
1 verified channel
- ✓ Custom web page
- ✓ Multi-agent
4 linked devices
- ✓ Prioritized Support

Business Standard Plan

- Get a verified badge and build credibility with new customers
- Appear at or near the top of search results for exact matches
- Enhanced profile (add links with images)

CAMPAIGN CONTENT

5 Types of Content

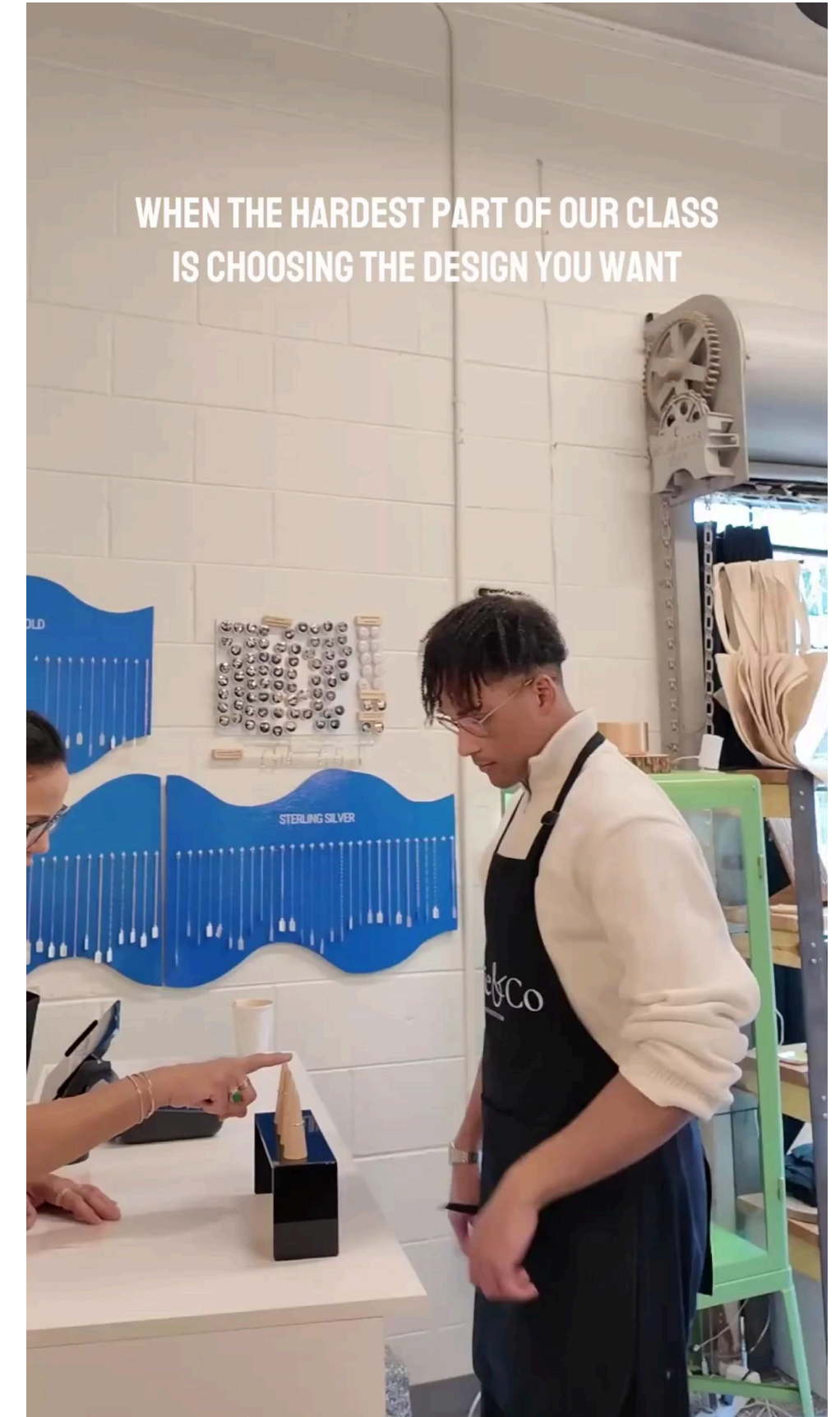
- **BTS / Lifestyle**
- “Made For You” Campaign
- **Product / Styling**
- Ring Classes
- Community/Promotional
- Educational



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Halie & Co

Flying Solo?

Take 10% off ring making classes when you come solo — new friends guaranteed!

Swipe up to book!



NOTE 04

Pro Tip: Bathroom Break?

Mid-ring moment? No worries.

Exit turn your

Halie & Co

HALIE & CO.

Ring Making Classes 101

When You Arrive

First things first: Check in + Choose your design

Head to the front counter to check in, sign your waiver, and finalize your ring style.

Choosing your style is the hardest part of class!

Halie & Co

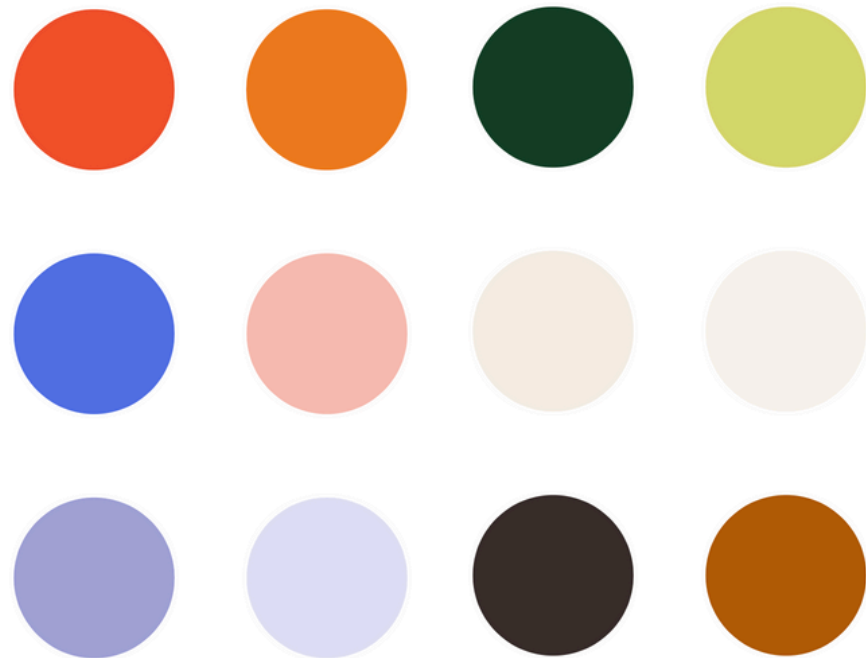
Branding



BRAND IMAGE

Brand Audit / Evaluation

Colors



Logo

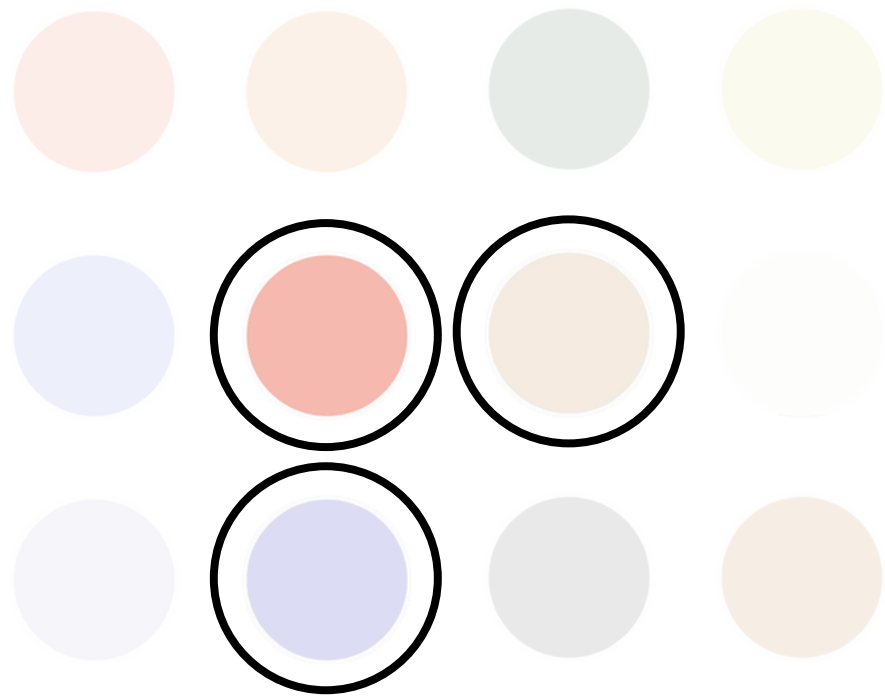
Halie & Co



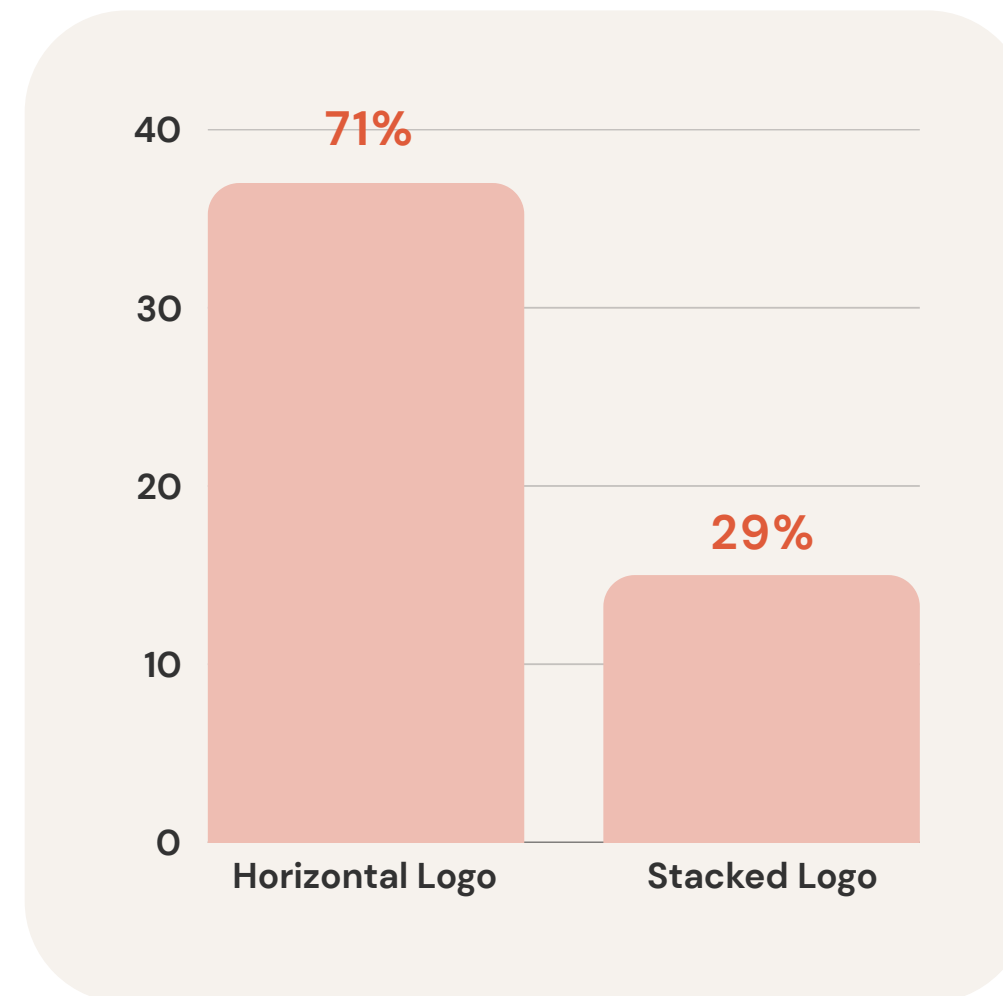
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Adjectives

- Timeless
- Luxurious
- Playful
- Refined
- Customizable

BRAND KIT

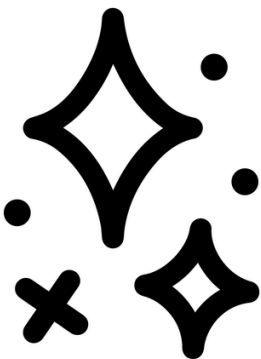
Primary Logo

Halie & Co

Color Palette



Illustrative Element



Secondary Logo / Logomark

H&C

Font Pairings

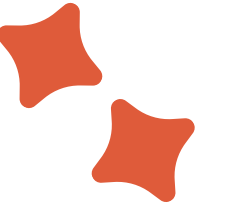
Noto Serif Light is a headline font

DM SANS IS A SUBHEAD FONT

DM Sans is a body copy font. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BRAND LOGO

Instagram Profile



ORIGINAL PROFILE



NEW PROFILE



Community ✨ Engagement



Creating Shareable Moments



People are looking for intimate moments

STORE + CLASS EXPERIENCE

Made For You, From Detroit



Leveraging moments of wander and conversation



Menu Mockup

Saturday's Sweets ✨

Sister Pie

Salted Maple Pie Slice
their signature sweet-salty classic



Black Pepper Parmesan Biscuit
savory, flaky, with a little kick

Raspberry Rhubarb Crumble Bar
tart, jammy, and crumbly in all the right ways

Dutch Girl Donuts

Glazed Yeast Donut
airy, melt-in-your-mouth goodness



Chocolate Frosted Cake Donut
rich and dense with just the right crunch

Apple Fritter
golden, crispy edges with soft cinnamon-apple centers

Halie & Co

MORE THAN JUST JEWELRY

Themed Days + Classes

Why Themed Days and Classes Work

- **Emotional Connection:** Tap into shared values and stories on key holidays.
- **Built-In Buzz:** Seasonal moments naturally drive word-of-mouth.
- **Visual Gold:** Themes inspire content that guests want to share.
- **Creating Community:** Events like “Made for Two” or “Ring & Mingle” welcome all — friends, couples, strangers.



MORE THAN JUST JEWELRY

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Helping People Find Community

A City on the Rise

- Detroit has experienced a **population growth**
- First time in decades

Young Professionals Flocking In

- Detroit's new residents are predominantly **young professionals**
- 57% are aged 25–34

Institutions Attracting Students

- 43% of UofM undergrads come from other states
- **Students have a social need** to explore and build their community

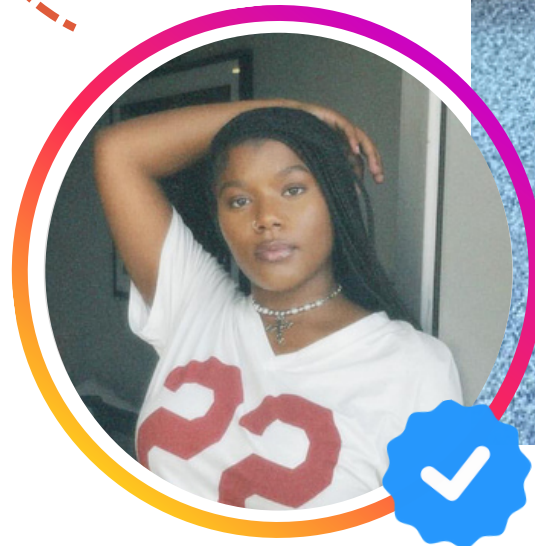
Post-Class Engagement



POST-CLASS ENGAGEMENT

Detroit's Micro Influencers

Joy | 21 yrs
Detroit-Based
@yojnicole



Mary | 20 yrs
Ann Arbor-Based
@maryprettypond

REAL-TIME REACTION FROM OUR TEST SHOOT

UGC Social Proof

We ran a shoot for the Made For You campaign, where two people made rings for each other — one playing the role of a “stranger.”

Afterward, one participant casually shared the moment on Instagram: matching aprons, a handmade ring, and a glimpse into the experience — no caption needed.

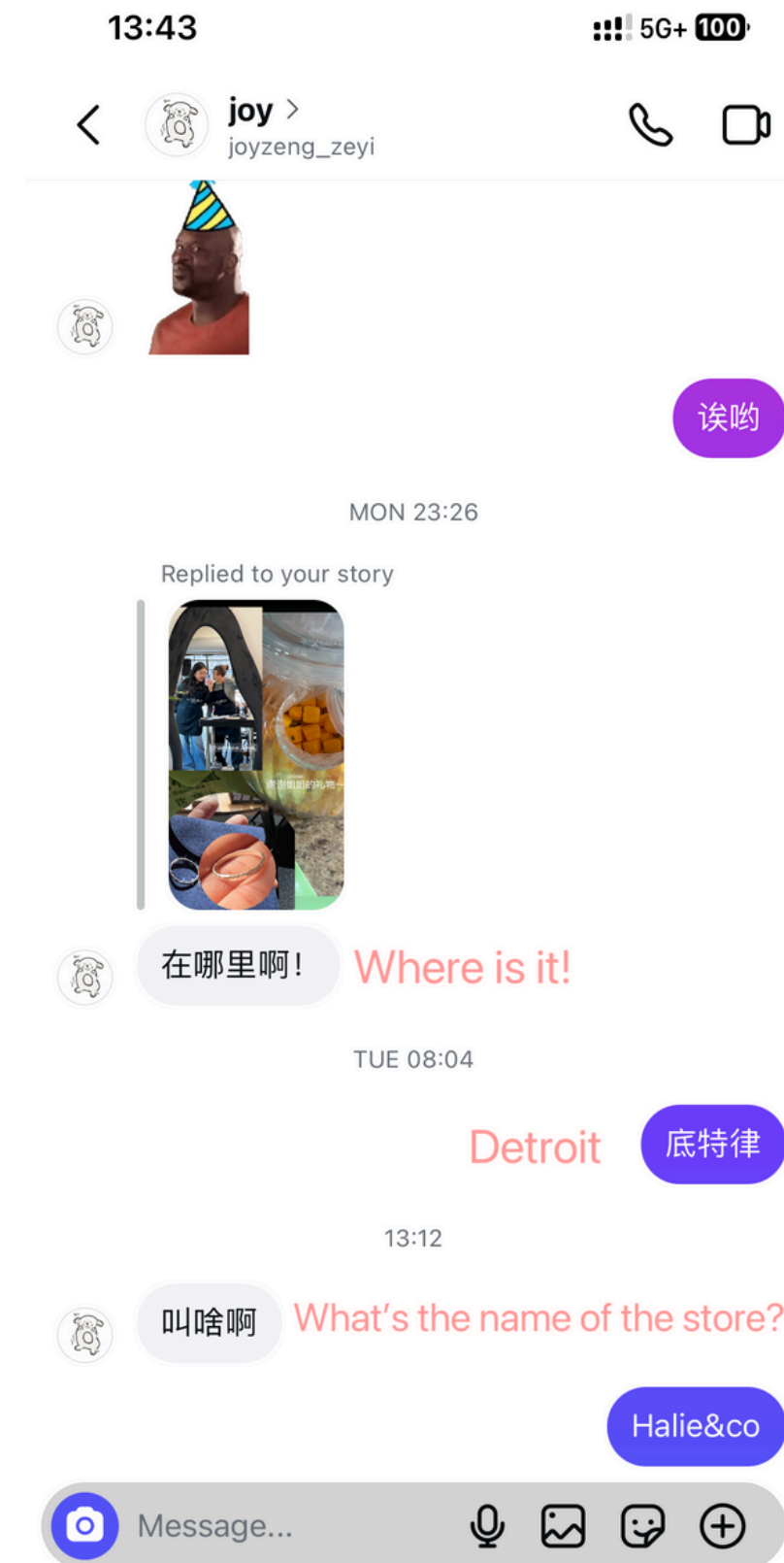


REAL-TIME REACTION FROM OUR TEST SHOOT

UGC Social Proof

An
unsolicited,
organic
reaction

Her friends were
asking about details
of the class. And now
they're scheduling a
group class!



REAL-TIME REACTION FROM OUR TEST SHOOT

UGC Social Proof

What this tells us:

- **Visually compelling** — the act of making something for someone else is inherently emotional
- **Instantly understandable** — no explanation needed
- **Sparks curiosity** — friends want to try it themselves
- **Easy word of mouth** — just a few Stories can generate real traffic



POST-CLASS ENGAGEMENT

In Friends We Trust

Post-Class
UGC/Thank
You Cards

From Our Studio to Your Story

Tag us **@halieandco** on
Instagram when you share —
your ring's journey is part of
our story too!

#HalieandCo

Thank you so much for
creating with us.

It means the world to have
your energy in the studio —
we hope this piece carries
meaning, memory, and maybe
even a little magic wherever
you go. Can't wait to see how
you wear it.

Love,
Halie

- Taking advantage of current materials
- People trust what their friends recommend
- Localized content is the secret ingredient
- **Goal:** create more post engagement touchpoints

POST-CLASS ENGAGEMENT

Loyalty Card



Halie & Co

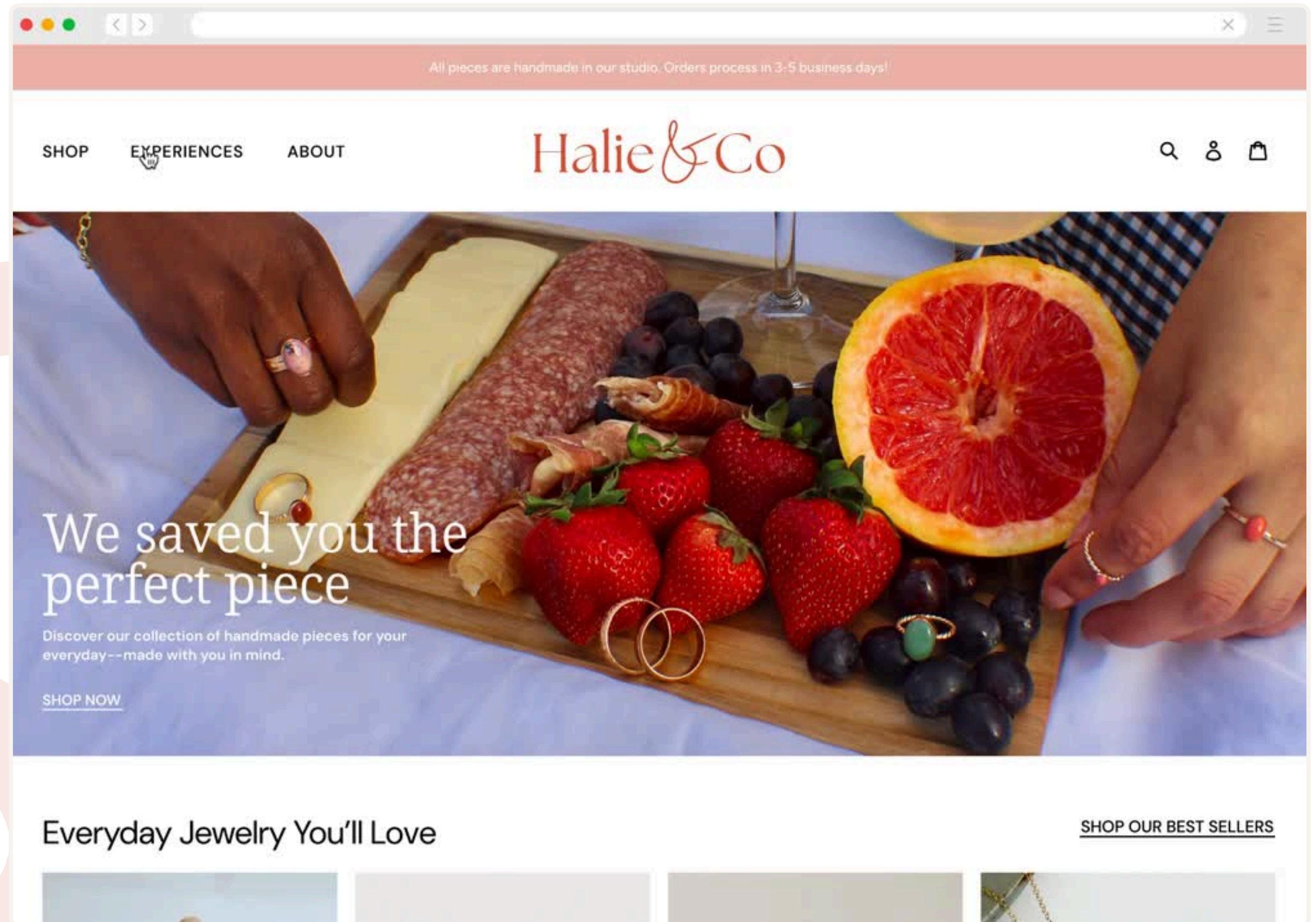
- A loyalty card to keep people coming back for more.
- Will work for both product or class purchases
- We've budgeted \$50/reward, expecting you'd get 5 people within 3 months to complete

Online Experience



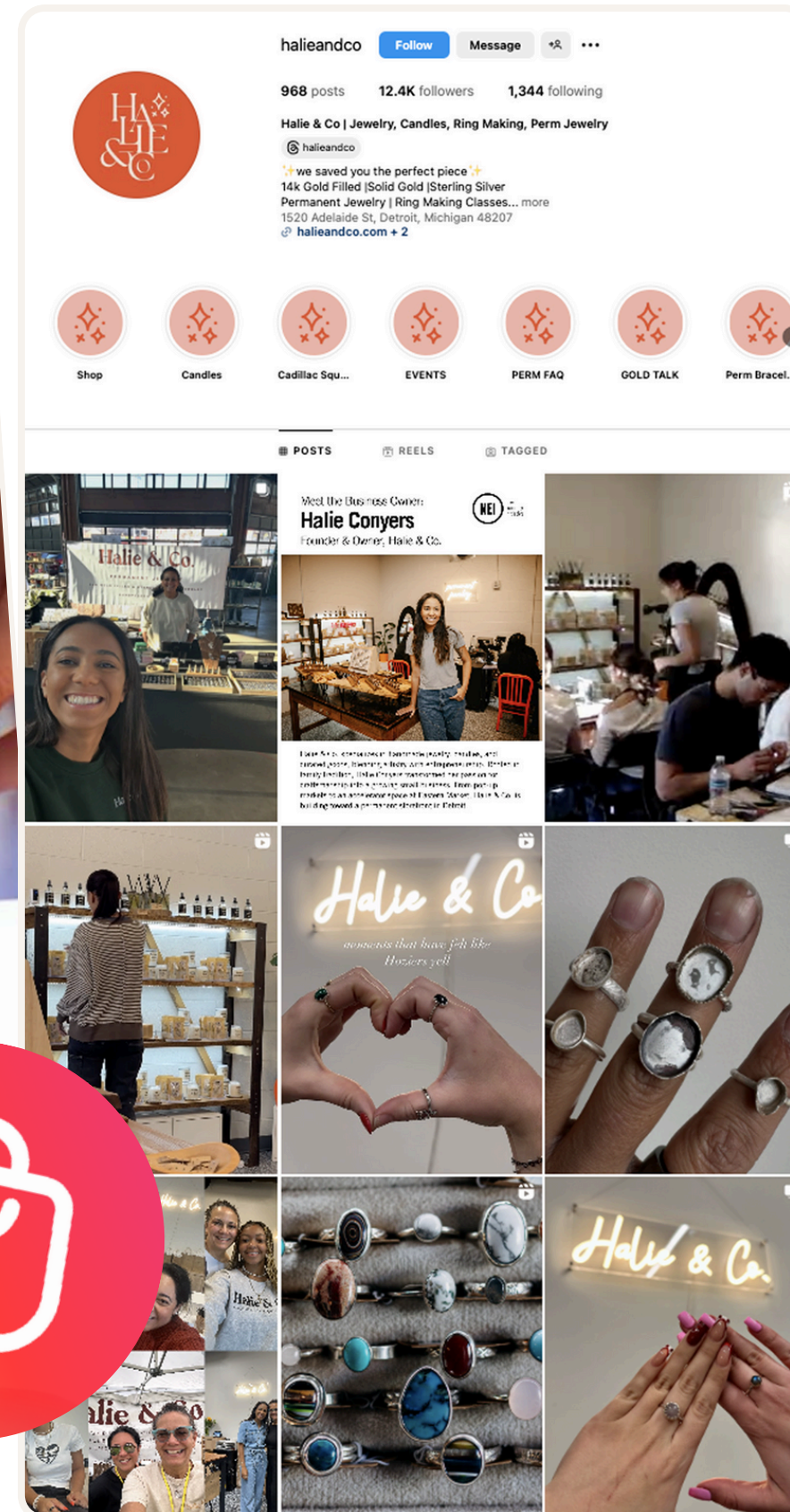
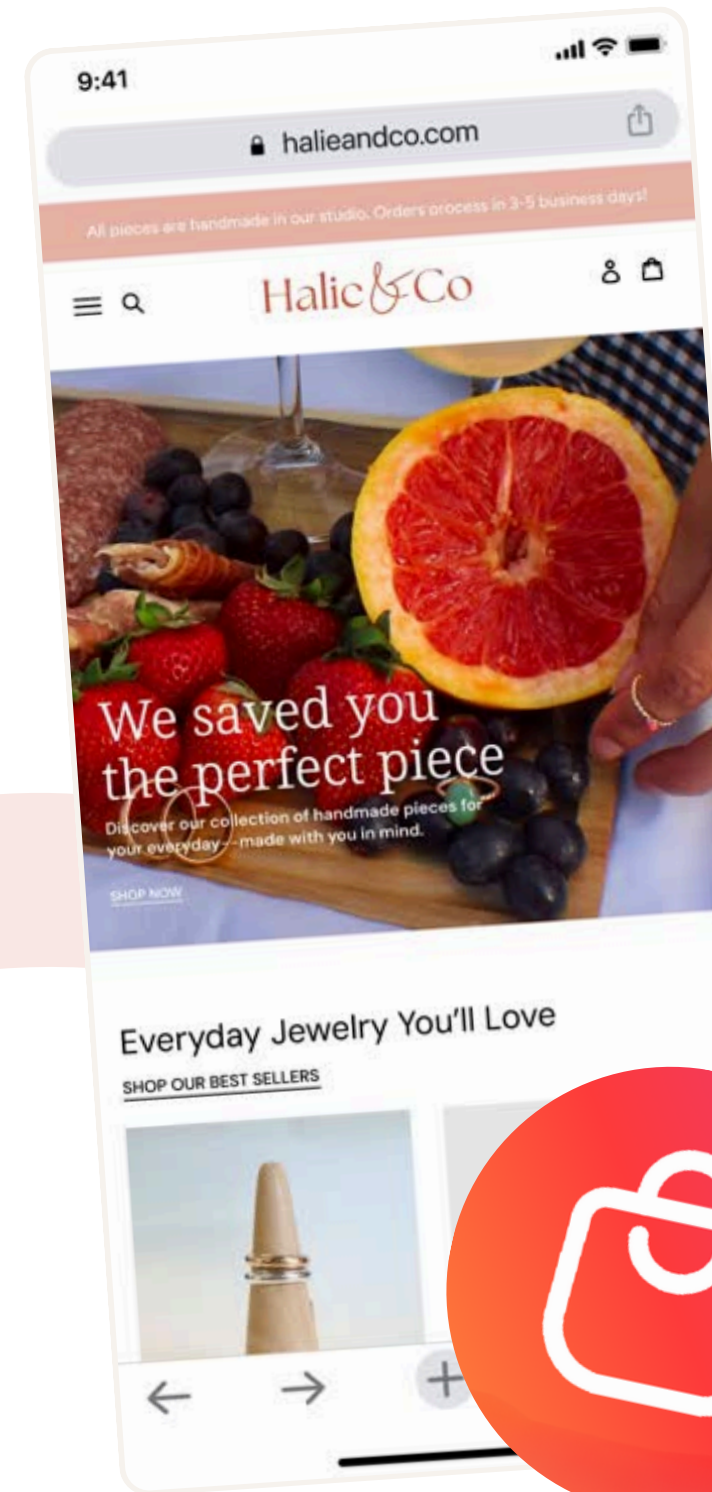
WEB EXPERIENCE | DESKTOP

Minor Changes, Major Impact



WEB EXPERIENCE | MOBILE

Simple Booking Journey



Instagram Booking

- **Meet Customers Where They Already Are:** People discovering the brand on Instagram can instantly book — no extra clicks or drop-off points.
- **Drives Conversions from Content:** Every Reel, Story, or tagged post becomes shoppable — turning inspiration into action.
- **Works Seamlessly with Your Current Tools:** All you need to do is link it with your current Shopify website.

Why Catalyst?



MEDIA PLANNER

Easy-To-Use Content Scheduler

Week	Post	Day	Date	Time (EST)	Channel	Format	Drafted?	Published?	Topic	Title	Posts	Caption	Notes
1													
	1	MON	4/28/25	11:30 AM	IG + TikTok	Reel	<input type="checkbox"/>	<input type="checkbox"/>	"Made For You"	POV: You Make A Ring And A New Friend	Drive - Link	Link	
	2	WED	4/30/25	1:00 PM	Instagram	Carousel	<input type="checkbox"/>	<input type="checkbox"/>	Educational	What to expect from a class	Canva - Link	Link	
	3	FRI	5/2/25	3:00 PM	IG + TikTok	Reel	<input type="checkbox"/>	<input type="checkbox"/>	Product / Styling	Summer Picnic	Drive - Link	Link	
2													
	4	MON	5/5/25	11:30 AM	Instagram	Story	<input type="checkbox"/>	<input type="checkbox"/>	Ring Classes	Mid-Class Check-In (quick clips)	Drive - Link	Link	
	5	WED	5/7/25	1:00 PM	Instagram	Single Image	<input type="checkbox"/>	<input type="checkbox"/>	Product / Styling	Editorial Shoot Content (Strawberry - rochelle)	Canva - Link	Link	
	6	FRI	5/9/25	11:30 AM	Instagram	Story	<input type="checkbox"/>	<input type="checkbox"/>	Ring Classes	10% off Promo to Attend Class Alone	Canva - Link	Link	
3													
	7	MON	5/12/25	11:30 AM	IG + TikTok	Reel	<input type="checkbox"/>	<input type="checkbox"/>	BTS / Lifestyle	Found: Your Next Detroit Girls Night But Way More Creative	Drive - Link	Link	
	8	WED	5/14/25	1:00 PM	IG + TikTok	Reel	<input type="checkbox"/>	<input type="checkbox"/>	BTS / Lifestyle	Choosing the style you want is the hardest part	Drive - Link	Link	
	9	FRI	5/16/25	3:00 PM	Instagram	Carousel	<input type="checkbox"/>	<input type="checkbox"/>	Ring Classes	Reminder to Book	Canva - Link	Link	
4													
	10	MON	5/19/25	5:30 PM	IG + TikTok	Reel	<input type="checkbox"/>	<input type="checkbox"/>	"Made For You"	Meet Rochelle	Drive - Link	Link	
	11	WED	5/21/25	1:00 PM	IG + TikTok	Reel	<input type="checkbox"/>	<input type="checkbox"/>	Ring Classes	This is your sign to try something new this weekend	Drive - Link	Link	
	12	FRI	5/23/25	11:30 AM	Instagram	Story	<input type="checkbox"/>	<input type="checkbox"/>	Community	\$15 Gift Card if you Bring a Friend	Canva - Link	Link	
5													
	13	MON	5/26/25	11:30 AM	Instagram	Carousel	<input type="checkbox"/>	<input type="checkbox"/>	Educational	"Gold-filled vs. Gold-plated" (Materials 101)	Canva - Link	Link	
	14	WED	5/28/25	1:00 PM	Instagram	Story	<input type="checkbox"/>	<input type="checkbox"/>	Ring Classes	See You Soon (Showing a set up of the class)	Drive - Link	Link	Add text through Instagram
	15	FRI	5/30/25	3:00 PM	Instagram	Carousel	<input type="checkbox"/>	<input type="checkbox"/>	Educational	Jewelry Care 101 / Caring for the ring you made	Canva - Link	Link	
6													
	4	MON	6/2/25	5:30 PM	IG + TikTok	Reel	<input type="checkbox"/>	<input type="checkbox"/>	"Made For You"	Meet Lauren and Sid/Izzy	Drive - Link	Link	
	5	WED	6/4/25	1:00 PM	Instagram	Single Image	<input type="checkbox"/>	<input type="checkbox"/>	Educational	Father's Day Gift	Canva - Link	Link	
	18	FRI	6/6/25	11:30 AM	Instagram	Carousel	<input type="checkbox"/>	<input type="checkbox"/>	Community	Editorial Shoot (Detroit Jewelry)	Canva - Link	Link	Download both slide 6 and slide 7
7													
	16	MON	6/9/25	5:30 PM	IG + TikTok	Reel	<input type="checkbox"/>	<input type="checkbox"/>	"Made For You"	When you make a ring and a new friend	Drive - Link	Link	Add text through Instagram
	8	WED	6/11/25	1:00 PM	Instagram	Story	<input type="checkbox"/>	<input type="checkbox"/>	Product / Styling	Father's Day Promo	Canva - Link	Link	
	21	FRI	6/13/25	3:00 PM	Instagram	Story	<input type="checkbox"/>	<input type="checkbox"/>	Community	Add to the Halie & Co. Playlist	Canva - Link	Link	
8													
	22	MON	6/16/25	5:30 PM	IG + TikTok	Reel	<input type="checkbox"/>	<input type="checkbox"/>	"Made For You"	Advice to Younger Self	Drive - Link	Link	
	23	WED	6/18/25	1:00 PM	Instagram	Single Image	<input type="checkbox"/>	<input type="checkbox"/>	Ring Classes	Ring Class Reminder	Canva - Liink	Link	
	24	FRI	6/20/25	11:30 AM	Instagram	Story	<input type="checkbox"/>	<input type="checkbox"/>	Community	Have you visited our store yet?	Canva - Liink	Link	
9													
	25	MON	6/23/25	11:30 AM	Instagram	Carousel	<input type="checkbox"/>	<input type="checkbox"/>	"Made For You"	Rings Made this Week	Canva - Link	Link	
	26	WED	6/25/25	1:00 PM	IG + TikTok	Reel	<input type="checkbox"/>	<input type="checkbox"/>	Ring Classes	When Class Becomes a Debrief Session	Drive - Link	Link	
	27	FRI	6/27/25	3:00 PM	Instagram	Single Image	<input type="checkbox"/>	<input type="checkbox"/>	Product / Styling	Editorial Shoot Content (Strawberry - lauren)	Canva - Link	Link	

SUMMARY

What We're Bringing to the Table

**BIG IDEA
THAT SPARKS
CONNECTION**

**RESEARCHED
INFORMED
STRATEGY**

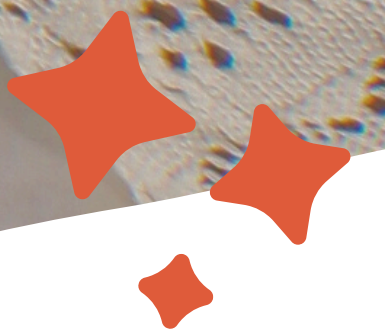
**REALISTIC GOALS,
REAL RESULTS**

**ELEVATED
BRANDING**

**SHARPENED
CUSTOMER
PERSONA**



Your Brand Deserves More Than a Template



**While others talk tactics,
we create transformation.**

From intimate ring classes, to post-class loyalty, to virality in Instagram Reels, every piece of our strategy is built on shared humanity. **Your next customer won't just wear the jewelry—they'll remember how it made them feel.**



Thank You

QUESTIONS?