

T&B PRESENTS

KATE KSNMET

FALL 2024 STRATEGY DECK

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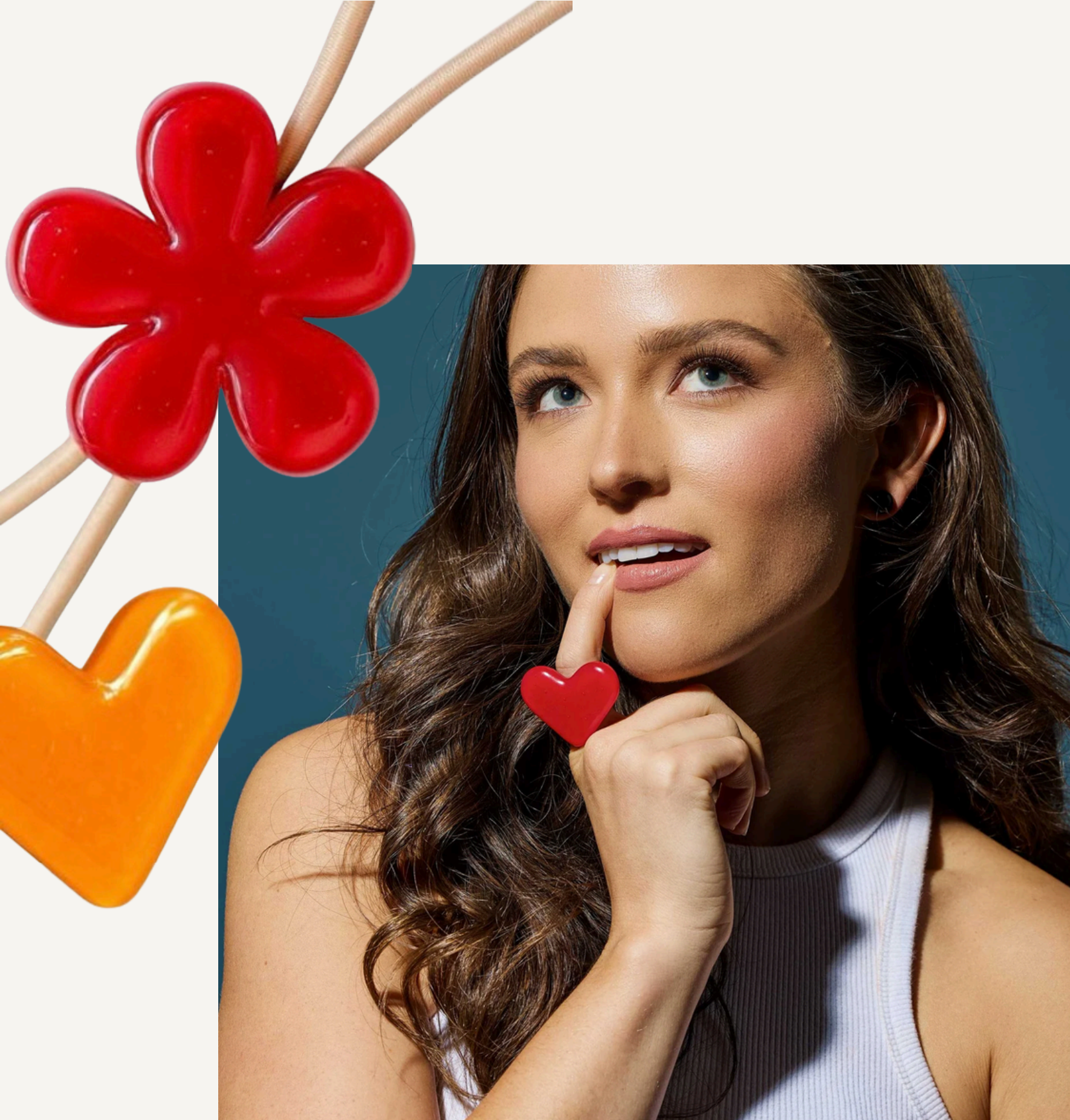
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CAMPAIGN OVERVIEW

Authentically showcase Katie Kismet's handcrafted jewelry through creative storytelling that celebrates Austin's vibrant culture, while building brand awareness and fostering deeper connections with millennial women who value artistry and inspired design



COMMS PLATFORM

Katie Kismet is an Austin-based brand that creates unique, handmade jewelry. Our campaign highlights the brand's craftsmanship and creativity through visually captivating content that reflects the city's most iconic spirit, engaging millennial women who seek originality and self-expression in every piece.





**PART
ONE**

TARGET AUDIENCE ANALYTICS



Austinites are invested in **supporting good causes**, so emphasizing Katie's contributions toward Austin's SAFE alliance and the global Fund for Women would be beneficial (Claritas)

48% of Gen Z and **38% of Millennials** follow fashion trends very or somewhat closely, making these our prime age target demographics as they are significantly more involved in fashion trends than older generations (Statista, 2023)

Over 20% of Gen Z/Millennial consumers will **only shop with brands considered sustainable** (Statista, 2023), which is a key descriptor of our target market and something to be highlighted in the campaign



PRIMARY TARGET AUDIENCE

“Savvy Sarah”



Age: Early 30s

Occupation: Entrepreneur, boutique owner in Austin

Personality: Ambitious, stylish, creative

Lifestyle: Balances business and personal life; **prioritizes self-expression**

Shopping Habits: Loves discovering local, handcrafted brands

Jewelry Preferences: **Seeks unique, high-quality items** that stand out and tell a story

Values: Creativity, authenticity, and **community support**

Activities: Follows Austin’s art scene, attends pop-up shops, shares favorite finds with her network



SECONDARY TARGET AUDIENCE

“Bold Brianna”



Age: 22

Occupation: College student, social activist

Personality: Bold, expressive, trend setter

Lifestyle: Eco-conscious, **values sustainability** and transparency

Shopping Habits: Loves mixing statement jewelry with thrifted fashion

Jewelry Preferences: Seeks bold, ethical pieces that **reflect individuality**

Values: Sustainability, authenticity, self-expression

Activities: Active on social media, shares fashion and lifestyle tips with friends and supports **brands aligned with her values**



“CRAFTED IN AUSTIN, WORN EVERYWHERE”

This campaign will be rooted in originality and Austin culture by **highlighting the craftsmanship and storytelling** behind each item. We will position Katie Kismet as a meaningful brand, made to wear everywhere.

"Savvy Sarah's" seek authenticity and **products that reflect their individuality**. Katie Kismet's handcrafted pieces allow them to express their unique style, while the brand's Austin roots tap into their love for local, artisanal craftsmanship. This audience wants more than just jewelry—they want **meaningful pieces that connect to a city they love** and their personal values.



MESSAGING

Shine Local, Shine Kismet - Reflects both the local, handcrafted nature of Katie Kismet jewelry and the bold, self-expressive spirit of Austin women

Handcrafted from Austin's Heart: Every piece is created in Austin by Katie Heiselberg, infusing creativity into modern art you can wear - from the heart of the city to your wardrobe

Embrace Your Spark with Katie Kismet: Katie knows that uniqueness is important to stand out from the crowd. With vibrant colors and unique pieces, embrace your individuality in Katie's original pieces

Statement Pieces for Statement Lives: Katie understands the power of expressing your true self to the world. That's why each piece of jewelry is designed with vibrant colors and bold, unique shapes, making a statement that complements your life and amplifies your individuality



STRUCTURE & THEME

PR:

1. Early push for holiday gift guides & securing pop-up events
2. Reigniting and growing the influencer program throughout campaign

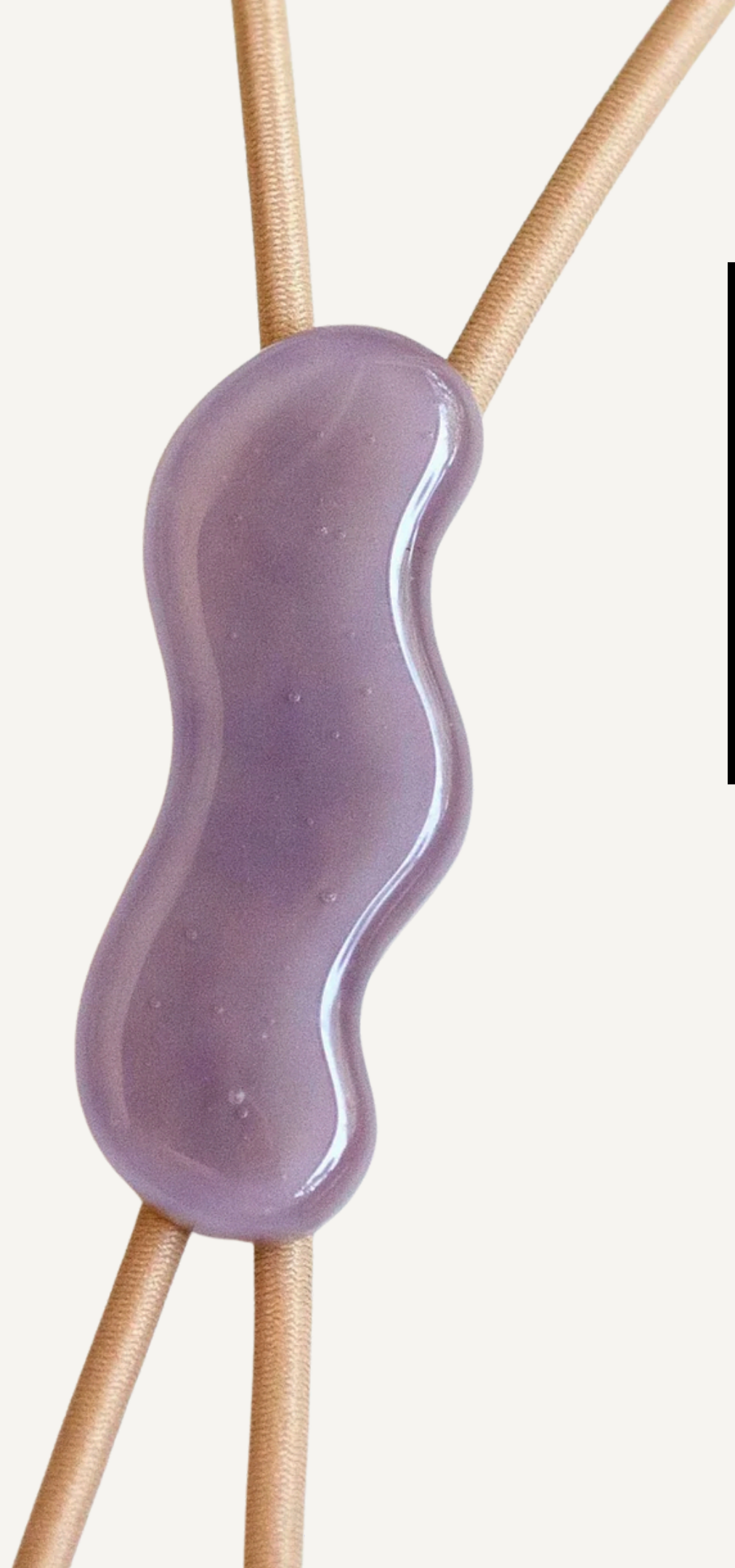
Social Media:

1. Full in-feed social media takeover
2. Katie will continue to engage with her audience on Instagram Stories

Overall Theme: Local craftsmanship, seasonality, and authenticity







PART TWO

SOCIAL MEDIA CONTENT STRATEGY

Instagram

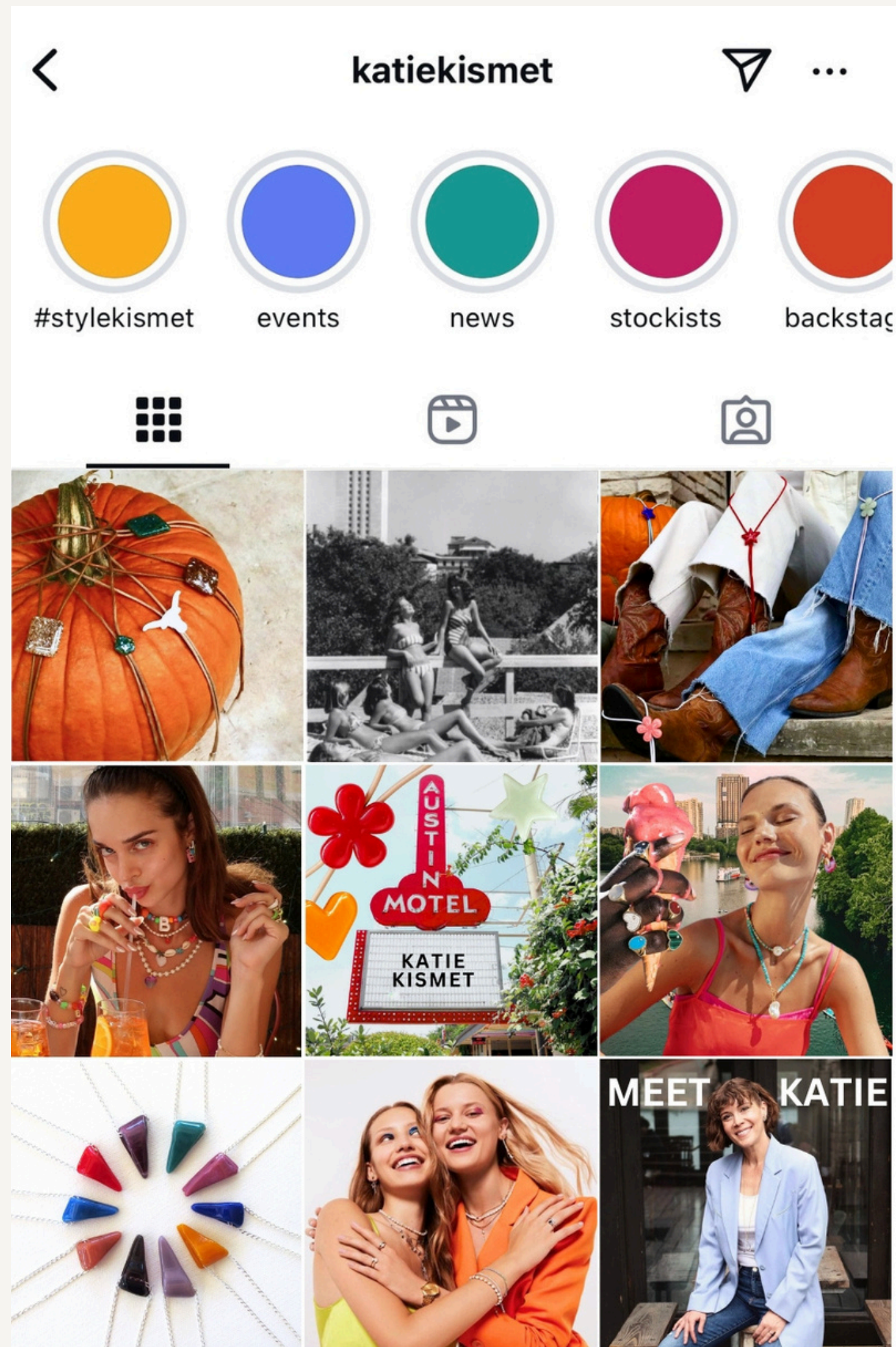
1. 3 in-feed posts per week
2. Mix of Katie's photobank content and fresh images from shoot around Austin
3. 1-2 reels per week; half more casual/aesthetic, other half more informative, showing Katie's process, telling audiences more about the company

Pinterest:

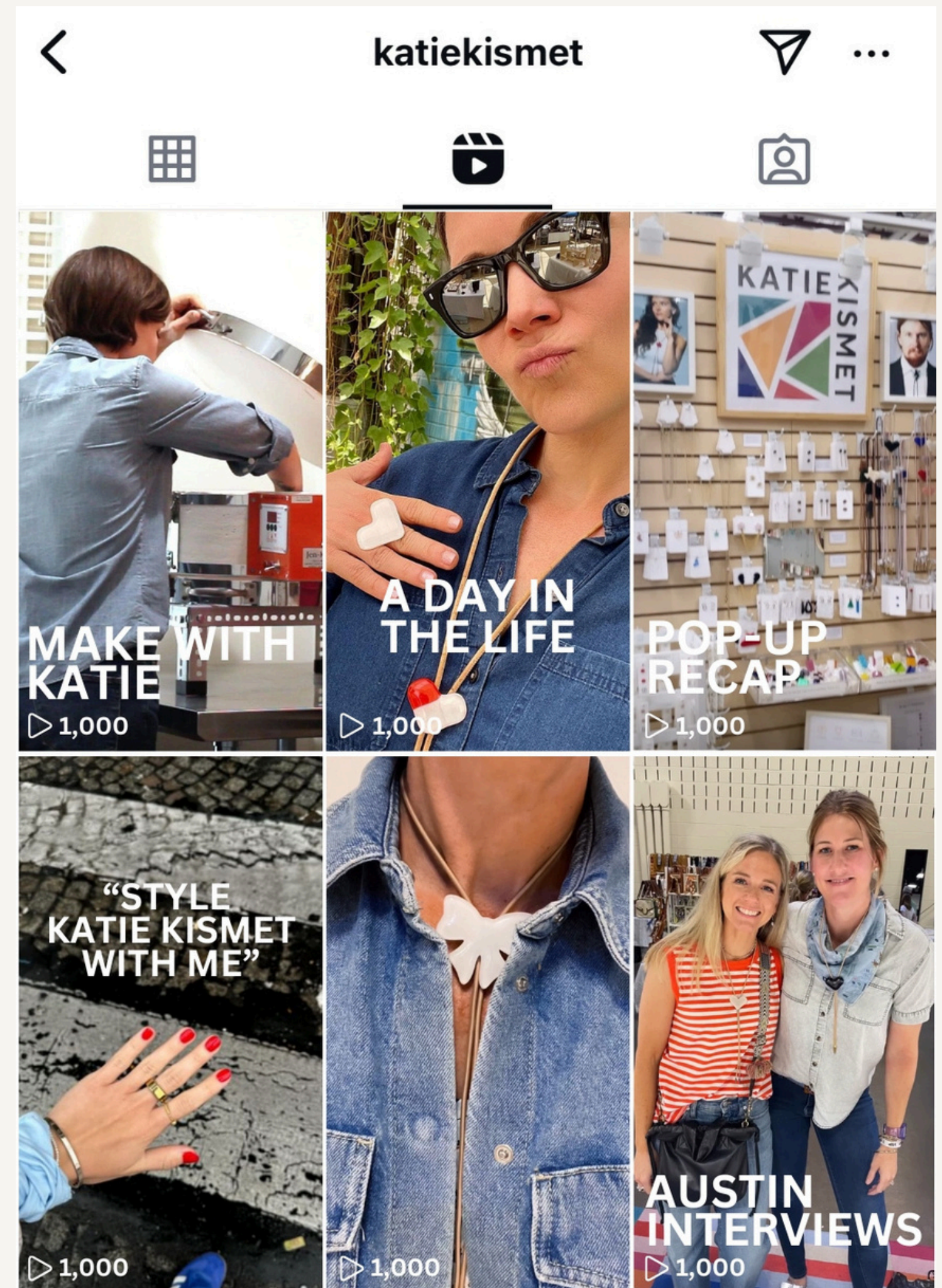
1. Building brand presence
2. Adding photobank images, all with tags linking to brand + site
3. Boards by collection & occasion
 - a. E.g., a board for pop collection, garden collection, etc + boards for outfit inspo, weddings, etc.



INSTAGRAM FEED

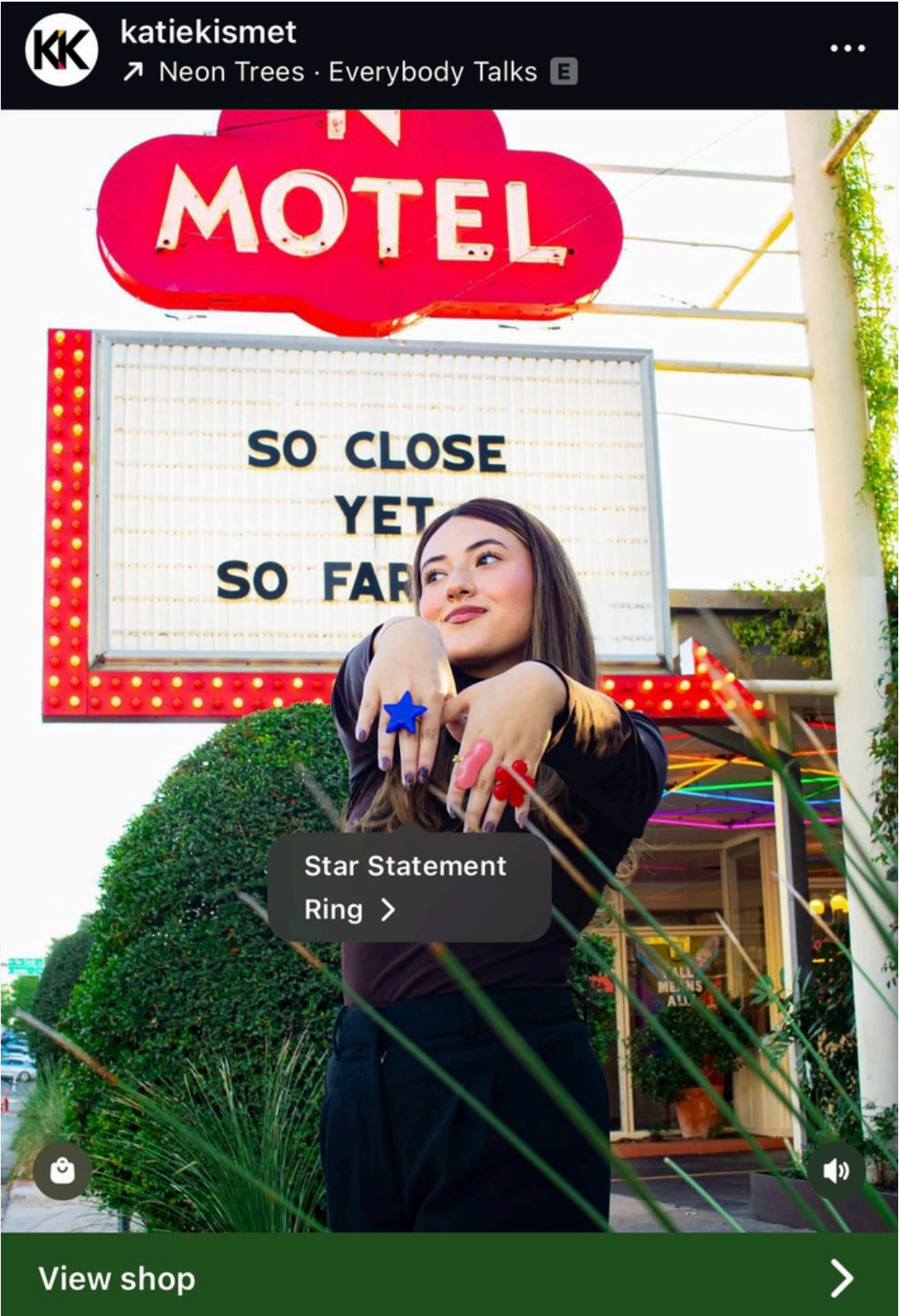


REELS



FINAL CONTENT WORK

This presentation has been updated to include final content work created by the account team







MEDIA & INFLUENCERS

Social Media Influencers

- Fashion & Beauty Influencers
 - Local influencers focused on fashion, accessories, and beauty, who can showcase Katie Kismet's unique, handcrafted jewelry to their audience
- Local Artists & Designers
 - Collaborating with Austin-based artists and designers known for their influence in the creative and style scene

Organizations

- Local Fashion & Business Networks
 - Austin Fashion Initiative — a network that connects local fashion brands and creatives
- Women's Empowerment Organizations
 - Groups or organizations that support female entrepreneurs and artists could align well with the campaign message



EARNED MEDIA STRATEGY



This campaign aims to connect with the local target audience. Thus, we will pitch local journalists, influencers, and locations where Katie Kismet can expand brand presence.

Locations: Beehive Boutique, Kendra Scott Founders Market, Fashion X Texas, and @aurorahouse

Sample Outlets: Texas Monthly, Austin Chronicle, KVUE, Founding Fearless Podcast, Tribeza, ATX Woman

- **Pitch holiday gift guides & pop-up events** for Christmas ("Merry Kismet", "Jewelry Gift Guides for the Holidays" or "Christmas Fashion Essentials")
- **December graduation angle** - pitch "Best Graduation Gifts" or "Best Statement Pieces for Graduation Pictures"
- **Pitch Libbi Farrow and Adaleigh Rowe** - hosts of Keeping Score on Fox 7 Austin, they compete to make their own jewelry at Katie's house!
- Pitch and **apply to the Kendra Scott Founders Market** in order to use the retail space and community outlet

INFLUENCER STRATEGY

Key Touchpoints:

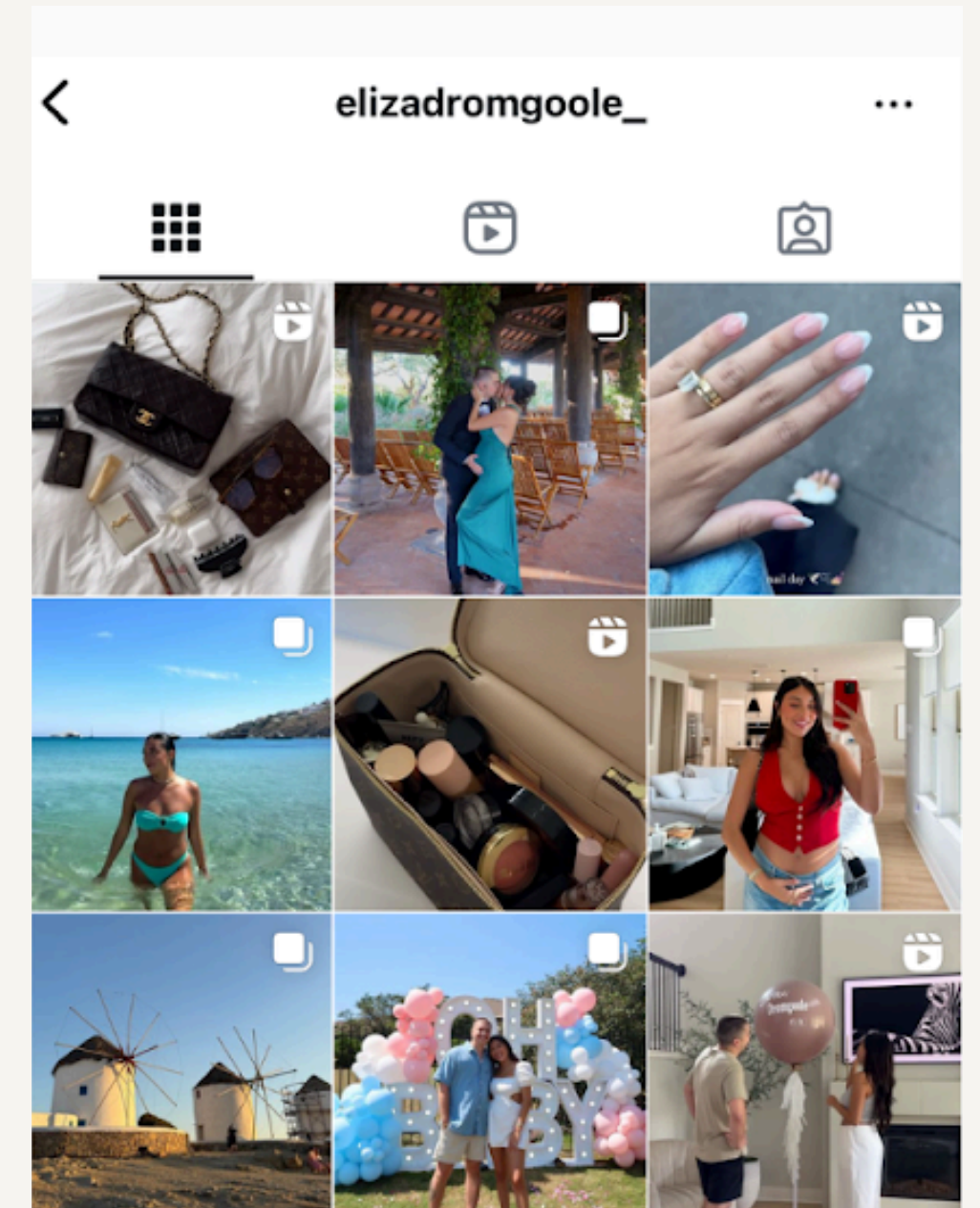
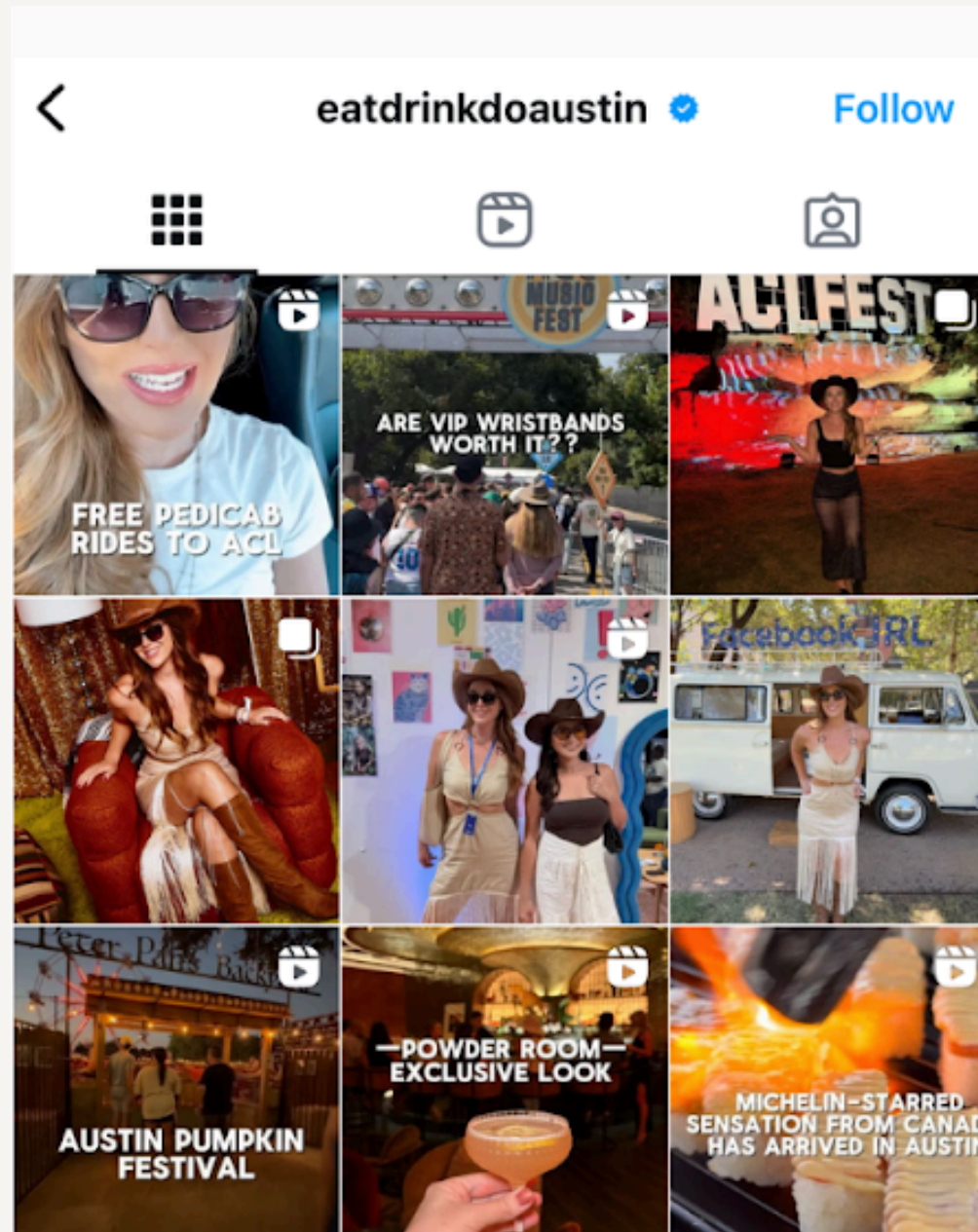
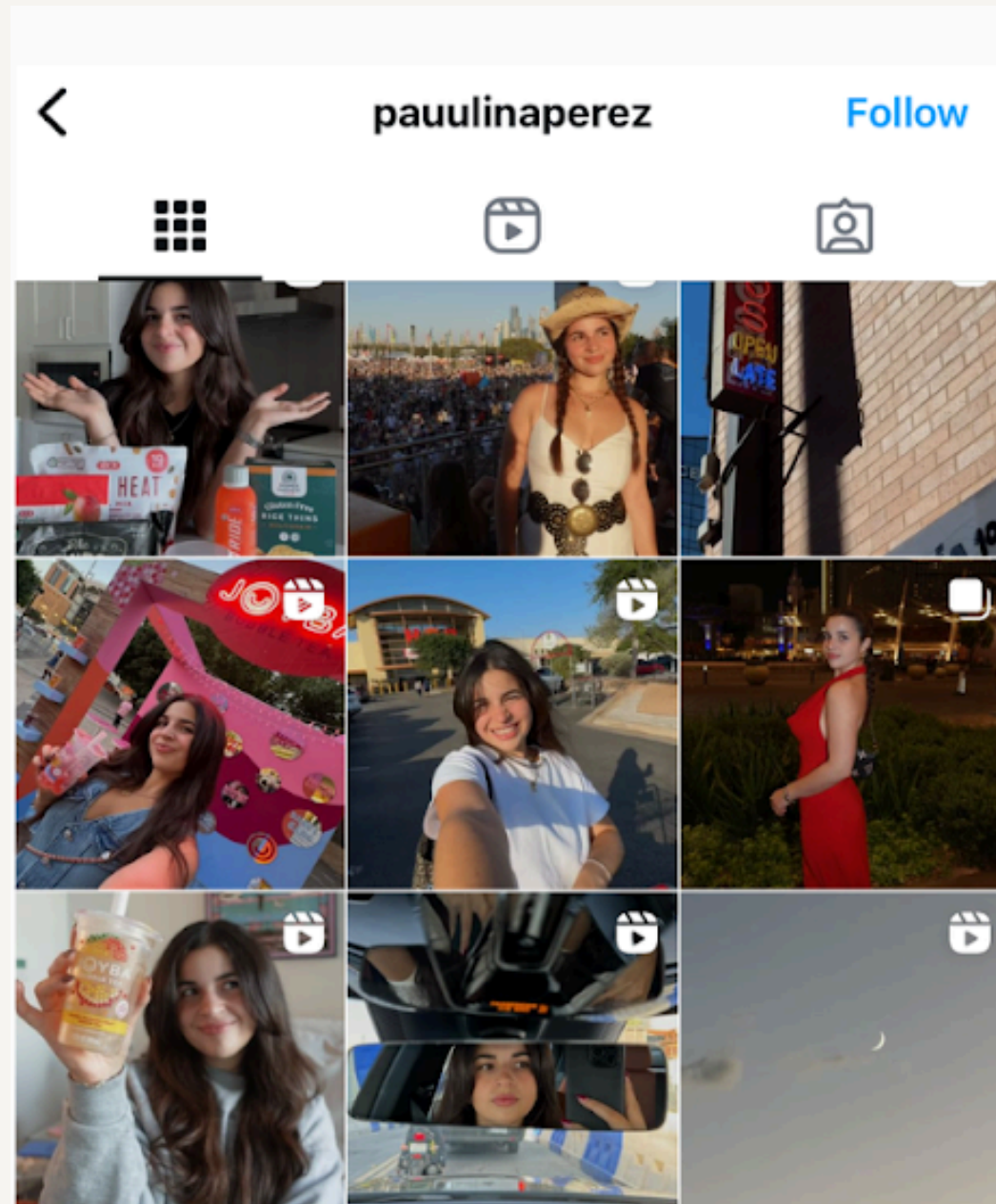
- Holiday Season - partner with influencers to highlight **jewelry as part of their holiday outfits** or create content around gift ideas
- Black Friday and Cyber Monday (November 29 & December 2) - pitch influencers about **Black Friday deals**, and partner with influencers to promote early access or exclusive codes
- Winter Graduation (December) - partner with local influencers, especially students or moms who want to promote **jewelry that represents personal achievement** or school pride

Potential influencers:

@exploreatx_, @whenwherewhataustin, @elizadromgoole_, @paulinaperez, @lauu_kzallaz, @meganheng, @jinymakeup



INFLUENCER STRATEGY



**PART
THREE**



TIMELINE

Week 1: Hello, Kismet

Reintroducing Katie to the audience and highlighting signature collections

Week 2: Kismet Around Town

Launching the "Around Austin" series, featuring fun shots of the jewelry around iconic Austin Locations

Week 3: Fall into Kismet

Celebrating the season with fall/Halloween-themed content

Week 4: Kismet Gives Back

Continuing "Around Austin" series while emphasizing how the brand gives back to the local community

Week 5: Kismet Collections

Highlighting individual collections as people begin to holiday shop

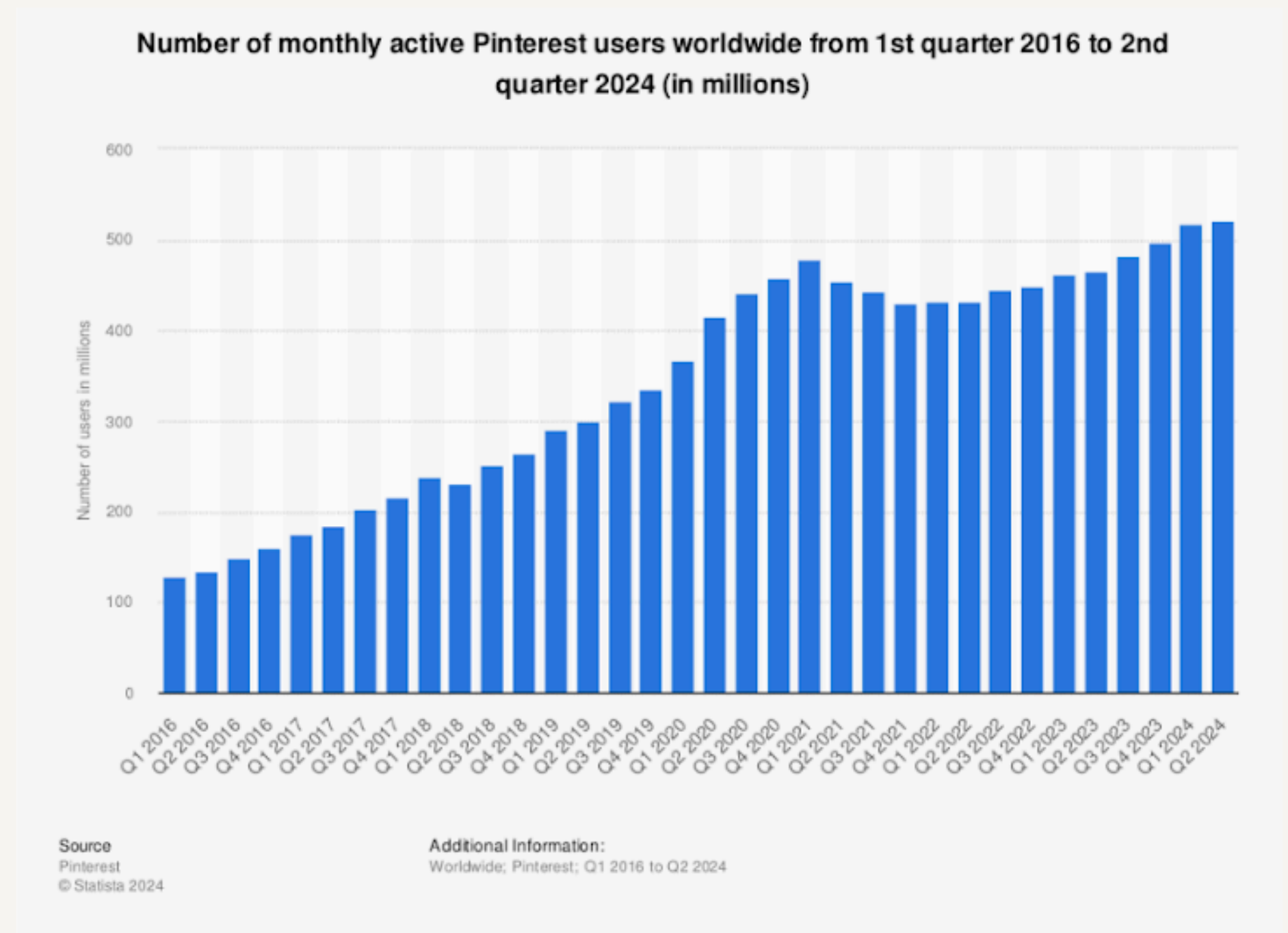
Week 6: Kismet from the Heart

Reminding the audience of the brand's authenticity and appreciation for local community



ANALYTICS STRATEGY + MEASURABLES

- We will be providing weekly metrics reports
- These metrics reports will measure followers, engagements, profile visits, demographics, etc.
- Jumpstarting on Pinterest, navigating native analytics
- Success: Increase in follower count with consistent posting; influencer + media reception





**THANK
YOU**

QUESTIONS?