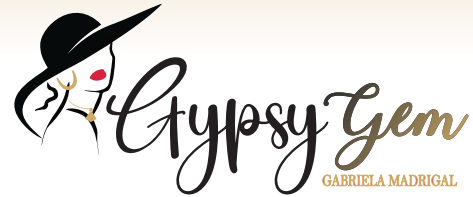


# Creative Brief

**Project Name:** Gypsy Gem – Handmade Jewelry Collection

**Version:** 1.2

**Date:** 09/22/2025



## Overview

*Gypsy Gem* is a small artisanal jewelry company founded by Gabriela Madrigal. The brand focuses on handmade, unique, and elegant jewelry pieces inspired by the femininity and sophistication of the 1950s and 1960s. Each piece created is meant to bring back the timeless fashion of those decades, when accessories were an essential part of a woman's elegance.

This project's primary **goal** is to establish a strong social media presence on Instagram. By creating engaging content, storytelling posts, and interactive campaigns such as giveaways and online events, *Gypsy Gem* will build an online community that values artistry, elegance, and exclusivity. Over time, this engagement will generate customer loyalty and lead to increased online sales.

## Objectives

Build brand awareness on Instagram and grow a small but loyal community.  
Show *Gypsy Gem* as a brand that values elegance and quality.  
Increase engagement through storytelling posts, events, and giveaways.  
Prepare the foundation for an online shop launch in the near future.

## Schedule and Budget

**Launch:** October 2025.

**Duration:** Initial three-month campaign.

**Budget:** Start small with organic growth and test Instagram ads when possible.

**October** → Campaign launch with product photography, introduction posts, and first giveaway.

**November** → Online event introducing the collection and storytelling about 1950s–1960s fashion.

**December** → Holiday campaign and second giveaway to maximize seasonal engagement.

## Target Audience

**Audience type:** Women who love to dress up with unique accessories and value handmade products.

**Buyer type:** Women between 25–50 with medium to good income levels. Many are professionals, entrepreneurs, or simply women who enjoy expressing themselves through fashion.

**Key motivations:** Desire for uniqueness, elegance, and accessories that reflect personality and refined taste.

**Key issues:** Fast fashion jewelry lacks durability and individuality. Gypsy Gem offers distinctive, artisanal alternatives that elevate style.

**Characteristics:** Heavy Instagram users, often following fashion and lifestyle accounts.

**Demographics:** Women ages 25–50, primarily urban, located in the U.S. and Mexico.

## Key Messages

**Value proposition:** Gypsy Gem revives timeless elegance through handcrafted jewelry inspired by vintage femininity.

**Benefits and features:** Unique handmade designs, durable materials, and limited-edition collections.

**Proof points:** Designed and handcrafted by the founder, ensuring authenticity and exclusivity.

**Additional message:** Gypsy Gem is not just jewelry—it is a reminder of how elegance can be part of everyday life.

## Call to Action

- Follow Gypsy Gem on Instagram to discover elegant handmade jewelry.
- Participate in giveaways and storytelling posts.
- For now, DM orders will be available directly until the official online shop is ready.

## Creative Considerations

**Format:** Instagram posts, Reels, Stories, and livestream events.

**Layout:** Consistent brand visuals with logo and clean typography.

**Tone:** Elegant, artistic, feminine, and sophisticated.

**Visuals:** Black, gold, gray, and red palette inspired by vintage glamour.

**Localization:** Content in English and Spanish to connect with U.S. and Mexican audiences.

## Testing Considerations

- A/B test Instagram ads: lifestyle imagery vs. product-focused posts.
- Experiment with hashtags and posting times to optimize reach.

## Resources

**Brand assets:** Logo, color palette, typography, photography guidelines.

**Research:** Competitor analysis of artisanal and semi-luxury jewelry brands on Instagram.

**Inspiration:** Vintage photography and fashion from the 1950s–1960s.

**Collateral:** Event photos, customer testimonials, and influencer collaborations (future).

Website: [www.gypsygem.com](http://www.gypsygem.com)

Phone: (619) 667-0893

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## Sample of products



Images created by ChatGPT with real collars made by Gabriela Madrigal