



Recommendations for CCP





BRANDING STRATEGIES



Key Metrics

Solution

Love Beyond Bridal Campaign

Evidence

Modern love stories go beyond marriage (friendship, self-love, etc.).

Impact

Broadens product relevance and emotional connection points.



Key Metrics

Solution

Emotional Brand Film

Evidence

Video storytelling drives the highest engagement across platforms.

Impact

Elevates brand memorability and emotional impact.



Creator Collaborations



CREATONAL

Key Metrics

Solution

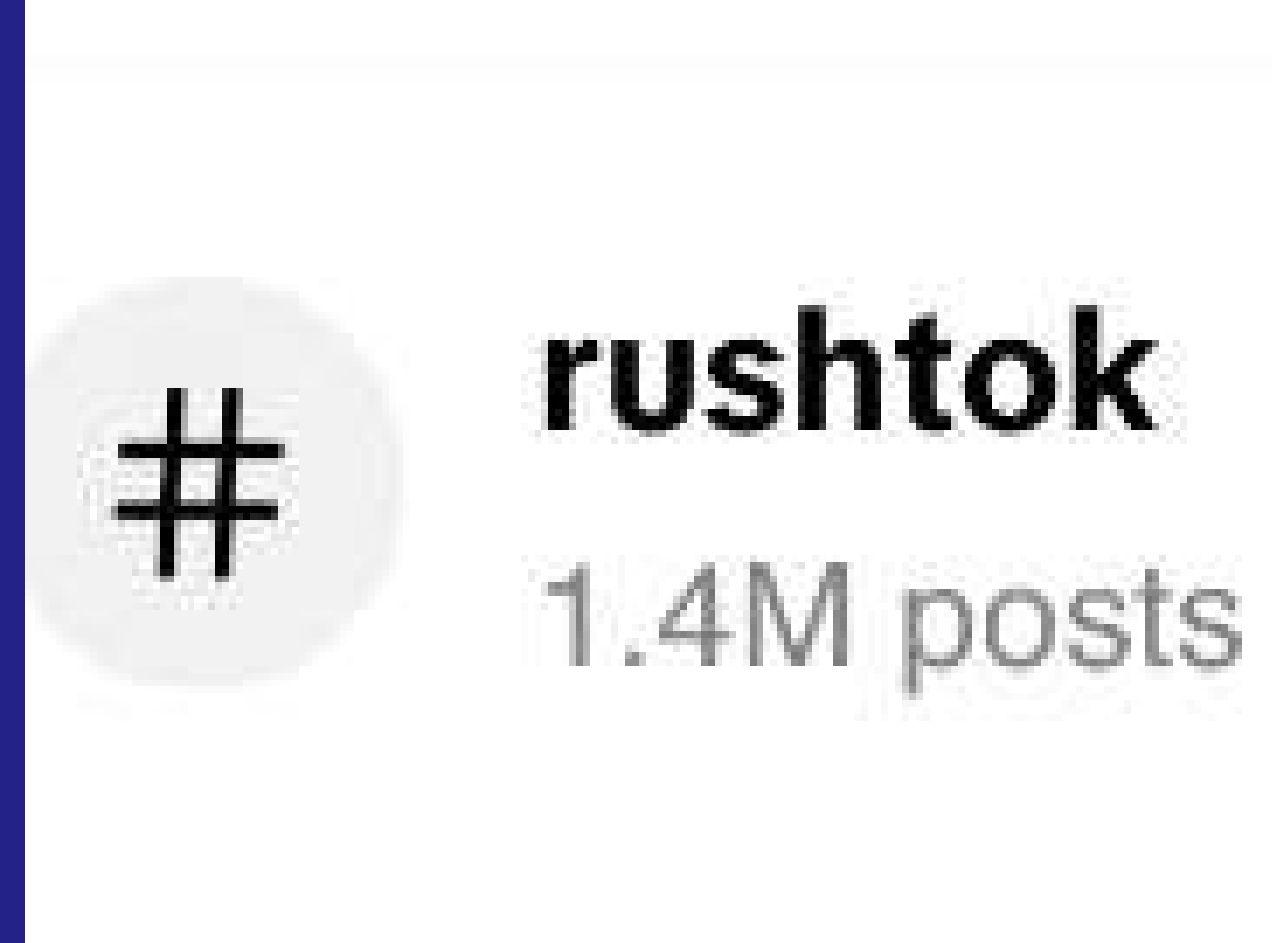
Creator Collaborations

Evidence

Co-creation with influencers increases authenticity and shareability.

Impact

Repositions Recarlo as a culturally engaged luxury house.



Key Metrics

Solution

Partner with Southern U.S. sororities during rush season (e.g. influencer gifting, pop-ups, or digital campaigns)

Evidence

Sorority Rush is a high-visibility cultural moment where jewelry plays a symbolic role (status, tradition, gifting). Heart-shaped diamonds can align with Gen Z's love for personalization and meaning

Impact

Builds early emotional connection with affluent Gen Z women, boosts awareness in key Southern markets, and positions Recarlo as both aspirational and youthful



INCLUSIVE Key Metrics

Solution

Inclusive Casting

Evidence

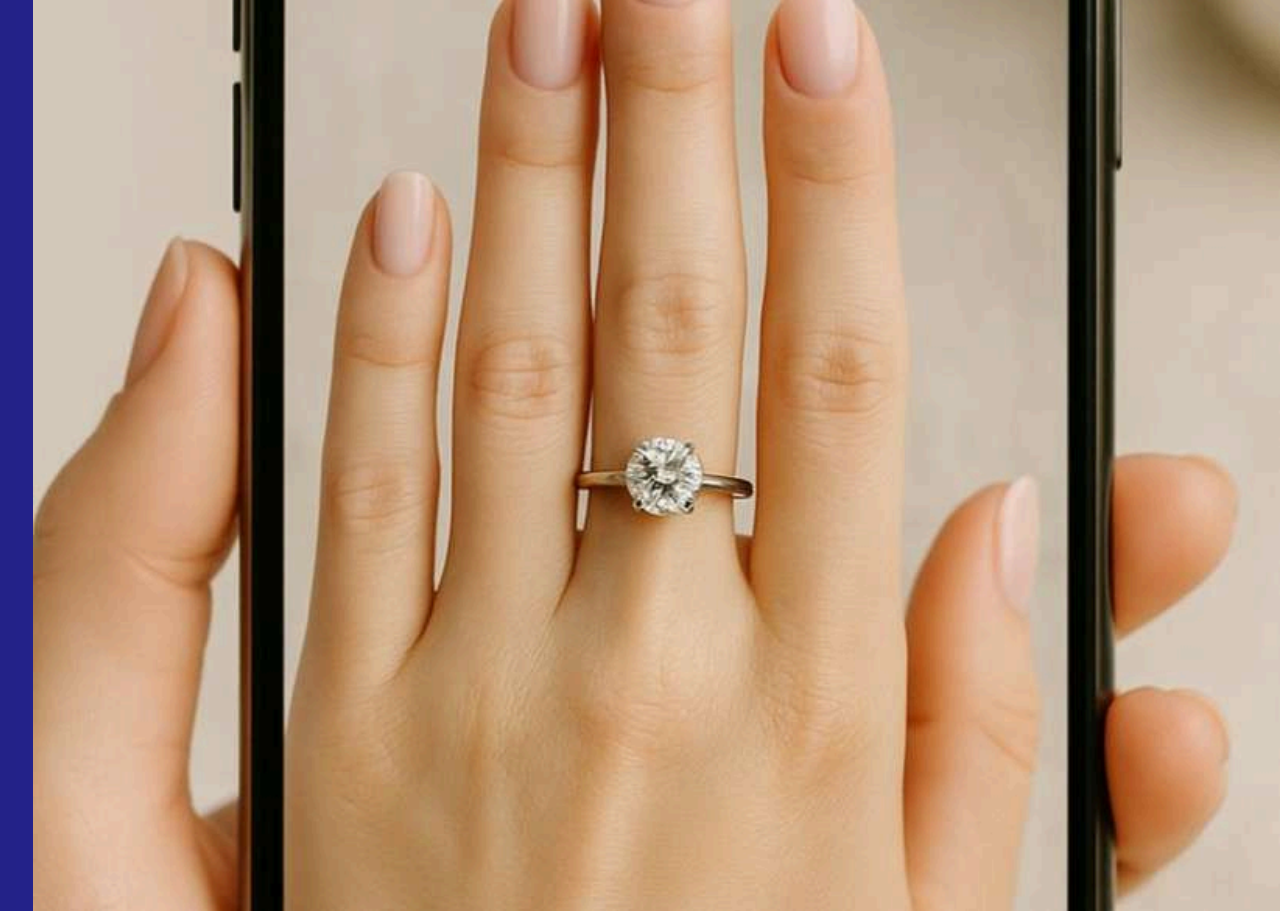
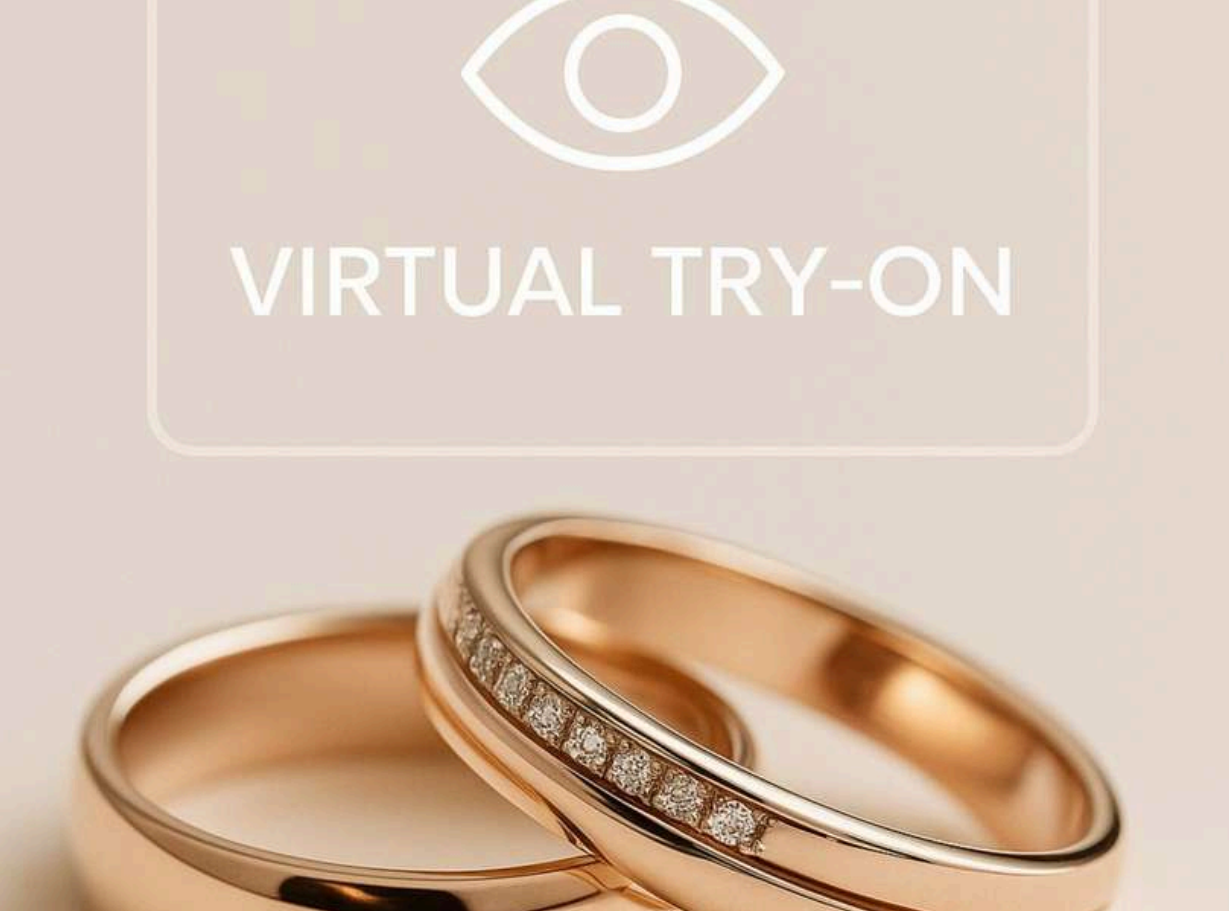
Diversity in campaigns fosters wider emotional identification.

Impact

Expands Recarlo's relatability across age, gender, and culture.



DIGITAL STRATEGIES



Key Metrics

Solution

Launch a virtual try-on experience through Instagram/Snapchat filters and integrate the same AR feature directly on Recarlo's website. This allows Gen Z customers to try on rings or earrings instantly—whether they discover the brand via social or browse on-site.

Evidence

75% of Gen Z consumers use AR before purchasing fashion or jewelry (Snap Inc., 2023). Brands like Kendra Scott and Lenskart saw significant engagement and conversion spikes after integrating AR both socially and on-site.

Impact

2-3x higher engagement, lower bounce rates, and longer time spent on product pages. Increased UGC and shareability via #TryOnRecarlo, boosting reach and buyer confidence—especially for engagement rings.



Key Metrics

Solution

Launch a style-personality quiz on Recarlo's website and socials. Users answer 5 visual questions to get matched with a jewellery persona (e.g., The Quiet Classic, The Soft Rebel) & receive a personalized lookbook to share via #StyledByRecarlo.

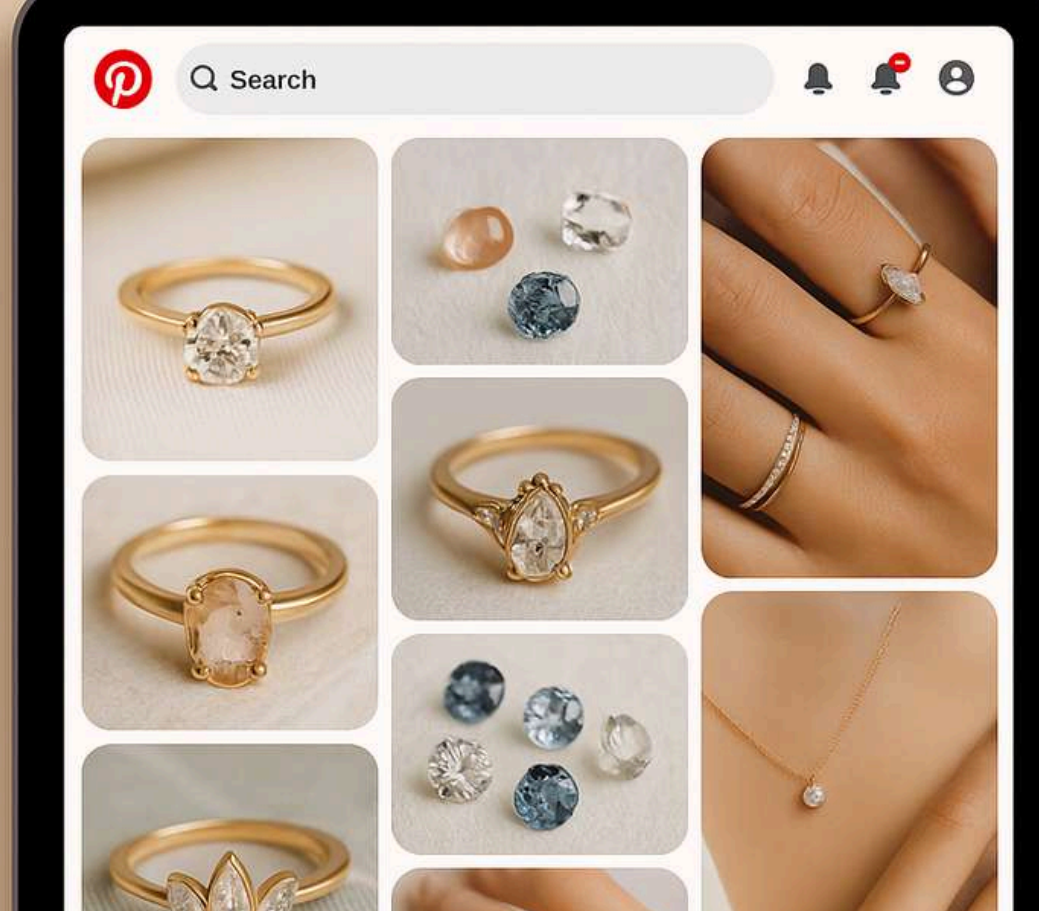
Evidence

Gen Z seeks personalization through style and identity. Brands like Coach and Glossier have used persona-based discovery tools to boost engagement, making luxury feel personal without compromising exclusivity.

Impact

Improves time-on-site, encourages social sharing, and builds a deeper emotional connection with younger shoppers—while gathering style-preference data for better targeting.

Pinterest Strategy



Key Metrics

Solution

Pinterest Strategy

Evidence

Pinterest users are often in "shopping mode".

Impact

Drives intent-based traffic for gifting and events.

Behind the Spotlight

VIDEO SERIES



Key Metrics

Solution

Launch a “Behind the Spotlight” video series featuring celebrity partnerships, red carpet BTS, and emotional storytelling to build an aspirational, inclusive brand world that resonates deeply with global, purpose-driven Gen Z audiences.

Evidence

Recarlo currently lacks relatable, inclusive content and world-building. This strategy fills that gap by showcasing real emotions, values, and artistry—boosting brand trust, engagement, and narrative depth across platforms.

Impact

It boosts visibility through YouTube Shorts and Facebook Reels while building a relatable brand world rooted in emotion, aspiration, and inclusivity—making Recarlo feel personal, relevant, and aspirational to Gen Z.



Key Metrics

Solution

Launch a dedicated Recarlo TikTok channel with a #RecarloReveal campaign featuring diverse micro-influencers unboxing heart-shaped rings, using emotional storytelling and TikTok Shop integration to build brand intimacy and Gen Z reach.

Evidence

Recarlo's current touchpoints lack global resonance, emotional diversity, and inclusive representation. Gen Z values authenticity, emotional engagement, and identity-driven storytelling—key gaps that this campaign directly addresses.

Impact

A TikTok strategy will boost Recarlo's Gen Z reach—34% use the platform for discovery (Statista). Micro-influencer UGC builds trust (82%, Morning Consult), TikTok Shop drives impulse buys (1 in 4 users, Vogue), and inclusive storytelling raises brand trust by 23% (McKinsey).



Thank You