



AURO STYLE

Advertising Campaign and
Website for a French
Jewellery Brand

Advertising Campaign and Website for a French Jewellery Brand

Founded by a world leader in the watch and jewellery industry, Aurostyle was initially known for its expertise in working with gold jewellery, and later developed its craftsmanship with the launch of a sterling silver collection.

Business Strategy

Brand Strategy

- Management Interviews
- Brand Workshop
- Brand DNA
- Brand Differentiation
- Unique Positioning Statement
- Creative Theme
- Photo Styling

Design and Touchpoints

- Brand Identity
- Talent Management
- Model Photography
- Props Design
- Photo Retouching
- ~~Writing & Translation~~
- Packaging Design System
- POS and Retail Environment
- Advertising Design

Digital & Social Media

- UI and UX Design
- Brand Website
- Analytics

Aurostyle Marketing Communications

Advertising Campaign and Website for a French Jewellery Brand



The international brand engaged Base Creative to help launch an advertising campaign and revamped website that would increase brand awareness of and drive sales to the new collection.

Scope of work

Business Strategy

Brand Strategy

- Management Interviews
- Brand Workshop
- Brand DNA
- Brand Differentiation
- Unique Positioning Statement
- Creative Theme
- Photo Styling

Design and Touchpoints

- Brand Identity
- Talent Management
- Model Photography
- Props Design
- Photo Retouching
- Writing & Translation
- Packaging Design System
- POS and Retail Environment
- Advertising Design

Digital & Social Media