



Industry: Luxury Jewellery
Project: Karigar Ki Karigari – Digital Video Campaign

THE CHALLENGE

Tanishq aimed to bring forward the **artistry and craftsmanship behind its jewellery**, while maintaining its premium brand perception. The challenge was to:

- Translate intricate craftsmanship into **engaging digital storytelling**
- Build **emotional connection** beyond product showcasing
- Maintain **luxury brand tonality** across social-first formats
- Create content that resonates with **modern, digital-first audiences**
- Balance heritage storytelling with **high engagement formats like Reels**

STRATEGY & EXECUTION

1. Content Strategy

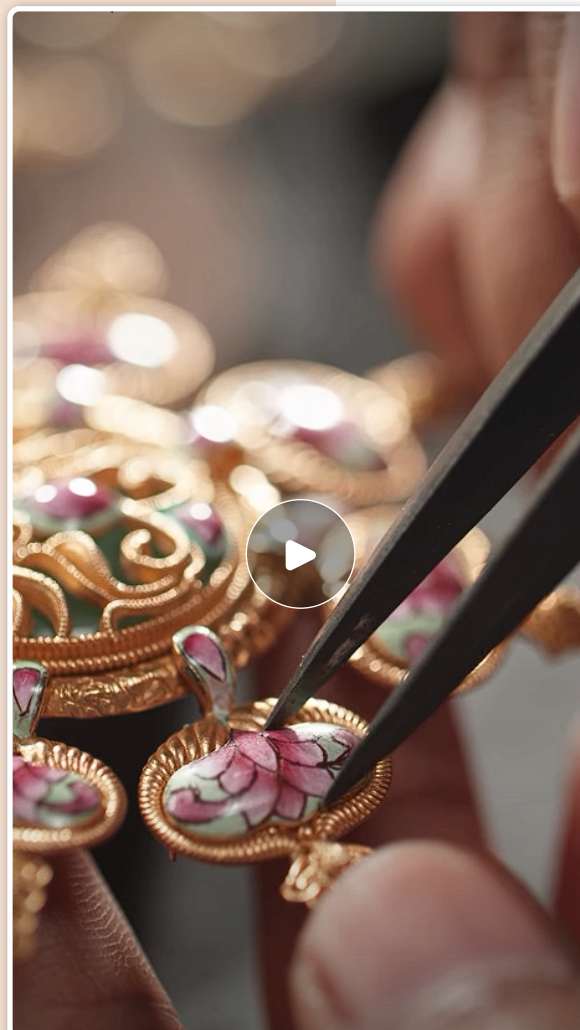
- Built narrative around craftsmanship, heritage, and legacy
- Focused on emotion-driven storytelling over product selling
- Ensured content remained premium, minimal, and elegant

2. Creative Execution

- Developed a 3-part video series (Karigar Ki Karigari)
- Captured intricate detailing and craftsmanship visually
- Maintained high production quality aligned with brand identity

3. Platform Optimization

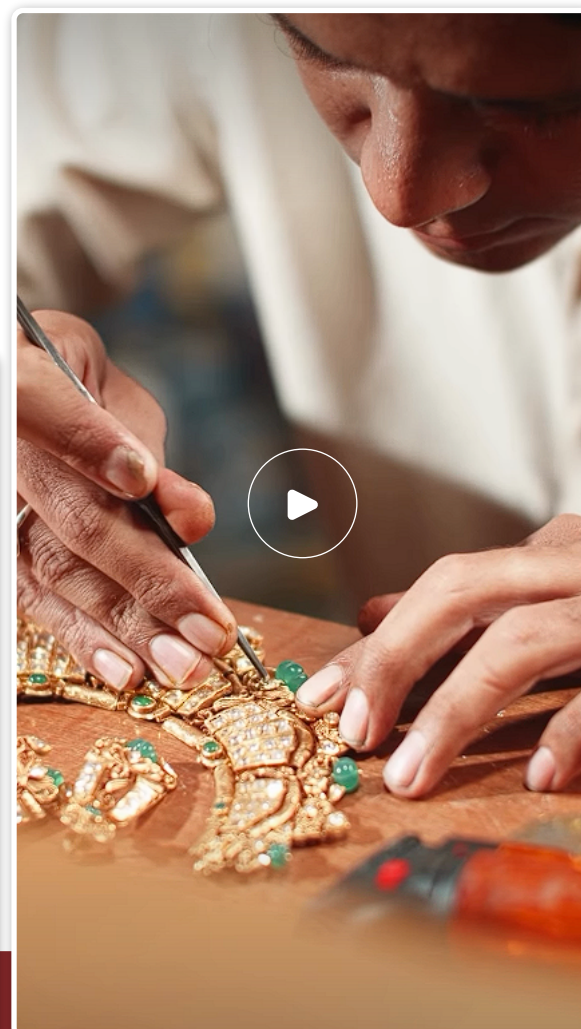
- Designed content for Reels-first consumption
- Ensured high retention through visual storytelling and pacing
- Adapted creatives for digital amplification across platforms



WHAT WAS SET OUT TO BUILD

We set out to create a **story-led video campaign** system that would:

- Showcase the legacy of karigars and craftsmanship
- Build premium, emotionally rich narratives
- Deliver high-quality visual storytelling for digital platforms
- Strengthen brand affinity and recall through content



RESULTS

High-performing video content across digital platforms

Improved **content recall and engagement**

Established a **repeatable storytelling format** for future campaigns

Reinforced Tanishq's positioning as a **craftsmanship-first luxury brand**

IMPACT

- Strengthened brand perception around craftsmanship and heritage
- Increased audience engagement through narrative-led content
- Enhanced emotional connect with modern consumers
- Delivered premium storytelling aligned with brand positioning