CASE STUDY · BRAND & GROWTH

GISAC JEWELRY

Rebranding and scaling a jewelry *company.*

A jewelry company in Santo Domingo with a strong product and a small digital presence, ready to grow.

CLIENT	INDUSTRY	SCOPE	PERIOD
GISAC Jewelry	**Jewelry · Retail**	**Brand, content, Meta Ads & growth**	**2023 – present**

5×+
monthly sales

7K → 54K
Instagram followers

360°
brand system rebuilt

The challenge

When the work began in June 2023, GISAC had about 7,000 Instagram followers and no unified brand system.

The business had the product and the demand to grow, but not the brand, content or paid media structure to scale it.

What we did

Brand identity
A complete rebrand: logo system, color variations and applications for packaging, bags and merchandise.

Content system
Creative direction and a content strategy built around the product, with consistent posting.

Meta Ads
Campaigns tied to sales conversations on WhatsApp and Instagram, optimized weekly.

Growth support
Support beyond marketing across other areas of the business as it scaled.

Results

- **More than 5× monthly sales since the work began**
- **From ~7K to 54K Instagram followers, nearly 8×**
- **A recognizable brand across every touchpoint**

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