

HOW A REBRAND INCREASED SOCIAL MEDIA TRAFFIC BY 92% IN 3 MONTHS



CASE STUDY



Agnieszka Klepajczuk
Owner & Jewellery Designer
Plumaria - a brand of handcrafted embroidered jewellery

CHALLENGE – Reviving a tired brand to better reflect the values and aesthetics of its owner

As a creative, Agnieszka knew in her heart that her first business name and branding weren't truly reflecting what her embroidered jewellery stood for. Inspired by nature, art and the night sky, her branding needed to represent these glorious subjects and well, it just wasn't... It was confused and a mish-mash of directions from her early days when she hadn't clearly identified her target customer.

She felt lost, without direction and in turn, so did her business.

"I do everything at Plumaria. I create the jewellery, take photos for my online shop, do all of my social media, run my Etsy store, take bespoke orders, dress and pack the orders up..."

Once Agnieszka found herself again, choosing her new business name, Plumaria, from the Latin for embroidered and embellished with feathers, she knew she needed a new brand.

“

Working with Isle Noire surpassed my expectations...

... Zoe did more than I thought I was looking for. She didn't just design my logo, she really got to the heart of Plumaria. And I'm so happy because it reflects who I am, and what I do, perfectly.

”

“I needed to start my branding journey with a logo that perfectly illustrated what Plumaria is and so I looked on Etsy for a designer that spoke to me. There are so many to choose from and it was a daunting task...”

SOLUTION – Working with Isle Noire Creative

“Isle Noire, and its owner and graphic designer Zoe, really stood out to me - I loved how she described her work; her logo styles were very simple, clean and based on typography. What she offered, along with just designing logos, was impressive”.

“I knew I wanted to work with Zoe, after we first made contact. She was so nice, friendly and easygoing, not intimidating at all. Because I wasn't exactly sure where I was at that point, **I was really worried but she made the process very easy for me**”.

After creating a mood board of ideas together they chose colour palettes, themes and imagery. After two weeks, Zoe sent over the first drafts.

“Zoe presented me with a first draft of 5 different designs. All of them were brilliant, and exactly what I had envisaged. She also included an extra design, one that she felt really echoed my work. It was actually the one that I finally picked. It's so organic but has tiny details that capture my work perfectly”.



RESULTS – Rebrand brings business evolution

“Once Plumaria’s branding was finished, it changed my mindset. I wanted to go on to achieve something rather than just make a sale. In the beginning, it was selling what I'd made because I thought that’s what I should do. But now I know what it is that I want to do”.

- **Since rebranding in March 2020, social media traffic to Plumaria’s Etsy shop increased by 92% in 3 months**
- **Rebranding gave Agnieszka more confidence to legitimately increase product prices**
- **Introduction of logo on all Plumaria’s branding, including packaging, resulted in an increase in customer satisfaction and positive feedback**
- **Return customers noted how their experience was more holistic and professional**
- **Added extras, such as a branded authenticity certificate with every purchase brought added value for each customer**

Are you looking for a beautiful brand that attracts more of your target customers to you?

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**Increased
Product Prices**

Increased shop
traffic by

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in 3 months

**Increased
Positive Customer
Feedback**