

A photograph of a garden path made of large, light-colored stones. The path is lined with several black metal lanterns, each containing a lit white pillar candle. The lanterns are of different heights and styles, creating a warm, ambient glow. In the background, there's a stone wall, some greenery, and a small dog sitting on the grass.

# KANIRY SOCIAL MEDIA PITCH

# BACKGROUND

Kaniry started as a thought, today it is a journey. It is a young, assertively growing export organization supplying **extraordinary home décor products** and hard goods to innumerable buyers across the globe.

At Kaniry, we believe that every piece of decor should **tell a story – yours**. Our experienced artisans pour their heart and soul into every creation, ensuring that each masterpiece reflects their remarkable skills and passion. Every hand crafted artifact exudes a sense of **artistry and attention to detail** that is second to none.

With each creation, the brand continues to redefine the standards of **quality, innovation with competitive prices**, setting new benchmarks for the home décor Indian industry.

Kaniry will be opening an experiential space for their customers in the coming future as well.



# SOCIAL MEDIA ANALYSIS



@kaniryhomedecor

4.1K

Followers

90

Following

448

# of Posts



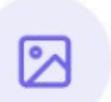
0.57%

Engagement Rate



23

Average Likes



3

Weekly Posts



45.6

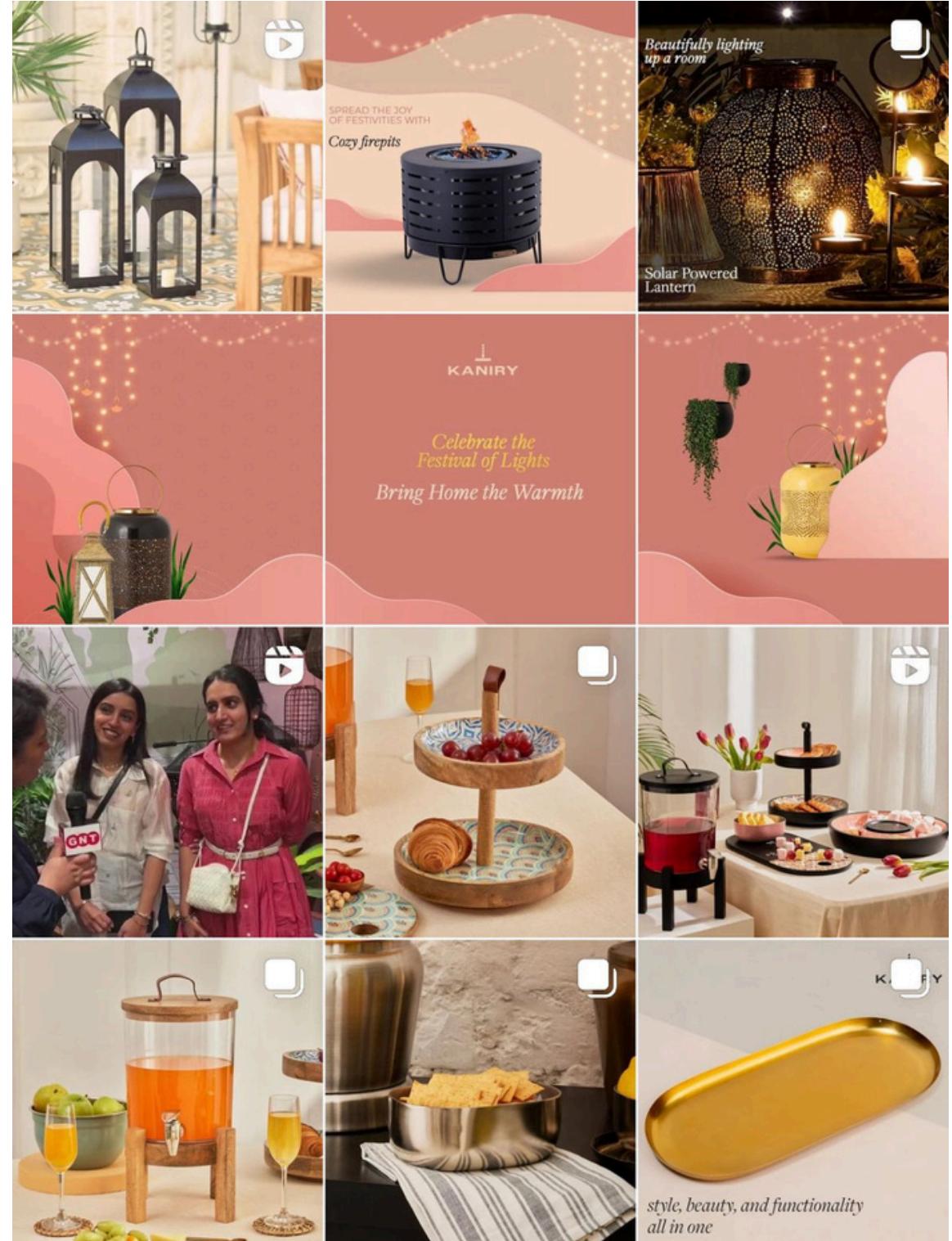
Followers Ratio

# COMMUNICATIONS OBJECTIVES

- To establish Kaniry as a **premium** home decor brand in India
- To provide the audience with a **360-degree** view of Kaniry's diverse offerings, encompassing Kitchenware, Barware, Serveware, Lanterns, Fire pits , etc
- To infuse a **compelling storyline** regarding its ethos, as well as the aspect of sustainability, into Kaniry's digital presence, ensuring that people resonate with the brand
- To promote the availability of **international shipping** at Kaniry
- To incorporate **interactive** and **educational content** with HNIs and KOLs aiming to evoke aspiration and enhance overall brand awareness.



# SOCIAL MEDIA ANALYSIS

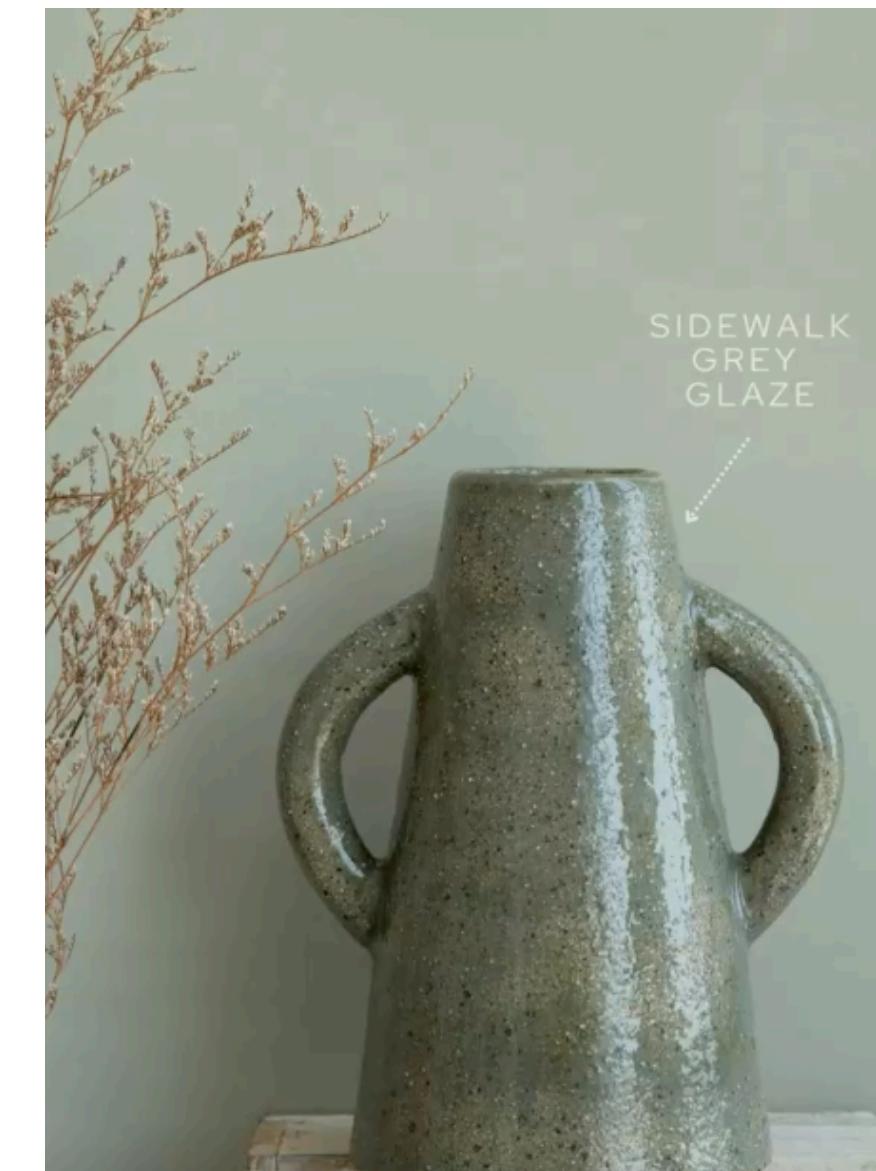
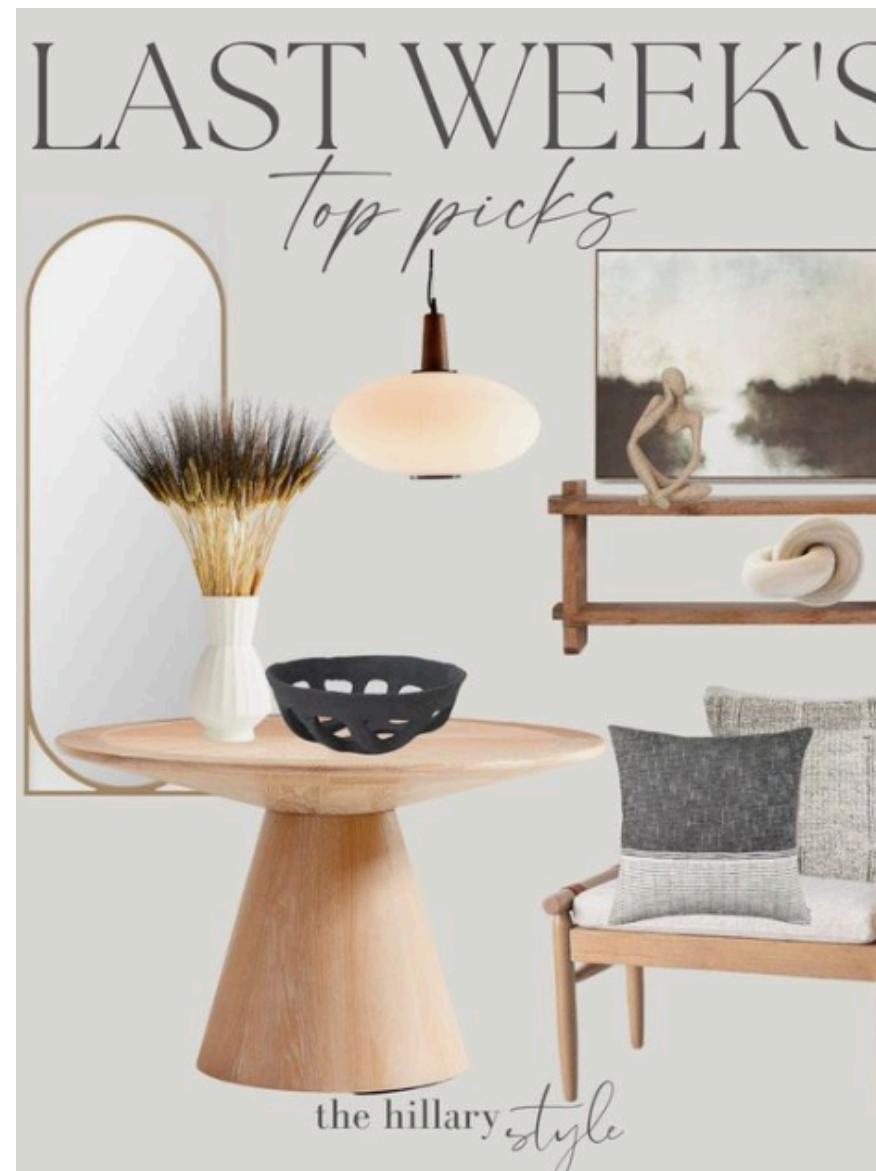


- The feed lacks **cohesiveness** and diverse storytelling
- The grid needs to be **balanced**, placing equal emphasis on the range of home decor products available at Kaniry
- The highlights don't cover **product categories** - kitchenware, Serveware , Drinkware, Barware, fire pits, etc.
- The creatives dont match the **brand tonality** of the page
- The grid is not **visually appealing** and lacks proper product placement on the grid

# SOCIAL MEDIA STRATEGY

- Maintain a balanced approach in presenting Kaniry's **diverse range**. Regularly rotate content to ensure equal visibility for each product category.
- Develop engaging **educational content** and how-to guides that demonstrate the versatility of Kaniry's products. Showcase creative uses, styling tips, and practical demonstrations to inspire and guide the audience. Curated gift guides for different occasions, emphasizing the thoughtful nature of Kaniry products as perfect gifts.
- Leverage **Pinterest** as a platform for inspiration by creating **boards** that showcase Kaniry products in various settings. Directly link each Pin to the website to facilitate seamless conversion and sales.
- Integrate **lifestyle content** into Kaniry's narrative, demonstrating how its products seamlessly fit into various lifestyles. Foster a sense of community by encouraging **user-generated content** showcasing how individuals have incorporated Kaniry into their homes. Collaborate with relevant influencers who **authentically** resonate with Kaniry's values, having them share their experiences with the products and emphasizing the **aspirational qualities** of the brand. This enhances **credibility** and broadens the brand's reach.

# CONTENT IDEAS FOR PINTEREST

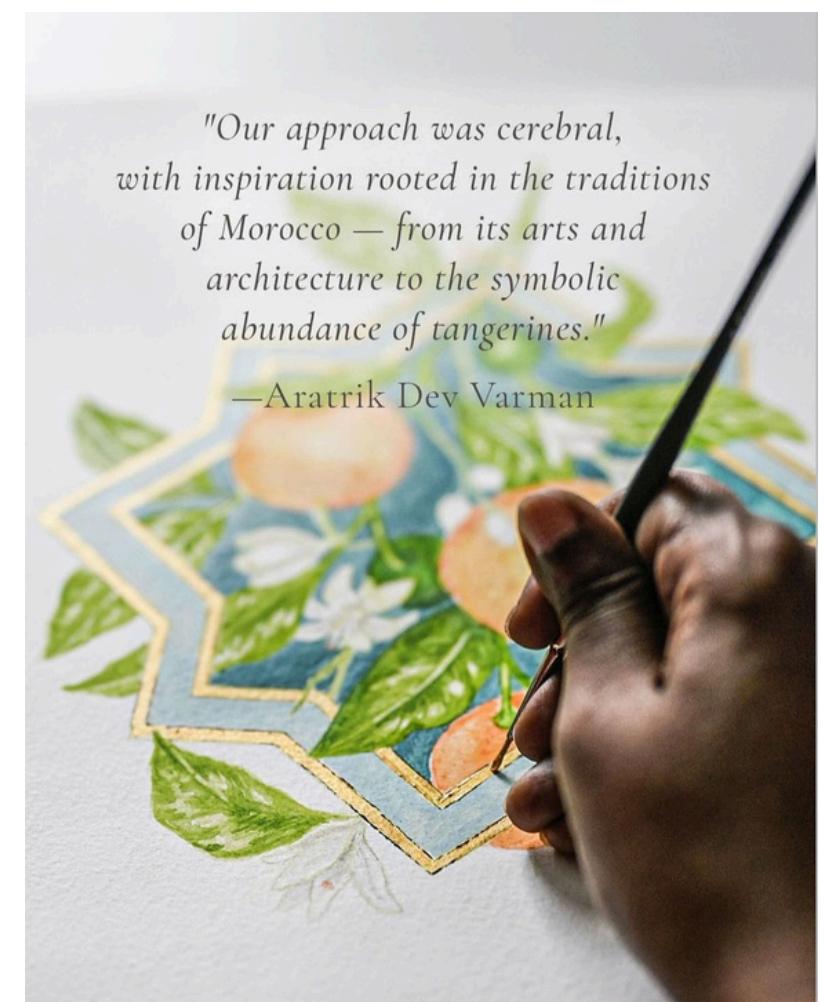
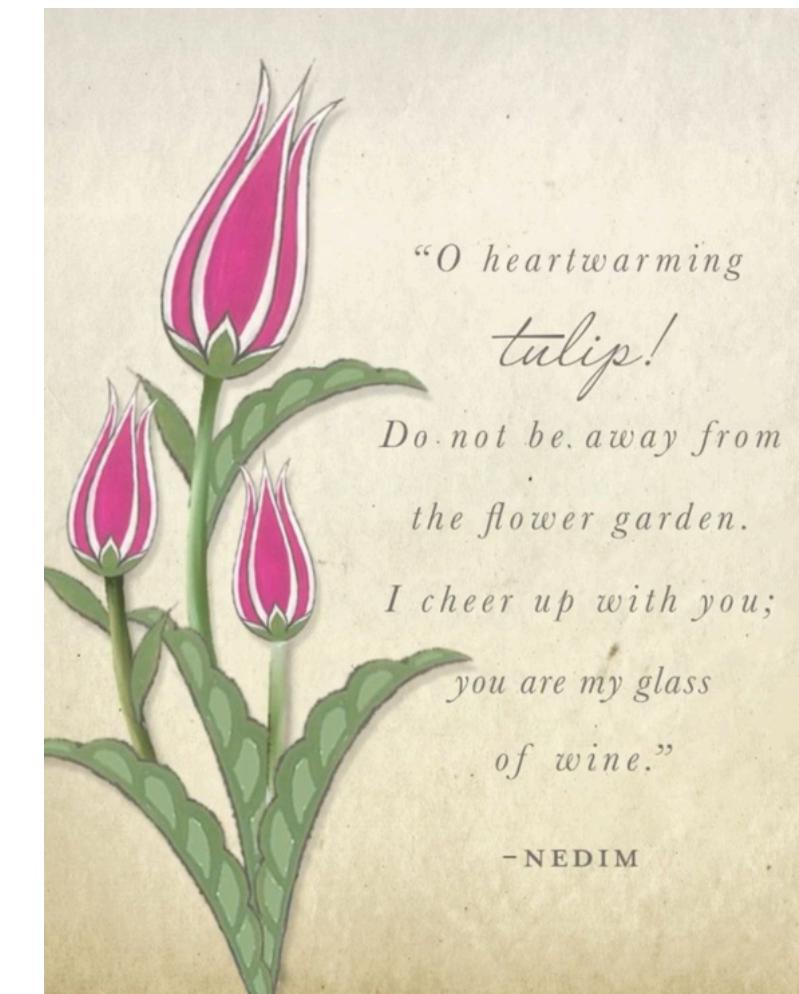


\*\*Tap on the photo to view link

# SOCIAL MEDIA CAMPAIGN

## Unveiling Kaniry: #TheTapestryOf Dreams

Unveiling Kaniry is a campaign designed to illuminate the meaning and essence behind the brand name. Rooted in the spirit of storytelling, this campaign invites the audience to embark on a journey of discovery, unraveling the layers of Kaniry as a brand. Reflect on the brand's journey and evolution, highlighting the values, aspirations, and vision that define the Kaniry ethos.



"Our approach was cerebral, with inspiration rooted in the traditions of Morocco — from its arts and architecture to the symbolic abundance of tangerines."

—Aratrik Dev Varman

# SOCIAL MEDIA CAMPAIGN

## #LoveInEveryDetail: Valentine Special

Love in Every Detail, encapsulates the idea that love isn't just about grand gestures or big moments; it's also about the small, intimate details that make up our everyday experiences. The campaign emphasizes how Kaniry's products are imbued with care and craftsmanship, making them not just objects of utility but also symbols of love and devotion.



# CONTENT IDEAS



## ENGAGING

Craft soulful and engaging content illustrating the use of Kaniry products, demonstrating how the audience can recreate similar experiences. Ignite desire within your audience to make a purchase.



## PROMOTIONAL

Curate captivating aesthetic shots featuring products from Kaniry and showcase stylish looks on Instagram Shop. This immersive experience allows customers to shop the entire look, leading to increased sales conversions.

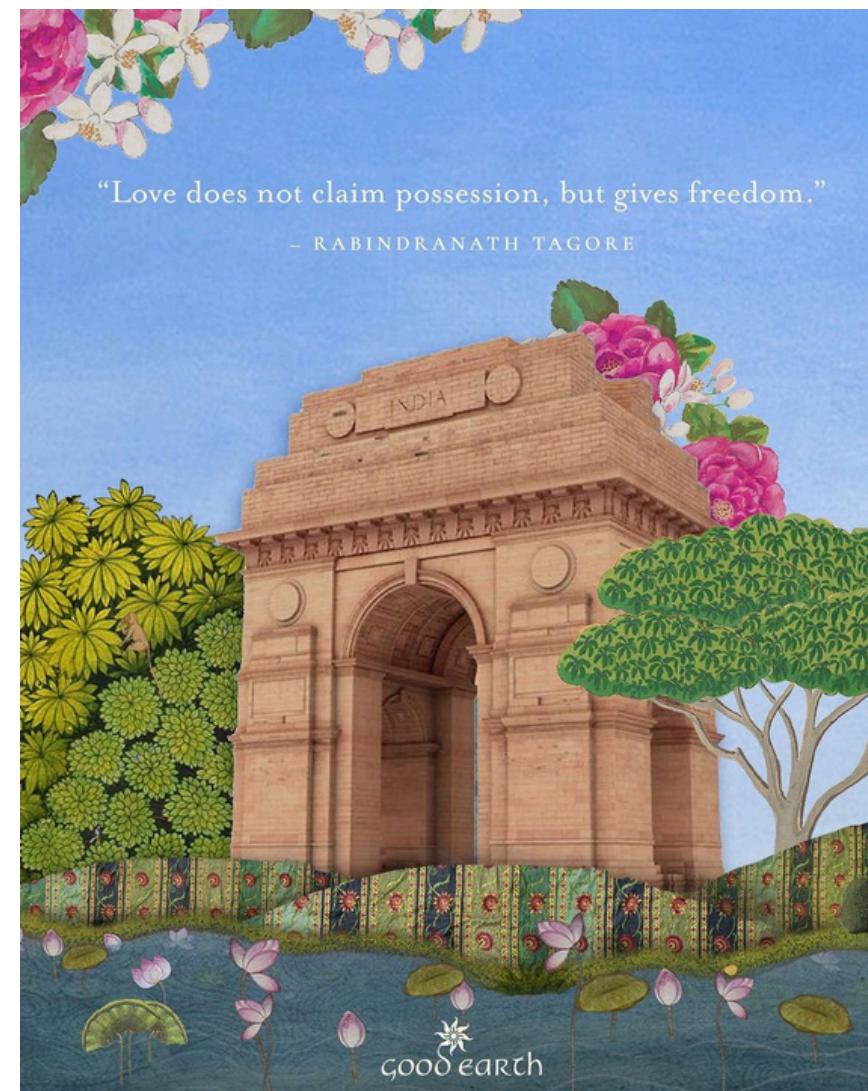


## INTERACTIVE

Showcase the BTS moments, how the skilled artisans bring the products of Kaniry to life. This will help build a connection with the audience as well as play with curiosity aspect.

\*\*Tap on the photo to view link

# CREATIVE IMPLEMENTATION



\*\*Tap on the photo to view link



KANIRY

# SUGGESTED GRID





**THANK YOU**

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