



Refreshing a world
leading pearl
jewellery brand

HODEL PEARLS

Hodel Pearls Brand Refreshment

Hodel is a family owned Swiss jewellery brand that is ranked within the top 5 pearl jewellery companies. Base Creative worked them for over 3 years to reposition and refresh the brand across all touch points.

Brand Guides

Business Strategy

Business Model Adaption
Business Process Changes
Organisational Empowerment

Brand Strategy

Management Interviews
Brand Workshop
Brand DNA
Brand Differentiation
~~Brand Architecture~~
Brand Strategy Book
Pearl Education Book
Ongoing brand Management

Design and Touchpoints

Brand Identity
Brand Grid Refreshment
Model Photography
Writing & Translation
Packaging Design System
POS and Shop in Shop
Booth Design
Adverting Design

Digital & Social Media

UI and UX Design
~~Brand Website~~
Ecommerce Website
Social Media Management
Social Media Advertising
Analytics

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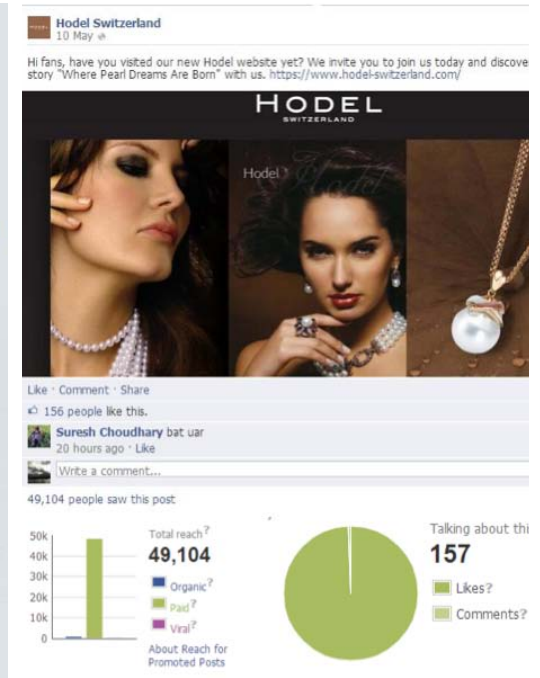
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