

AKIND



The ethical jeweller with recycled gold and lab-grown diamonds!

Akind – Brief History & Social Branding

Akind set out to create beautiful, sustainable jewellery from recycled gold and lab-grown diamonds. The company prioritises sustainability and environmental awareness, which its social branding reflects by highlighting its recycling process and ethical sourcing.

The product

The focus is on their unique rings made from recycled 14- or 18-karat gold and lab-grown diamonds.

The goal

The campaign aims to increase brand awareness and sales of the exclusive, sustainable jewellery through an engaging live shopping experience for the Nordic, affluent customer group.

Target group analysis

- Target Audience
- Demographics: Women & men 25-45 years old, living in metropolitan areas, middle to high income earners.
- Psychographics: Environmentally conscious, interested in sustainability, and unique, personalised jewellery.
- Behavioural patterns: Active on social media, like to shop online, and actively seek inspiration via digital channels.



Persona

Sara, 32, a sustainability enthusiast, lives in Stockholm but likes spending weekends and holidays in the countryside. She is interested in fashion, likes to shop sustainably and for unique items, and loves finding bargains. She follows influencers and likes to participate in live events to get inspiration and buy exclusive products at reasonable prices.

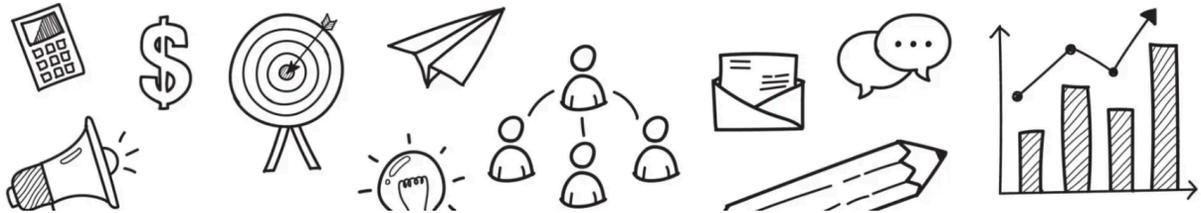


Social Commerce

How social commerce contributes to sales and engagement

Live shopping is a highly cost-effective marketing tool that drives direct sales.

- **Conversion rate** - The direct sales format makes it easier to convert the audience into buyers, as you can showcase products live and offer exclusive offers during the event itself.
- **Trust** - Direct interaction strengthens confidence in the production of the recycled gold rings, and customers feel involved and valued.
- **Loyalty** - By showing products in a personal context and telling stories, a more emotional connection to the brand is created, thereby increasing loyalty.
- **Visibility** - Broadcasting live on social media increases the brand's visibility and reaches new audiences who may not have been aware of the company before.



Channels & Synergies

- **Instagram & Facebook:** to promote the event, build anticipation, and reinforce the brand.
- **YouTube or TikTok:** to create pre-event videos and behind-the-scenes.
- **Livestream on your own website or Facebook/Instagram:** the central platform for live shopping. These channels build reach, generate hype, and drive traffic to the live event.

Planning the Live Shopping Campaign

Before the event

- **Prepare** product presentations and visuals.
- **Train** (preferably founders or similar) or influencers to tell the story behind the products and handle questions live; the more genuine, the better.
- **Communicate** by sending out reminders via email and social media.
- **Spread the word** by creating a shareable Facebook event that everyone can invite to.
- **Create demand** med teaser-inlägg och annonser för att väcka intresse - gärna även med länk där de kan registrera sin e-mail för framtida exklusiva erbjudanden eller möjlighet att vinna något under eventet, alternativt bjud in till Facebook eventet.



During the event

Time frame approx. 30-45 min. Flow chart:



1. **Introduction** and welcome (5 min)
2. **Present** company & sustainability work (5min)
3. **Show & tell** about the rings (10 min)
4. **Interaction:** answer questions, live demo (10 min)
5. **Offers** & exclusive discounts (5 min)
6. **Closing & call-to-action** (5 min)

After the event

- **Follow up** with email & SoMe to thank attendees.
- **Share** clips and highlights from the event.
- **Offer** exclusive offers to attendees to build loyalty.
- **Analyse** data to evaluate campaign results and possible improvements for next time.



A little reflection

When I looked around to see how others have done it and get some inspiration, I realised that Live Shopping is bigger and more successful than I first thought. I have known that various makeup brands, such as Sephora, use live chat to host masterclass demonstrations of new makeup products. But Gucci has been running this format on the Chinese platform Taobao for several years with very successful results. Klarna has also run Live shopping in Europe with trendy products, offering different payment options in real time. H&M runs fashion shows in a live format globally, with good results.

Akind is real; it is a Swedish company with a sensible approach to recycled precious metals and lab-grown gemstones, rather than digging up and destroying half of Africa. It is undeniably a magical time we live in.

