

Mavibela Party Shop

Brand positioning and a launch content system for coordinated party decor.



THE CHALLENGE

A new brand needed a clear reason to be chosen.

With limited history and budget, the launch needed to make the product advantage easy to see and connect it to the founder's 13 years of styling experience.

- Clarify the offer
- Build trust through expertise
- Create visual consistency from day one

A complete table, coordinated with confidence.

Mavibela makes party planning easier through color-matched sets and real decorating expertise.

- Coordinated color systems
- Practical styling guidance
- Products shown as a complete setting
- A warm, helpful voice

Five repeatable ways to tell the product story.

The system moves from inspiration to explanation, proof, and purchase confidence.

- Styled celebrations
- Color stories
- Product details
- Founder expertise
- Planning made easier

Seven opening days, then four weeks of consistency.

The opening sequence introduces the difference, the founder, the product system, and the visual world before settling into a repeatable calendar.

- Day-by-day launch sequence
- Four-week editorial calendar
- Short-form product video
- Styled table storytelling

Give each format a useful role.

Social video creates movement and discovery; still images clarify coordinated sets; captions add planning guidance; the website supports selection and purchase.

- Social video
- Editorial stills
- Product education
- Website storytelling

The scope centers on brand, channel, and content planning.