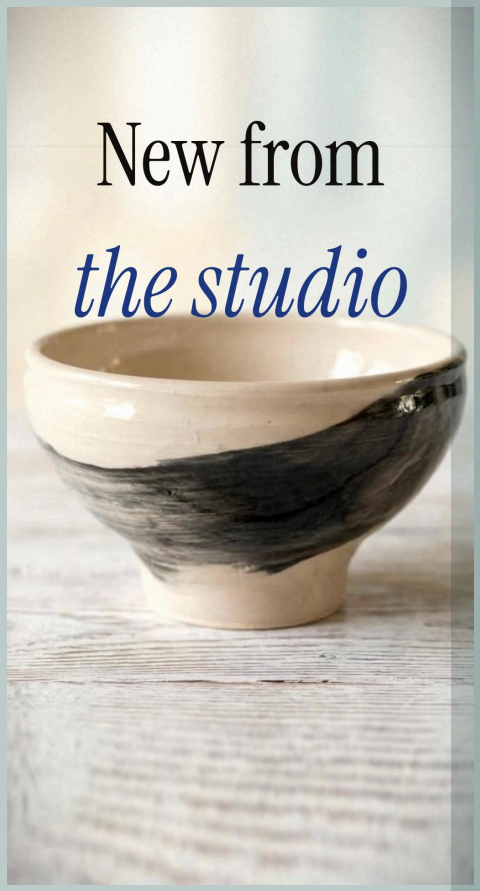
CASE STUDY · THE SOCIAL AFTERGLOW

# iKati Studio

*Launching seven handmade pieces with motion design, Reels and ads*








**CLIENT**
Mellissa Bushby, iKati Studio

**INDUSTRY**
Handmade ceramics

**PREPARED BY**
Deirdre Diby, MBA
Founder

THE BRIEF

# Seven new pieces, ready to meet their people

Mellissa sent photos of seven new handmade bowls and cups and asked for content to introduce them. She also wanted to feel more confident taking her own photos, especially with lighting.

THE GOAL

Launch the collection and guide people to shop through the link in her bio.

THE CHALLENGE

Make seven similar product photos feel fresh and scroll-stopping.

THE STRATEGY

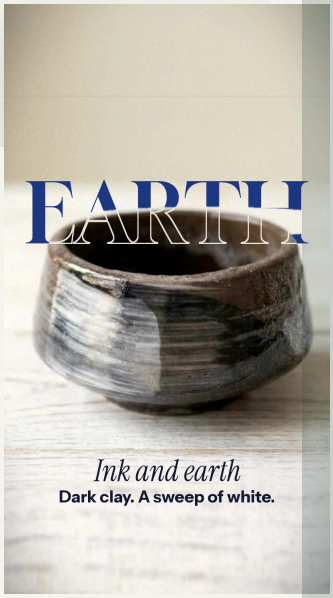
1 **Give every piece a moment**
Each bowl gets its own name, slide and spotlight.

2 **Use motion to stop the scroll**
Animated type and transitions bring still photos to life.

3 **Make buying easy, and teach**
Ads with a clear call to action, plus a simple shooting guide.

THE WORK

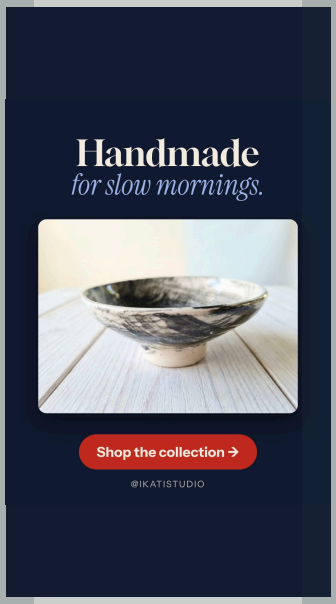
# A complete launch set



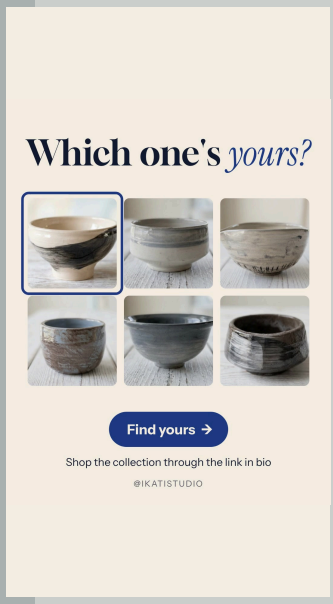

**Motion intro**
Animated type



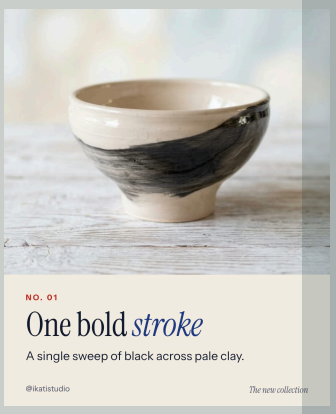

**Collection Reel**
Original music

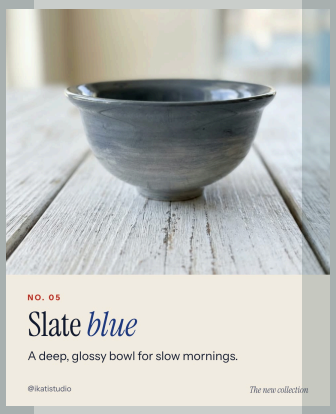



**Ad one**
Slow mornings




**Ad two**
Which one's yours?










**9**
carousel slides

**2**
videos

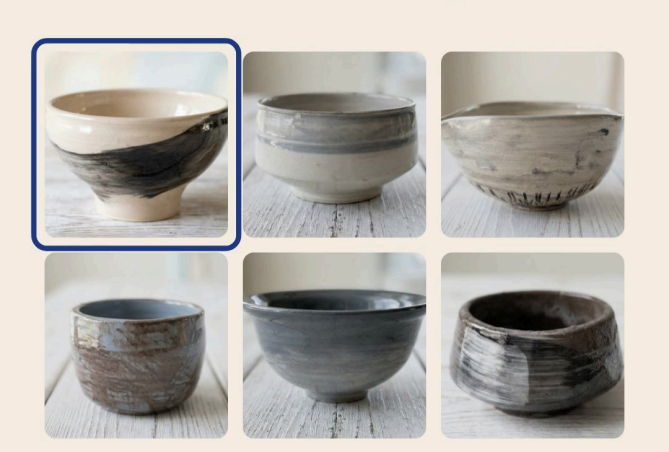
**2**
animated ads

**1**
client photo guide

CREATIVE HIGHLIGHTS

# Still photos, brought to life



## Type you can see through

Her bowl shows inside the letters of HANDMADE, then the camera dives through them.

## An ad that asks a question

A ring hops between pieces so viewers pick a favorite before they shop.

SKILLS SHOWN

Product launch strategy · Motion design · Video editing · Paid social creative · Carousel design · Copywriting · Client education

## The outcome

A full launch set, delivered the same day her photos arrived.

## Let's launch your next collection.