

ARTIGIANI ORIGINALE

Brand entrance, customer return model &
marketing execution report

2023-2024 consulting case study
Peru • Miami

Prepared for website, investor, and client-facing use



A premium interior design brand built before launch

EXECUTIVE SUMMARY

The consulting engagement was designed to transform Artigiani Originale from a design concept into a credible luxury interior brand ready for market entry in Peru and Miami.

360°

brand construction
from identity to acquisition

2

market entry focus
Peru and Miami

6+

execution tracks
creative, legal, tech, content, PR,
sales

Result: a structured brand platform capable of approaching high-end private clients, real estate professionals, developers, construction partners, and design collaborators with premium assets already in place.

Built to sell trust before selling projects



Top-to-bottom brand construction

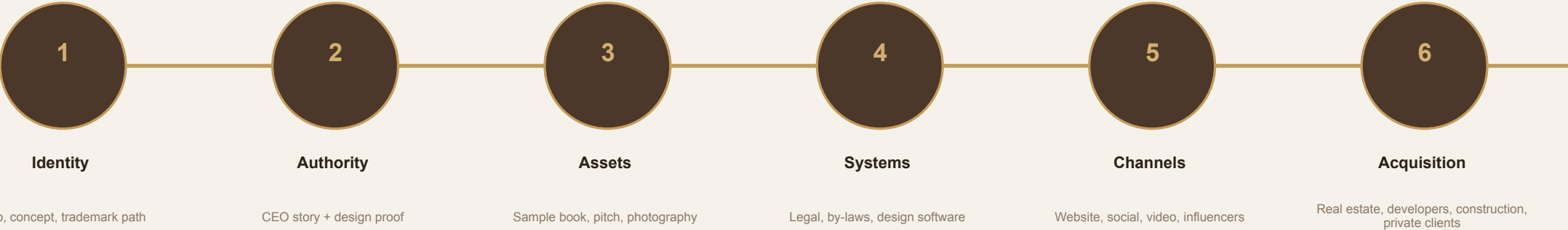
BRAND ARCHITECTURE

The work connected visual identity, executive authority, legal foundation, content production, software systems, and market acquisition into one launch-ready platform.



Marketing execution entrance for the brand

A launch sequence designed to build credibility before public sales began



Each step created a stronger entrance point into the market. The purpose was to make the brand look established, premium, and organized before approaching high-value customers.



Photography, video and story assets

CONTENT PRODUCTION SYSTEM

The brand needed more than photos. It needed a disciplined content system with consistent styling, materials, tone, and visual proof of luxury execution.

Photography

Interior, materials, process and detail shots

Video content

Launch reels, interviews and design storytelling

Styling

Brand characteristics, textures, lighting and objects

Influencers

Selective collaborations for credibility and reach

Created before launch to support premium perception

Brand entrance: who the launch targeted

MARKET ACQUISITION CHANNELS

The strategy focused on qualified, high-end channels where trust, referrals, and design authority matter more than simple direct sales.

Real estate

Luxury brokers, property owners and listing partners

Developers

New projects, renovations and model-unit opportunities

Construction

Builders, architects, contractors and project managers

Private clients

Premium residential customers needing custom interiors

Peru + Miami as a cross-market luxury positioning bridge



Estimated customer return model

VALUE CALCULATION FRAMEWORK

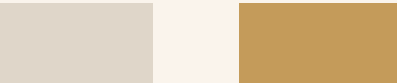
Planning assumptions for a premium launch package. These values are not audited financial results; they are an estimated framework for showing how professional brand execution can convert into customer pipeline and brand equity.

Return value = closed project margin + active pipeline + brand asset value + partner access value

Conservative

Launch spend
\$55k

Estimated value
\$90k



1.6x

estimated return multiple

Target

Launch spend
\$55k

Estimated value
\$140k



2.5x

estimated return multiple

Upside

Launch spend
\$55k

Estimated value
\$210k



3.8x

estimated return multiple

Example target scenario: \$55k brand entrance spend creating \$140k estimated value = \$140k / \$55k = 2.5x return model.

Where the return comes from

CUSTOMER + MARKETING VALUE STACK

01 Brand asset value

Logo, trademark path, sample book, sales deck, photography

02 Pipeline value

Qualified intros from real estate, developers, construction and private customers

03 Conversion value

Consultations, proposals and closed high-end projects

04 Authority value

CEO track record, expert introductions, professional credibility

05 Media value

Video, social storytelling, influencer content and launch visibility

Marketing creates value before the first signed project

Artigiani Originale was prepared as a launch-ready luxury interior brand.

The consulting work connected brand identity, legal structure, trademark path, CEO credibility, photography, video, publishing, social storytelling, design software, and market acquisition into a single premium entrance strategy.

From design concept to market authority.

Peru • Miami | 2023-2024

