



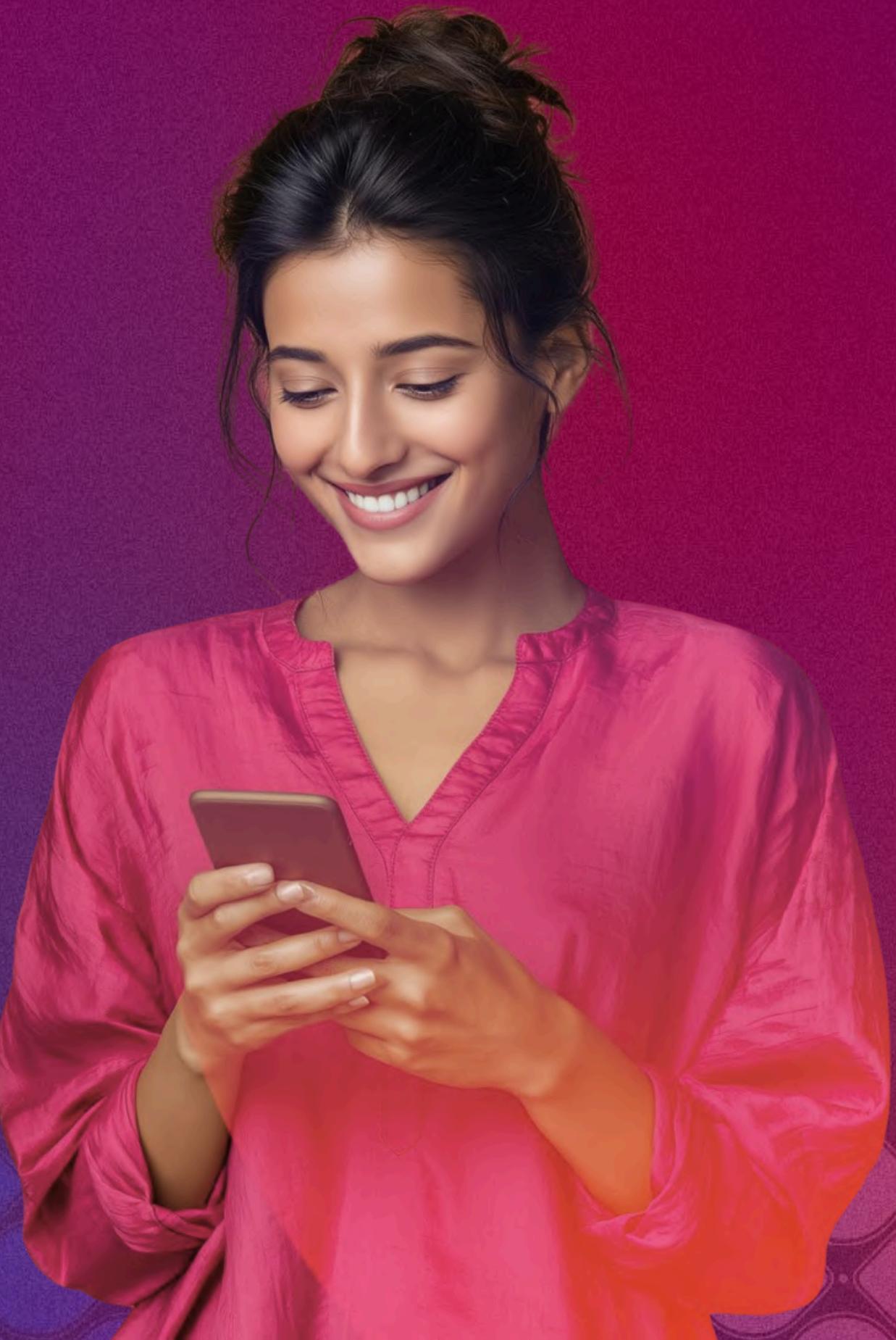
# Festive Playbook For Indian Jewellery Brands | 2025

A playbook on how jewellery brands can win festive sales online  
- backed by **10+ brands, 100+ campaigns, and shopper insights.**



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# Introduction

The festive season has always been the single biggest growth engine for India's jewellery industry. **From Rakhi in August to Christmas and New Year in December**, it defines the revenue curve for the entire year.

In just these three months, jewellery brands generate **40-45% of their annual sales [1]**. The demand spike is unmatched - Diwali alone sees transactions surge by **nearly 137%** compared to the off-season [2]. Weddings layered onto this quarter drive volumes even further, creating a once-in-a-year opportunity no brand can afford to miss.

Online jewellery sales are projected to **grow by ~60% YoY [1]** and are projected to double the market share by 2028 [3]. The buyer is younger, digital-first, and increasingly outside metros. Tier-3 towns and NRIs are fast emerging as the hidden growth engines.

But with this scale comes complexity. **Ad costs rise 50-70% [4]**, creators get booked out months ahead, and every brand is competing for the same eyeballs. Creative fatigue sets in faster than ever. Campaigns launched late simply fail to capture intent.

This is why structured planning matters. The brands that consistently win are not the ones spending the most. They are the ones moving early, building trust before the noise speaks, and refreshing creatives with discipline.

At Black Coffee Media, we have **run 100+ festive campaigns** for **10+ jewellery brands**, and the data is clear: when campaigns follow funnel discipline, when creative is mapped to emotion and trust, and when timing is planned weeks in advance, the results compound.



This playbook distills those insights.

***The timing. The messaging. The creative formats. The tested hooks.***

**You can use it to:**

- Plan campaigns without starting from scratch
- Brief creators, designers, or media buyers with clarity
- Run performance tests with proven frameworks
- Systemise what works - and cut what doesn't

[1] RedSeer, Jewellery Market in India Report (2023)

[2] Razorpay, Festive Report (2023)

[3] Market Data Forecast, Jewellery Market Report (2023)

[4] Economic Times, Digital Ad Spend Report (2023)

# Festivals Drive Unmatched Sales Spikes



**47 tonnes** of gold sold during Diwali [6].



Jewellery transactions up **+137%** during Diwali vs off-season [7].

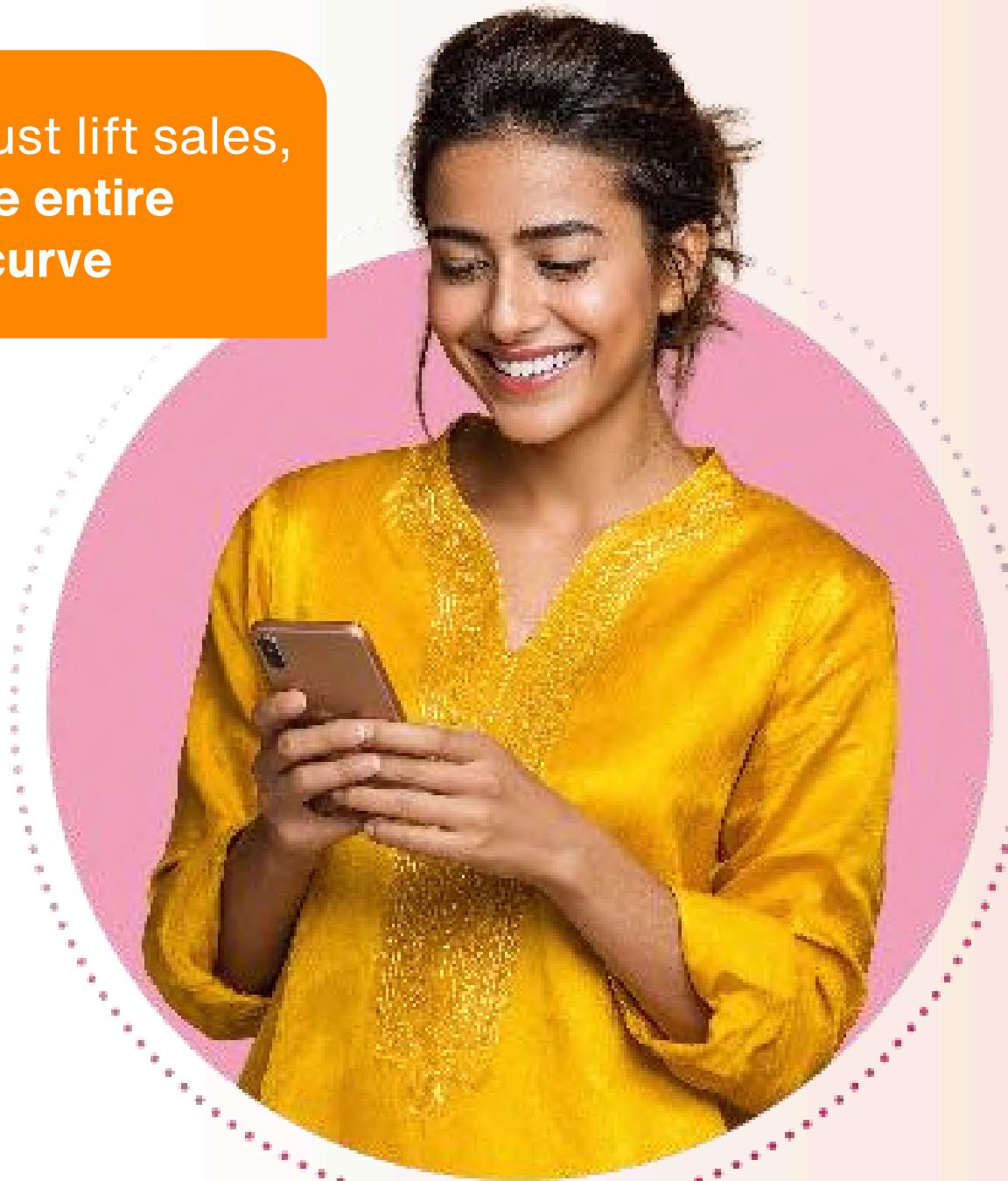


**5–6X** jump in jewellery orders [7].



**48 lakh** weddings → **50%+** sales surge [8].

Festivals don't just lift sales, they redefine the entire year's revenue curve



Overall: **Festive sales 25% higher vs pre-COVID baseline** [5].

# Who's Buying Jewellery?

## WOMEN

**76%** of buyers globally [9]

In India **95 -120M** online women shoppers (43%) [10]



### MARRIED BUYERS

**55%** of jewellery spend



### MOST ACTIVE

**25-34** Core age [10]



### HIGHEST SPENDERS

**45-54** Core age [11]



**Tier-3+ =**

**30-40%**

of studded  
jewellery demand [12]



**NRI'S =**

**50%**

of sales in Nov-Dec [13]



The festive jewellery buyer is **young, digital, and increasingly beyond metros with NRIs as a hidden growth engine**

[9] Grand View Research (2023)

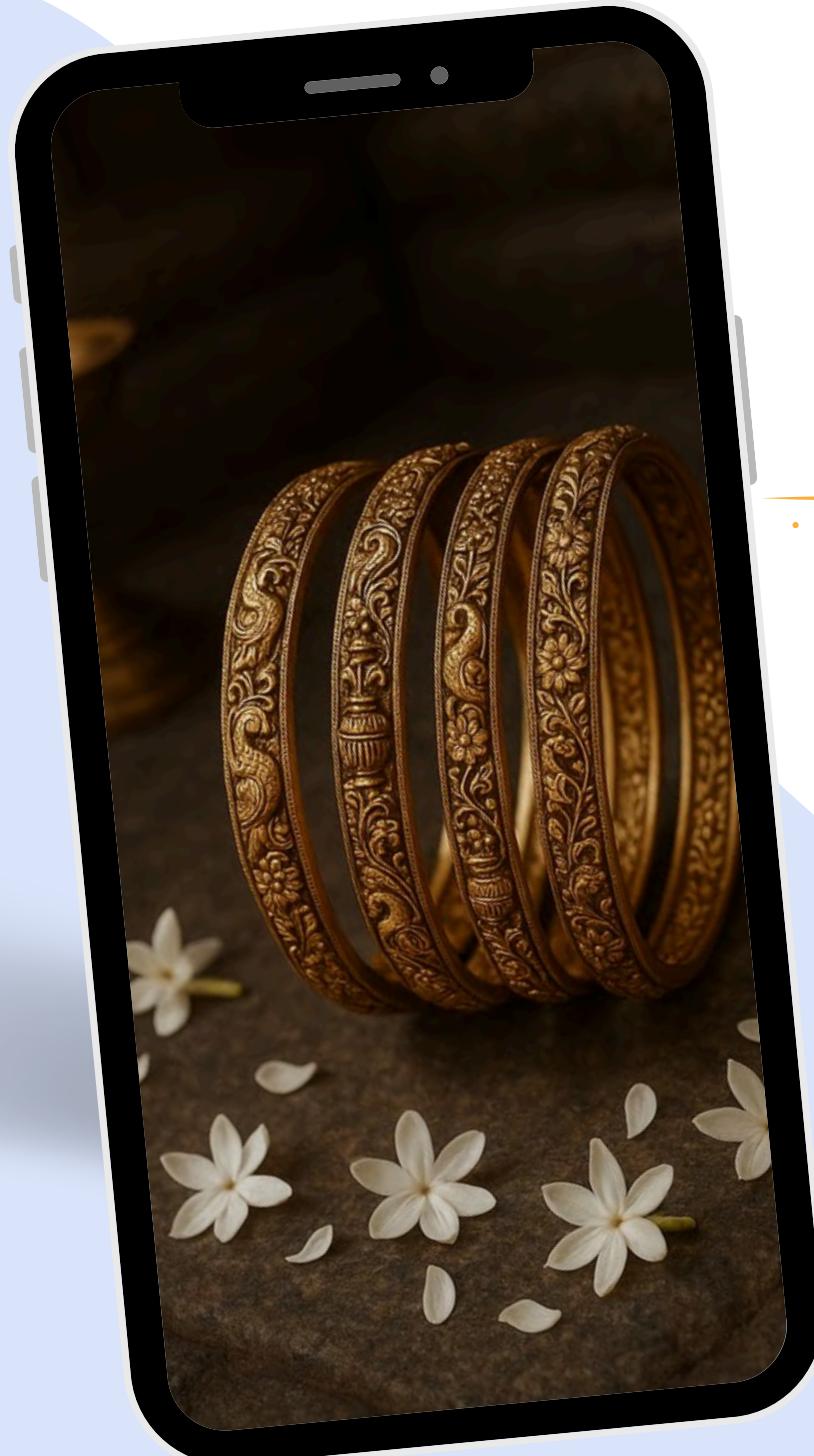
[10] RedSeer, Jewellery Market in India Report (2023)

[11] Classy Women Collection (2023)

[12] Market Data Forecast (2023)

[13] Retail Jeweller India (2023)

# Festive Ads = Costliest, Noisiest Season



CPMs rise  
**50–70%**  
in Q4 on Meta [15] [17]

Carousel ads deliver  
**30–50%**  
higher CTR vs  
single images [18]

Google Search CPC  
**₹20**  
(+15% during Diwali)

WhatsApp campaigns see  
**45–60%**  
open rate and  
**90%+** CTR.

Google Search CPM  
**₹50**  
(+15% during Diwali) [16]

Brands allocate  
**35–40%**  
of annual ad budgets in  
the festive quarter [14]  
(+60–70% jump in Q3 spend)

# Festive Jewellery Landscape

## FESTIVALS



### Navratri (Sep-Oct)



### Karwa Chauth (Oct)



### Dhanteras & Diwali (Oct)



### Bhai Dooj (Oct)



### Christmas & New Year (Dec-Jan)



### Wedding Season (Nov-Feb)

## Buyer Profile

Women 18–30

Husbands gifting  
wives; 25–45 yrs

Families, all age  
groups

Young adults  
18–35

Urban 20–40

Brides, families,  
gift buyers

## Price Range

< ₹5k

₹5k–₹1L  
(luxury >₹1L)

< ₹5k (silver),  
₹5k–₹50k,  
>₹50k bridal

₹1k–₹10k  
(online <₹5k)

₹3k–₹50k  
(premium >₹1L);  
New Year ₹5k–₹75k

Bridal: ₹50k–₹5L+;  
Gifts: ₹10k–₹75k;  
Accessories: ₹5k–₹30k

## Key Products

Oxidized sets,  
Kundan, bangles

Bangles,  
mangalsutras,  
love bands

Coins, bangles,  
diamond  
solitaires

Silver coins,  
pendants

Minimalist  
diamonds,  
gold gifts

Bridal sets,  
rings, Bangles

## Data Points

Fashion-led, social media-driven

Online sales +20–25%  
YoY

47 tonnes gold sold during Diwali [19]; Razorpay: +137% [20];  
60% sales from South & West [22]

Low-ticket  
sentimental gifting

Urban, self-buying  
“new me” purchases

2023: 48 lakh weddings; 50%+  
sales jump; [23]. Bridal = 50–55%  
of gold demand [22]

# Who's Buying & Why?

## 3 Big Reasons Jewellery Sells in the Festive Season



### Gifting

Nearly **50%** of Diwali shoppers buy jewellery as gifts [25]



### Self-buying

**New Year & Navratri** fashion-led “new me” purchases [26]



### Weddings

Bridal jewellery = **50–55%** of India's gold demand [24]

Jewellery is India's universal language of **love, celebration, and tradition**.

[24] GJEPC, India Gold Market Series (2023)

[25] The Trade Desk, Diwali Shopping Report (2023); WARC (2023)

[26] Vogue Business (2023)

## Digital-first, Beyond Metros



Smaller cities'  
jewellery market

**13%**  
CAGR growth [29]

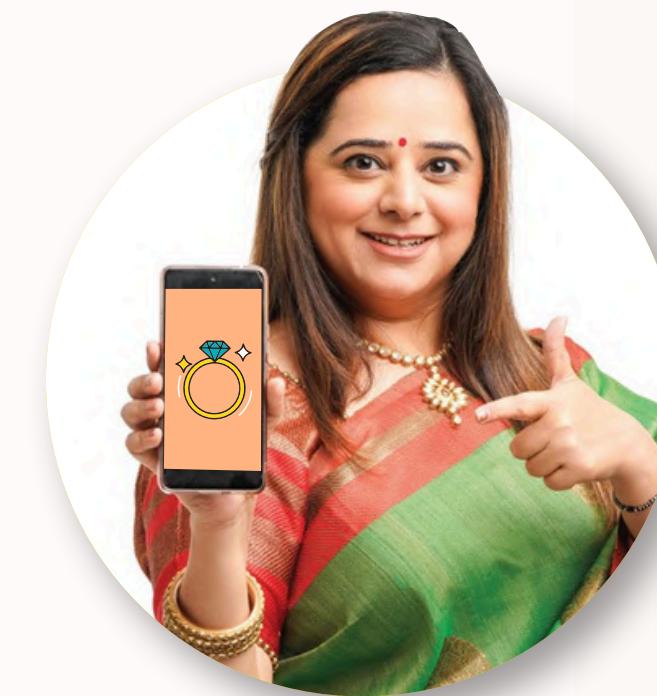


Tier-3+ towns =  
**30–40%**  
of studded jewellery  
demand [28]

**NRIs** = up to  
**50%**  
of sales in Nov–Dec  
[30]



**42%**  
of **Diwali** buyers shop  
1–4 weeks in advance  
[27]



Festive jewellery buying is no longer metro-only –  
it's **NRIs, Tier-3 towns, and early planners driving growth.**

## Emotional Cues (Heart)

Love & protection between siblings;  
gifts as lifelong memories



### Rakshabandhan

Dressing up for 9 nights; self-expression; cultural identity



### Navratri

Husbands proving love & commitment;  
wives celebrating rituals



### Karwa Chauth

Auspicious purchases for prosperity;  
family wealth & blessings



### Dhanteras & Diwali

Sentimental sibling gifting;  
emotional bonding



### Bhai Dooji

Urban self-indulgence; "new me"  
celebrations



### Christmas & New Year

Social status; rituals; legacy;  
emotional weight of bridal buys



### Wedding Season

Affordable price point (**₹500–₹5k** common);  
easy delivery (esp. for NRIs – **29%** orders)

Affordable & trendy (**<₹5k**); availability of  
fast delivery for last-minute buys

Quality, purity, authenticity; price justification  
for premium pieces (**₹5k–₹1L+**)

Hallmarking & certification; investment value;  
delivery guarantees during peak demand

Small-ticket, under-**₹5k** convenience;  
on-time delivery matters

Modern styling; transparent pricing;  
easy EMI options for **>₹50k** items

Purity & hallmarking; big-ticket trust; resale/  
exchange value; store vs online assurance

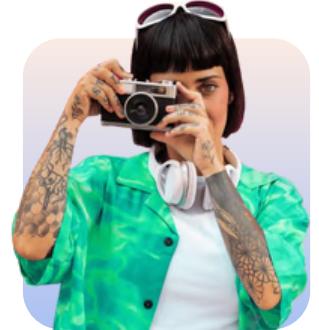


# Trends, Creators & Trust



**Influencer  
reels**

**2–3X** engagement ↑ vs brand ads [31]



**UGC**

**3** polished celebrity ads at MOF stage



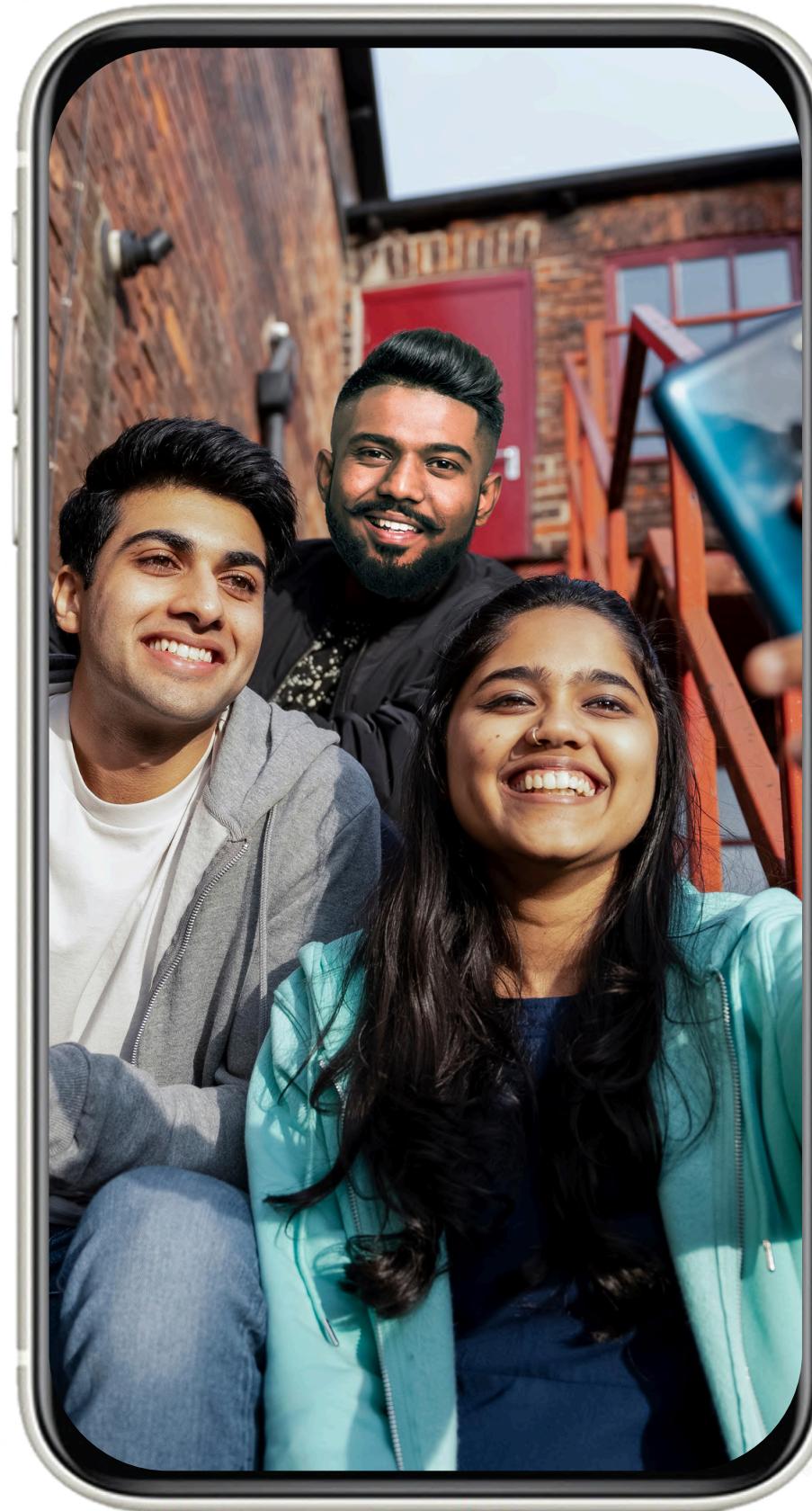
**WhatsApp  
campaigns**

**45–60%** open rate, ↑ **90%+** CTR [32]



**“Festive edit”  
carousels**

**(₹5k–₹10k gifts)**  
drive higher CTRs.





## Current Ad Landscape



CPMs rise **50–70%** in Q4 (Meta) [33]

Google Search CPC  
**₹20** [34]

Google Search CPM  
**₹50** [34]  
(+15% during Diwali)

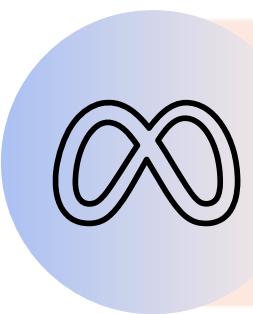
YouTube CPM **~₹30–33**, cheapest reach [34]

Carousel ads deliver **30–50%** higher CTR vs single images [35]

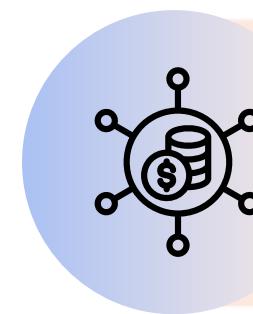
Video ads = **3X** engagement but **7%** lower CTR vs images [36] [35]

CPA rises **20–30%** in festive quarter [37]

# Where Jewellery Brands Spend



**Meta =**  
**30-40%** of D2C budgets [38]



**Diversification beyond Meta/Google =**  
**2.14x** higher ROAS [40]



**Google + Meta capture**  
**84-88%** of digital spend [39] [40]



**Brands allocate**  
**35-40%** of annual budget in festive quarter [41]



**WhatsApp =**  
**45-60%** open rate,  
**90%** CTR —> best BOF tool [42]



[38] Meta/Agency Benchmarks (2024-25)

[39] Economic Times (2023)

[40] BW Marketing World (2023)

[41] BestMediaInfo (2023)

[42] Source: quickreply.ai



# Media Logic and Funnel Timing

**Timing is everything** – early movers capture cheaper attention & better returns.

## TOF (3–4 weeks before):

Festive inspiration, reels, gifting ideas.



## BOF (5–7 days before):

Urgency, WhatsApp nudges, limited offers.



## MOF (10–15 days before):

Trust & reassurance – purity, delivery, testimonials.

## Countdown (2–3 days before)

“Last chance to gift” creatives.

## Best ROAS

When campaigns launch **10–14** days before the festival.

# BCM Performance Playbook



BCM recommendation: Don't just spend – **structure, refresh, and retarget with discipline**

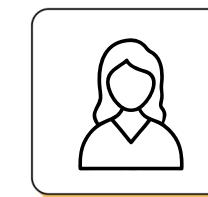
## Budget Split:

TOF **40%**, MOF **35%**, BOF **25%**

## Creative Refresh:

Rotate hooks every **7–10 days** to avoid fatigue.

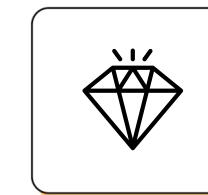
## Audience Priorities:



Women  
**25–34**  
(volume buyers)



**45–54**  
(highest spenders)

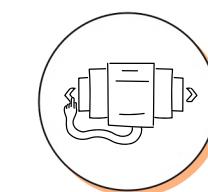


Tier-3 towns  
**30–40%**  
(studded demand)



NRIs up to  
**19%**  
of festive sales in Nov–Dec

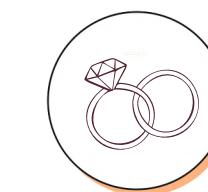
## Offer Strategy:



Under  
**₹10k**  
gifting" carousels  
for TOF/MOF.



EMI nudges  
(gold coin EMIs  
**+25% YoY**)



Bridal/high-ticket  
for BOF & wedding  
season

## Retention:

CRM + WhatsApp remarketing to cart abandoners  
(cuts abandonment by 50%)

# Case Study

## — Amama Jewels



A M A M A

**600% Revenue Growth in 2 Years**

Festive campaigns at Amama became proof that **creative + performance synergy can scale niche jewellery to mass awareness.**

### Challenge:

Niche jewellery label with high organic buzz but inconsistent performance from paid media.



**600%**

rise in revenue over 2 years.

**5x**

growth in daily orders.



### BCM Solution:

1. Optimized the website funnel with TOF → MOF → BOF alignment.
2. Ran bi-weekly creative tests to keep ads fresh.
3. Integrated Instagram-first DM-to-Buy nudges with influencer campaigns.

## Creative & Format Performance

Carousel =

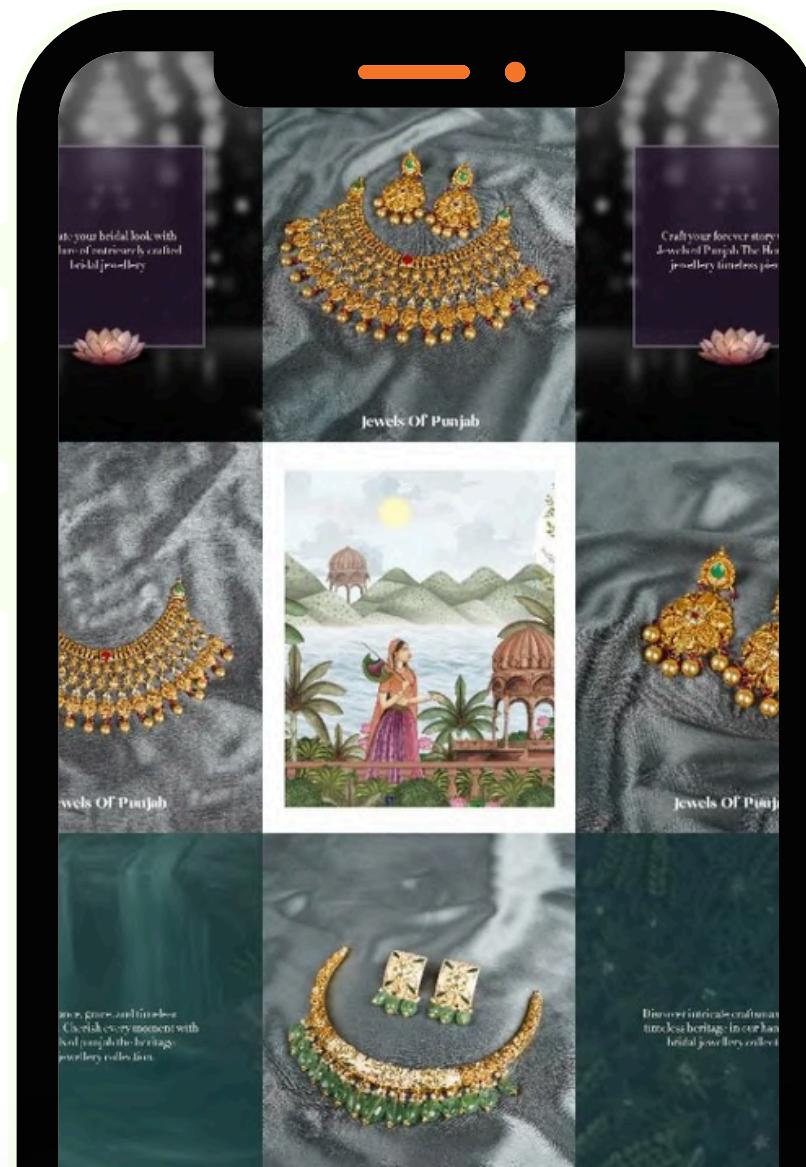
**30-50%**  
higher CTR [43]

Instagram  
Reels =

**38%** **vs** static  
higher lifetime  
value per buyer [44]

Influencer  
reels =

**2-3x** **vs** brand ads  
engagement [44]



UGC

Video ads  
cost =

Same/next-  
day delivery =

**>** Celebrity ads  
at MOF stage [44]

**24%** **vs** static  
more per  
conversion [43]

**+30%**  
conversion [45]

Festive creative isn't about glossy celebrities  
— **it's about relatable formats that convert.**



# BCM's Creative Strategy Framework



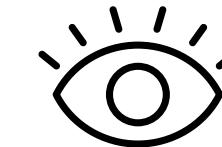
## Core messaging pillars:



**Emotional hooks**  
(prosperity, love, rituals)



**Rational cues**  
(purity, price, delivery)

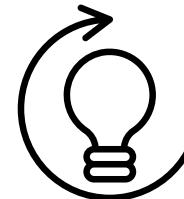


## Visual cues:

Cultural motifs, festive color palettes, family moments, jewellery close-ups

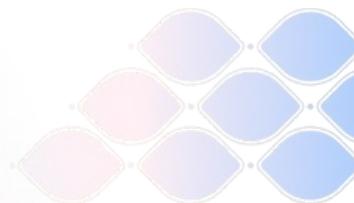


**Festive themes that drive emotion:**  
Gifting, auspiciousness, self-love, bridal



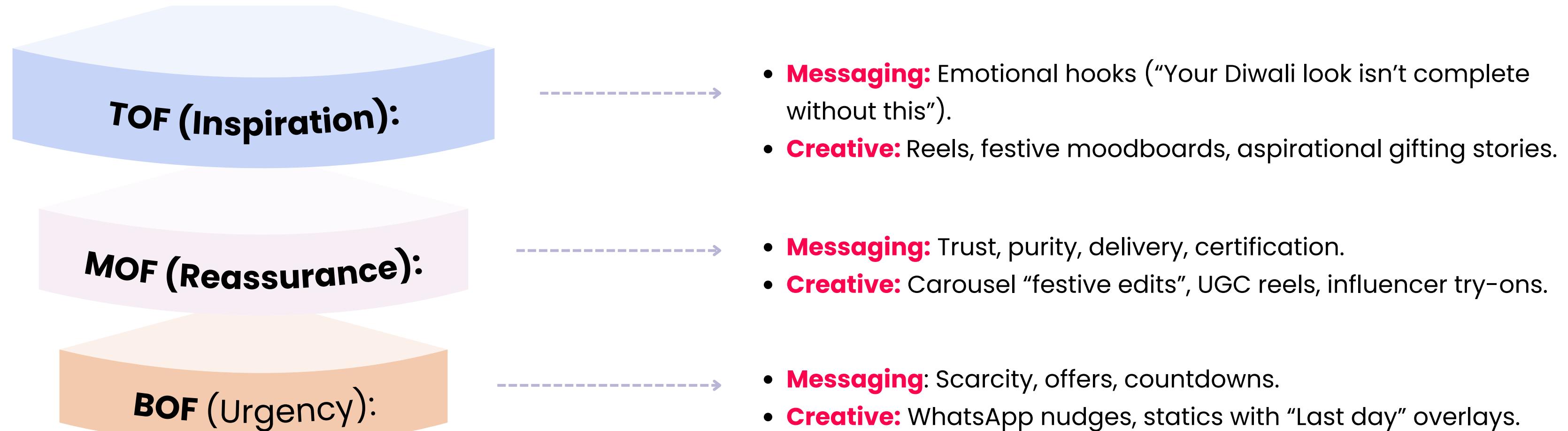
**Creative cadence:**  
Refresh creatives every **7–10 days** to avoid fatigue

Every successful festive ad  
sits at the intersection of  
**emotion, aspiration, and trust**





# Funnel-Mapped Messaging System



Messaging shifts from **“celebrate with us”** → **“you can trust us”** → **“buy now”**.



# Platform-Wise Creative Strategy



## Instagram Reels

Emotion + discovery;  
**3X** engagement vs statics.



## Carousels (Meta)

**30–50%** higher CTR; perfect for festive edits & product variety.



## WhatsApp

Best BOF driver; **45–60%** open rate, **90%** CTR.



## Google (Search/Shopping)

Rational messaging  
**(price, purity, delivery)**



## YouTube

Low-cost awareness  
**(₹30–33 CPM)**; best for trust-building montages.

Right story, right platform, right stage

=

**Maximum Impact**





# Creative Formats & Templates

## Reels



Styling transitions, gifting unboxings, influencer stories

## Carousels



"Gifts under ₹10k", "Bridal edit", "Occasion-based edits"

## Statics



BOF countdowns, urgency overlays



## WhatsApp templates

Catalogue drop, cart abandoner nudges, festive greetings

**15–30 sec** festive montages, family stories, prosperity hooks

## YouTube videos



Festive creatives that win are **template-ready, fast to refresh, and mapped to funnel stages**



# BCM's Festive Creative Playbook

## Execution Rules:

Always launch TOF at least **3 weeks early**.

Use regional/localisation for **Tier-2/3 growth**.

Rotate hooks every **7–10 days**.

Mix UGC + influencer reels for MOF.

WhatsApp + CRM nudges for BOF retention.

## Hero Themes for 2025:

Under **₹10k gifts** (mass appeal).

Prosperity edits for **Dhanteras/Diwali**.

Love & rituals for **Karwa**.

New Me for **New Year**.

## BCM framework

=  
cultural relevance  
+  
funnel discipline  
+  
creative refresh.



# Recommendations & Checklist for 2025

## Your Festive Jewellery Checklist

### 01 Plan Early

Launch TOF **3–4 weeks** before festivals.

### 02 Budget Smart

TOF **40%**, MOF **35%**, BOF **25%**.

### 03 Refresh Creatives

Every **7–10 days**.

### 04 Audience Focus

Women **25–34** (volume), **45–54** (big spenders), Tier-3 towns, NRIs.

### 05 Offer Mix

**“Under ₹10k”** festive edits, bridal/high-ticket bundles, EMI options.

### 06 Funnel Strategy

#### BOF

WhatsApp nudges, urgency statics.

#### MOF

UGC reels, influencer carousels with trust signals.

#### TOF

Emotional reels, festive moodboards.

### 07 Retention

WhatsApp remarketing, CRM re-engagement post-festive.



**Systemise** what works. **Cut** what doesn't. **Scale** with sanity.

# Grow Your Festive Sales With Blackcoffee Media

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*The next 90 days will decide your biggest quarter of the year.*

**Contact us**

***brew@blackcoffee.media***