BA MEDIA KIT

The *Brand* Architect.

STRATEGY / CONTENT / CAMPAIGN COMMS

Strategic. Intentional.
Architected for growth.

@thecraftedbydawn

WHO WE ARE

Built for brands with *something* to say.

The Brand Architect is the social media and content strategy arm of *Crafted by Dawn* — a Caribbean-based brand communications consultancy building intentional digital presence for regional brands, personal brands, and brands ready to be taken seriously.

01 **DISCIPLINE**

Strategy before content. Always.

02 **CHANNEL**

100% organic — *no paid lift, no shortcuts.*

03 **REGION**

Built in the Caribbean, for brands the world should know.

THE NUMBERS

A typical month. *All organic.*

This is what we move in thirty days — no paid lift, no shortcuts, no gimmicks.

TOTAL VIEWS	ENGAGEMENTS	NEW FOLLOWERS	CAMPAIGN PAGE
97,984	11,978	+1,945	195K
primary feed	*likes · saves · shares*	*net new audience*	*dedicated comms reach*
↗ Up 317%	↗ Up 83%	↗ Up 7%	↗ Up 86%

PRIMARY AUDIENCE — *Women, 35 — 54.*

Caribbean & diaspora · decision-makers.

SERVICES & PACKAGES

Four ways to *work together.*

TIER 01 — ENTRY

Signal.

$650 / month

- *12 posts* per month
- Content calendar
- Caption copywriting
- One platform
- Monthly performance report

TIER 02 — GROWTH

Amplify.

$1,200 / month

- *20 posts* across two platforms
- Full content strategy
- Community management
- Analytics & reporting

FLAGSHIP

TIER 03 — FLAGSHIP

Architect.

$2,000 / month

- *25 — 30 posts* across three platforms
- Full strategy & brand voice
- Campaign communications
- Bi-weekly strategy calls
- Deep analytics & insights

PROJECT — BESPOKE

Campaign Comms.

from $1,500 / project

- *Political & event* campaigns
- Messaging architecture
- Content & copywriting
- Strategic counsel

ALL RETAINERS · 3-MONTH MINIMUM

ONBOARDING WITHIN 14 DAYS

LET'S WORK

Ready to build *something real?*

A short note tells us what you're building. We'll tell you whether we're the right architects for it.

EMAIL

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INSTAGRAM

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INQUIRIES

Open for
2026