

TWNN

THE WORLDWIDE NETWORK

Case Study: Angels
Industry Sector: Fashion
Profile: Fashion & Styling
Size: Small - Medium
Location: London, UK

Case Study: Transforming Brand Image and Driving Growth for Angels Management (UK)

Introduction:

Angels Management is a prominent fashion management and styling company based in the UK. With a desire to enhance its global presence and establish a strong online brand identity, Angels sought the expertise of TWN Connect, a leading digital marketing agency specializing in affinity content strategies. The objective was to create sustained and integrated advertising campaigns targeting young and middle-aged adults across key world markets.

Challenges:

Angels Management faced the challenge of expanding its reach and increasing brand awareness among the fashion-forward audience. The company required a strategic partner that could leverage TWN Connect's global community of fashionistas and deliver a content-driven approach to capture Angels' intellectual and commercial assets effectively.

TWN Connect's Creative Solution:

To address Angels Management's goals, TWN Connect developed a holistic content strategy centered around engaging fashion enthusiasts worldwide. Leveraging the agency's extensive network, TWN Connect curated compelling fashion content, including styling tips, trend analyses, and exclusive interviews with industry experts. This content was disseminated across multiple platforms, including social media, blogs, and online publications, to maximize reach and engagement.

Partnership and Implementation:

Recognizing the long-term potential of the collaboration, Angels Management and TWN Connect agreed on a 1-year partnership. This allowed for a comprehensive transformation of the brand's image and appeal, with a strong focus on aligning with the target audience's interests and preferences. The partnership encompassed content creation, social media management, influencer collaborations, and precision advertising campaigns to ensure optimal visibility and impact.

Results and Outcomes:

The collaboration between Angels Management and TWN Connect yielded remarkable outcomes, demonstrating the effectiveness of the holistic content strategy. Key achievements included:

1. **Increased Styling Enquiries:** By tapping into TWN Connect's fashion-savvy community, Angels Management experienced a notable 5% growth in styling enquiries. The targeted campaigns successfully captured the attention of individuals seeking professional styling and fashion management services.
2. **Website Traffic Boost:** Through the implementation of carefully crafted content and targeted advertising campaigns, Angels Management witnessed a significant surge in website traffic. The improved visibility and compelling fashion-related content attracted a wider audience, resulting in greater engagement and exploration of the brand's offerings.

3. **Enhanced Brand Image and Appeal:** The collaboration with TWN Connect enabled Angels Management to transform its brand image and appeal to the desired target audience. By consistently delivering high-quality fashion content, Angels positioned itself as a trusted authority in the fashion industry, enhancing its reputation and attracting new clients.
4. **Global Reach and Exposure:** TWN Connect's expertise in global marketing allowed Angels Management to expand its reach beyond the UK market. The carefully crafted campaigns effectively reached young and middle-aged adults in key world markets, strengthening the brand's international presence and generating new business opportunities.

Conclusion:

The partnership between Angels Management and TWN Connect proved instrumental in driving growth, enhancing brand image, and expanding market reach. Through a holistic content strategy and sustained integrated advertising campaigns, Angels successfully engaged fashion enthusiasts worldwide. The collaboration not only increased styling enquiries and website traffic but also positioned Angels Management as a reputable and influential player in the fashion management and styling industry. By leveraging TWN Connect's expertise in affinity content and digital marketing, Angels Management achieved its objectives of boosting brand awareness and establishing a strong online presence. The collaboration served as a catalyst for growth and helped Angels solidify its position as a leading fashion management and styling company in the global market.