

TWNN

THE WORLDWIDE NETWORK

## **Case Study: TWN Connect - Amplifying YA Creates' Brand and Sales**

**Industry Sector: Fashion & Accessories**

**Profile: Fashion**

**Size: SME**

**Location: Birmingham, UK**

### **Client Overview:**

YA Creates is a renowned jewellery and accessories company based in the UK. They specialize in creating unique and fashionable pieces that cater to the style and preferences of individuals. With a focus on quality and design, YA Creates aims to increase product awareness and drive sales in the highly competitive jewellery market.

### **Client Objectives**

1. **Increase Product Awareness:** YA Creates sought to raise awareness about their jewellery collections and accessories among a wider audience. They aimed to establish themselves as a go-to brand for trendy and high-quality jewellery and accessories.
2. **Precision Advertising:** The client wanted to connect with their ideal customer profiles by implementing precise and targeted advertising campaigns. They aimed to engage young and middle-aged adults in key world markets who are passionate about fashion and beauty.
3. **Integrated Advertising Campaigns:** YA Creates desired sustained and integrated advertising campaigns to effectively reach their target audience and generate booking enquiries. They aimed to establish themselves as a leading brand in the jewellery industry.
4. **Holistic Content Strategy:** The client sought a holistic content strategy that would capture the attention and interest of fashionistas and beauty mavens. They wanted to showcase their jewellery collections and accessories through engaging content to drive sales and brand loyalty.

### **TWN Connect's Creative Solution**

TWN Connect collaborated with YA Creates to develop a comprehensive creative solution that would elevate their brand and drive sales. The solution focused on showcasing jewellery collections, creative product placements, and direct engagement opportunities, all within a holistic content strategy.

1. **Showcasing Jewellery Collections:** TWN Connect highlighted YA Creates' exquisite jewellery collections through visually captivating advertisements and product showcases. By showcasing the unique designs and craftsmanship, potential customers were enticed to explore and purchase the jewellery pieces.
2. **Creative Product Placements:** TWN Connect strategically placed high-value accessories from YA Creates within the most popular series on TWN Connect. This provided increased visibility and exposure to the target audience, allowing them to see the accessories in action and envision themselves wearing them.
3. **Direct Engagement Opportunities:** TWN Connect provided direct engagement opportunities for YA Creates to connect with their global audience. This included interactive sessions, live Q&A sessions, and behind-the-scenes glimpses into the creation process. By engaging directly with the audience, YA Creates built trust and fostered a sense of community among their customers.
4. **Holistic Content Strategy:** TWN Connect developed a holistic content strategy that catered to the interests and preferences of fashionistas and beauty mavens. This strategy involved creating engaging blog posts, tutorials, and style guides that showcased YA Creates' jewellery collections

and provided fashion inspiration. By delivering valuable content, YA Creates positioned themselves as a reliable source for fashion advice and showcased their expertise in the industry.

### **Partnership and Outcomes**

The partnership between TWN Connect and YA Creates spanned over a 2-year period, aiming to transform the brand's reach and receptiveness. The implementation of the creative solution resulted in several positive outcomes:

1. **8% Growth in Booking Enquiries:** The sustained and integrated advertising campaigns, along with the creative product placements, generated an 8% growth in booking enquiries. Potential customers were inspired by the showcased jewellery collections and accessories, leading to increased interest and desire to make a purchase.
2. **Steady Growth in Website Traffic:** The targeted advertising campaigns and the engaging content strategy led to a steady growth in website traffic. More individuals visited YA Creates' website, exploring their jewellery collections, reading informative content, and ultimately making purchases.
3. **Enhanced Brand Reach and Receptiveness:** YA Creates successfully increased brand awareness and reached their ideal customer profiles globally. The precision advertising campaigns and the holistic content strategy resonated with fashion enthusiasts and beauty mavens, capturing their attention and fostering brand loyalty.

### **Conclusion**

Through the strategic partnership between YA Creates and TWN Connect, the client's objectives of increasing product awareness, driving sales, and connecting with their ideal customer profiles were successfully achieved. The showcase of jewellery collections, creative product placements, and direct engagement opportunities allowed YA Creates to captivate their target audience.

The holistic content strategy, combined with sustained and integrated advertising campaigns, resulted in an 8% growth in booking enquiries and a steady growth in website traffic. YA Creates established themselves as a prominent player in the jewellery and accessories market, attracting fashion-forward individuals and building a loyal customer base.