

Brand Overview

Founded by Jonny Johansson, Acne Studios is a Stockholm-based fashion house with a multidisciplinary heritage. Inspired by art, architecture and contemporary culture, the brand is a well-respected creator of ready-to-wear, furniture, books and exhibition (BoF, 2021).

Brand Strengths

- Recognisable brand image, particularly through patented pantone colour (Vogue, 2018).
- Strong pricing strategy, placing them in the affordable luxury market (Edited, 2021).
- Collaborations with artists and well-established brands such as Mulberry (Fashion United, 2019).

Brands Issues

- Niche market.
- Narrow product range (Edited, 2021).
- AS Marketing communications lacks consistency.
- Lack of advertising and low following through popular channels such as Instagram.

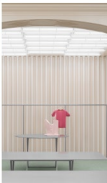
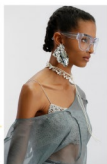
Noun

"Ambition To Create Novel Expressions"

Strategic Directions

Market Development

- Broaden their product offering to satisfy current consumers and help acquire new ones.
- Improve marketing communication strategies to increase brand awareness and customer acquisition.
- Create new in-store experiences for consumers through the use of innovative technologies and unique pop-up stores to drive brand awareness and increase brand loyalty.
- Continue to expand into current and new markets, bringing opportunities to reach new consumers and establish credibility internationally



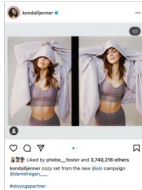
New Concept

Strategic Objectives

- Develop an Integrated marketing campaign, combining multiple marketing communications such as billboards, taxi advertisements and a YouTube advertisement for a new activewear line launching in spring/summer 2022.
- Raise awareness of the brands new activewear line within the millennial consumers.
- Differentiate the activewear line, stressing the benefits and features not available from competitors.
- Create a coherent message through out the advertising campaign to increase brand affinity.

Competitor

Campaigns



Acne Studios Activewear Advertising Campaign



Acne Studios Women's Spring/Summer 2021

123 views · 25 Mar 2021

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Acne Studios

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Acne Studios Women's Spring/Summer 2021