



**GUIDING A SPORTS  
BRAND INTO THE  
FASHION INDUSTRY  
WITH A DIGITAL  
ADVERTISING  
STRATEGY**

**STOREIS.**



**♣ COLNAGO**

# CASE STUDY



## Main Challenge

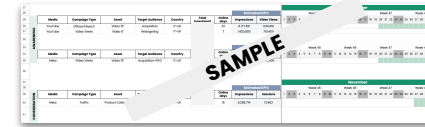
To mark its 70th anniversary, Colnago embarked on a **strategic evolution**, expanding into the **fashion luxury** industry. The goal was to **reinforce its premium brand positioning** beyond cycling and establish itself as a **reference in the luxury landscape**.

## How To

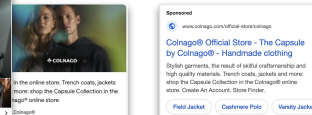
After a **full-funnel** budget planning and a precise definition of **Buyer Personas**, a **Digital Media Plan** was structured, combining **inspirational content** for the awareness phase with **ecommerce-focused content** to drive consideration and conversion.

## Key Wins

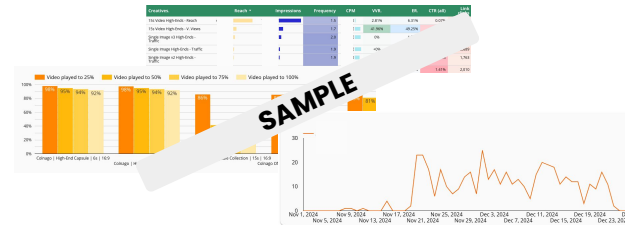
- **+22% Video View Rate** compared to previous video campaigns on the brand's core products
- **+33% CTR** on Meta ads from international markets versus Italy
- **+21% CTR** from **prospecting audiences** compared to retargeting Colnago's community
- **2x Revenue** from the **on-bike apparel category** compared to the previous period



From **planning** to **delivery**



to **measurement**



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