



**FROM FASHION
WEEK TO BRAND
AFFINITY: HOW TO
STRENGTHEN
BRAND IMAGE**

STORE|S.



MOSCHINO

CASE STUDY | MOSCHINO

From Fashion Week to Brand Affinity: how to strengthen brand image

Main Challenge

The collaboration between **Moschino** and Storeis, which began in 2024, aims to strengthen upper funnel activities to increase brand awareness, consideration and visibility. The goal is to increase brand recognition and qualified traffic to the site.

How To

The strategy focused on several activities, including:

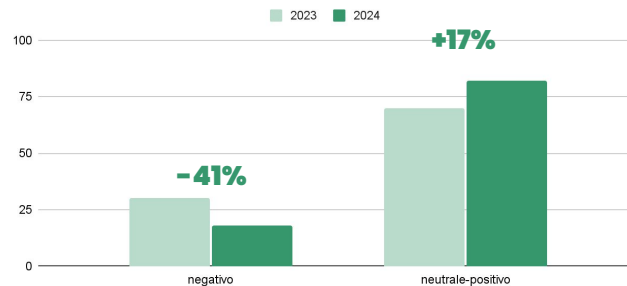
- **Awareness campaigns** to keep Moschino top of mind with the target audience, combined with ongoing consideration campaigns to ensure consistent traffic volumes
- Use of **diversified ADV formats** to maximize reach and engagement of activities
- **Ongoing performance monitoring and optimization** to ensure campaign effectiveness and gather strategic brand insights
- **Brand Lift Study on Meta** to assess evolution of brand perception

Key Wins

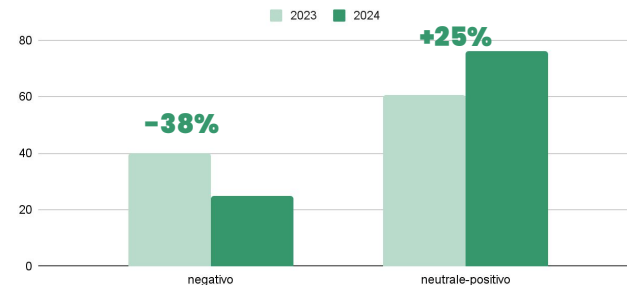
The Brand Lift Study showed a meaningful improvement in brand perception, with an increase in positive responses and a decrease in negative responses compared to the 2023 results. Specifically:

- **+17%** improvement in **brand perception**
- **+25%** improvement in **consideration of Moschino as an iconic brand**

"What do you think about Moschino?"



"Do you think that Moschino is a trendsetter?"



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