

AREE MODE MARKETING

Werbekampagnen

Fotografie

Videografie

Social-Media

Websites



Der Modehandel verändert sich. Laufkundschaft nimmt ab, der Online-Druck steigt – und gleichzeitig wächst der Wunsch nach persönlicher Beratung und echter Qualität.

Doch: wie gewinnt man heute die richtigen Neukunden – jene, die nicht nur stöbern, sondern kaufen?

“Genau hier setzt AREE an.”

Since the thesis will examine the perceived brand authenticity and brand equity in fashion retail companies, it is important to explore prior research on the importance of authenticity in the context of fashion branding. A recent study, which surveyed 314 consumers in Hong Kong and 326 consumers in South Korea, delved into these particular aspects of fashion branding (exclusivity, authenticity, functionality, localism, and equity) that can potentially increase purchase intentions, as well as the willingness to pay price premiums, for slow fashion products (Jung & Jin, 2021). Based on factor analysis and regression analysis, results confirmed that certain attributes of fashion branding “could increase the likelihood of garnering consumers’ support” (p. 141). In this case, authenticity, as well as functionality, was positively associated with purchase intentions, while exclusivity and equity were significant factors in increasing price premium intentions. Even in slow fashion brands, authenticity continues to be one of the prevailing purchasing criteria, further emphasizing its importance.

Similarly, another study examined two global sports apparel brands, Nike and Adidas, and created brand stimuli (cartoons with scenarios) based on a qualitative analysis of brand cases. Based on responses from 207 Korean Nike and Adidas consumers, the findings indicated that there are seven primary factors of brand authenticity in fashion: authority, fashionability, consistency, innovativeness, sustainability, origin, and heritage. The research determined that “authority, fashionability, innovativeness, and sustainability were significant predictors of brand

perceptions and even brand equity (since brand loyalty

Methodology

University of Michigan Health Sciences and Behavioral
data collection process. 118 college students were
Michigan’s COMM 102 course in Winter 2023 through
Pool. In other words, this study utilizes a non-
data. Consequently, this sample is not representative of
reflective of college students in the Participant Pool. All
partake in the study and received course credit for
questions on demographics, 26 respondents (22.03%)
(77.97%) identified as female. The study participants
identifying as White/Caucasian (70.34%). Other
Latino/Chicano/Puerto Rican respondents (11.86%), 7
Asian respondents (3.39%), 3 South East Asian
American respondents (1.69%), and 5 cases of “Other” or
several questions in a 30-minute Qualtrics online
survey. Participants were told that the primary purpose of

Brand authenticity has become one of the most crucial strategic tools in the modern fashion retail landscape.

As the fashion industry becomes increasingly saturated with similar products and aesthetics, differentiation through authenticity has become essential to sustained success.

Yim, J. (2023). Brand Authenticity and Brand Equity in Fashion Retail. University of Michigan, Communication and Media Honors Thesis.

Die Antwort liegt im Aufbau einer Marke, die nicht nur Kleidung verkauft – sondern Bedeutung schafft. - AREE

Unsere Lösung – Meta-Videokampagnen

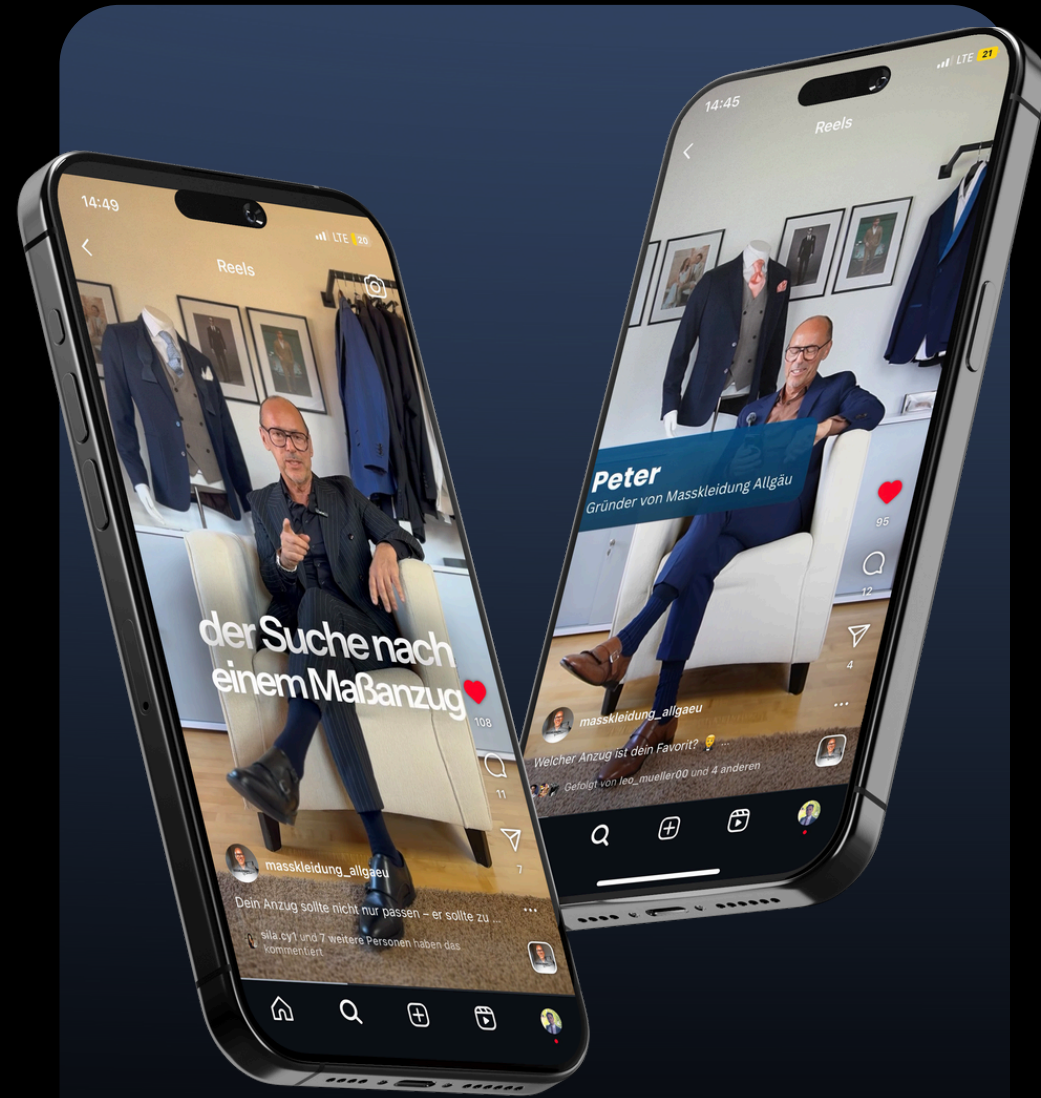


Wir produzieren **5–10 hochwertige Kurzvideos**, die gezielt an kaufstarke Zielgruppen ausgespielt werden. Durch datengetriebene Auswertung und ständige Optimierung gewinnen wir nachweislich **neue Kunden für Modehäuser**.



Ergebnisbeispiel: Neukunden durch Meta-Videokampagne

Kampagnenaufbau



Zehn Video-Kampagne

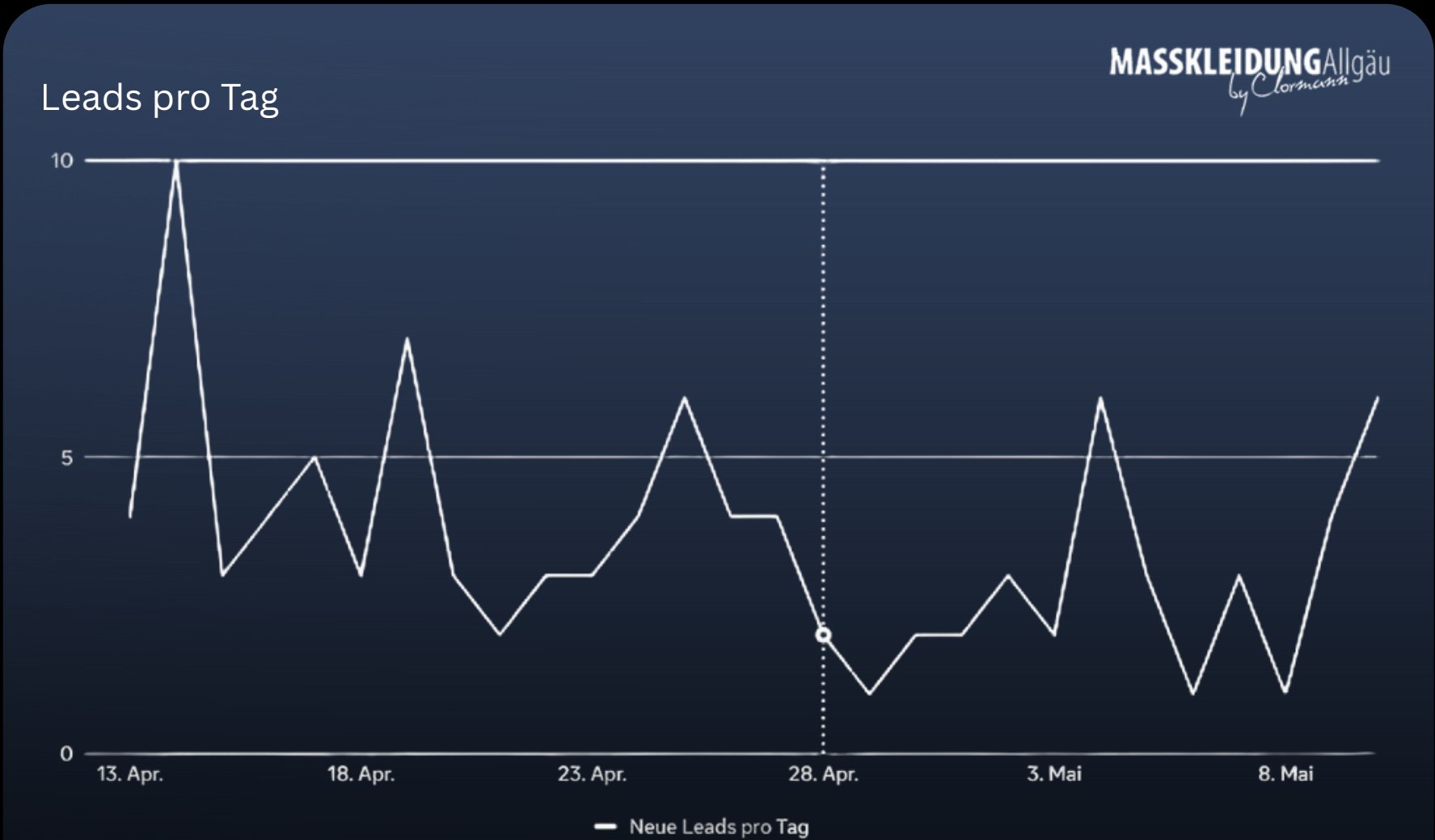
Ausstrahlort: Instagram & Facebook

Dauerhafte Optimierung der Kampagne

Vertriebliche Beratung

Kontrolle über Ausstrahlregion

Kundenresultate



Bei der einmonatigen Laufzeit der Kampagne mit Masskleidung Allgäu erbrachten wir:

103 Neukundenanfragen

30+ abgeschlossene Neukunden in einem Monat

Buisness Kunden - Anwälte, Immobilienmakler, etc.

Foto- & Videografie

Verwendungszweck: Werbekampagnen, Website & allg. digitaler Auftritt





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„Stil sichtbar machen. Kunden gewinnen.“
Mit AREE an Ihrer Seite.



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Peter Clormann

GF Masskleidung Allgäu

*"Absolut seriös und voller
Tatendrang und Kreativität!"*