

Data Driven Marketing Approach C&A

Hamburg, 26.04.2022

C&A

Agenda

1. INTRO

2. TECHNOLOGY

3. DATA & CREATIVE

4. Q & A

Evolving fashion for generations



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Senior Manager Online Brand
Marketing

PROGRAMMATI



DVERTISING

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Manager Online Brand
Marketing



Evolving fashion for generations – in a nutshell

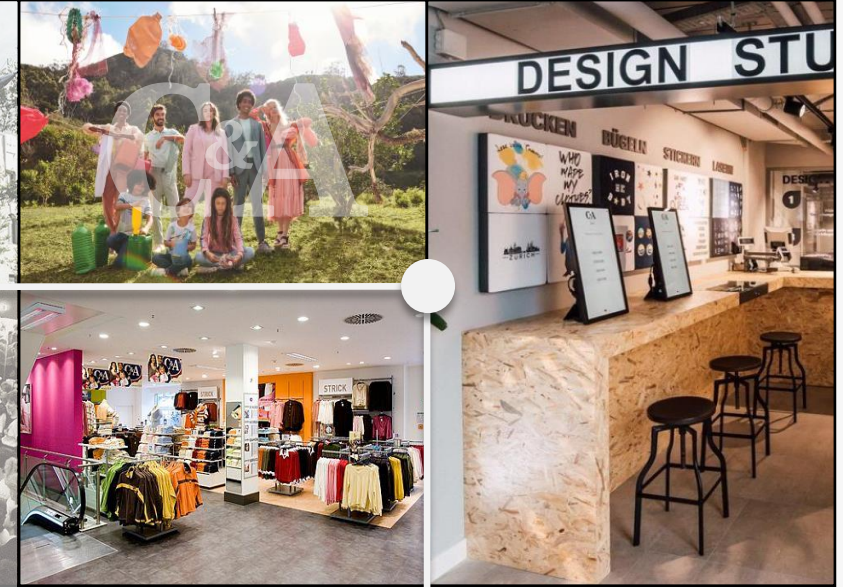
19th Century



20th Century



21st Century



- **1841 C&A was founded.**
- In the **19th century** C&A reinvented an entire industry and created a new market by offering **affordable fashion**.

- **1927 C&A opens its first store in Germany.**
- **1930** C&A begins to air cinema advertising.
- **1965** C&A stocks the new mini-skirt.
- **1972 – 1999** C&A opens stores in many European countries and south America.

- C&A continues to develop the clothing industry in the **21st century**. The focus is on an even **better and more sustainable** alignment with customers and their needs. Consumer centric.

Evolving fashion for generations – 21st century



- **4 MILLION** Pieces of revolutionary Cradle to Cradle Gold Certified apparel sold
- **#1** Recognised as the most sustainable fashion retailer in Brazil and Germany
- **100 %** Of the cotton we source is certified organic cotton or sourced as Better Cotton
- **HALF** of our entire collection is certified or produced under credible sustainability schemes

C&A Sustainability Strategy 2028



C&A Consumer Centric Strategy

- **CONSUMER CENTRIC** We have a passion for fashion and for our customers.
- **ONE C&A** We love working as a team, pursuing a common goal, coming together as ONE C&A.
- **KEEP IT SIMPLE** We live simplicity. We keep our relationships with each other, customers and external partners uncomplicated and direct.
- **FORWARD THINKING & ACTING** Making mistakes is part of our everyday life at work and at home. What we learn from them only makes us smarter and faster.

Centralized digital strategy to approach the consumer directly

BRANDING



Reach new audiences

CONSIDERATION



Reach in-market audiences

SALE



Reconnect with engaged consumers

- "If you were starting a fashion company today, you would probably not set up country organisations with separate teams of buyers and merchandisers in each country. **You would manage it centrally, and approach the consumer directly,**"

- Joris van Rooy, CDO C&A -

Agenda

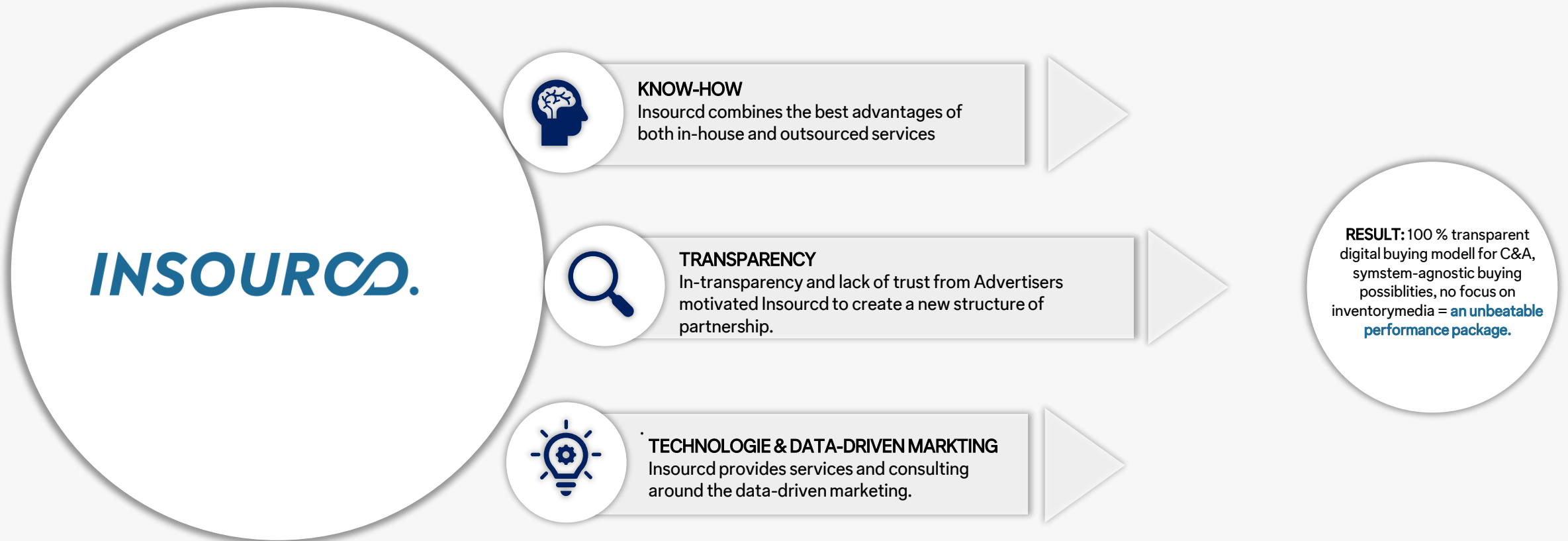
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More efficiency by outsourcing operational processes to our agency



Focusing on video assets in the branding phase to reach new customers



ACTIVATION TOOL



CREATIVE TYPE

VIDEO & LARGE
DISPLAY
FORMATS

WHY?

REACH
OPPORTUNITIES
COMBINED WITH
FREQUENCY
MANAGEMENT

Activation of in-market audiences through high performing display tools



ACTIVATION TOOL



CREATIVE TYPE



WHY?



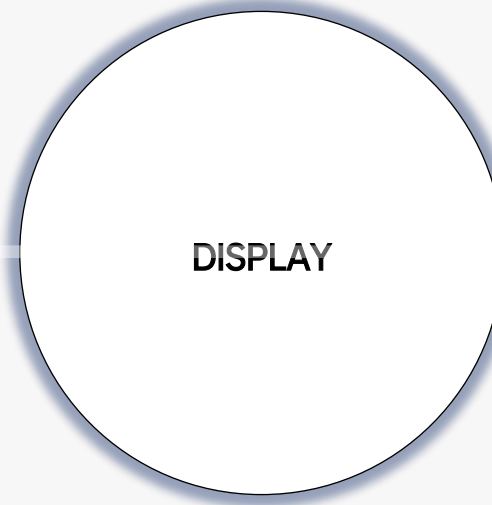
Reconnect with engaged consumer to push sales



ACTIVATION TOOL



CREATIVE TYPE



WHY?



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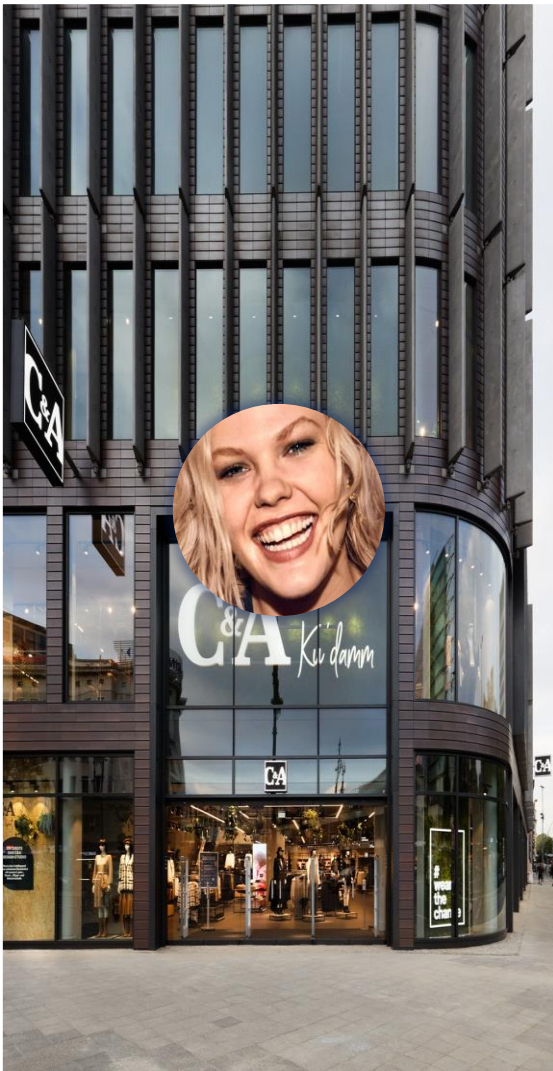
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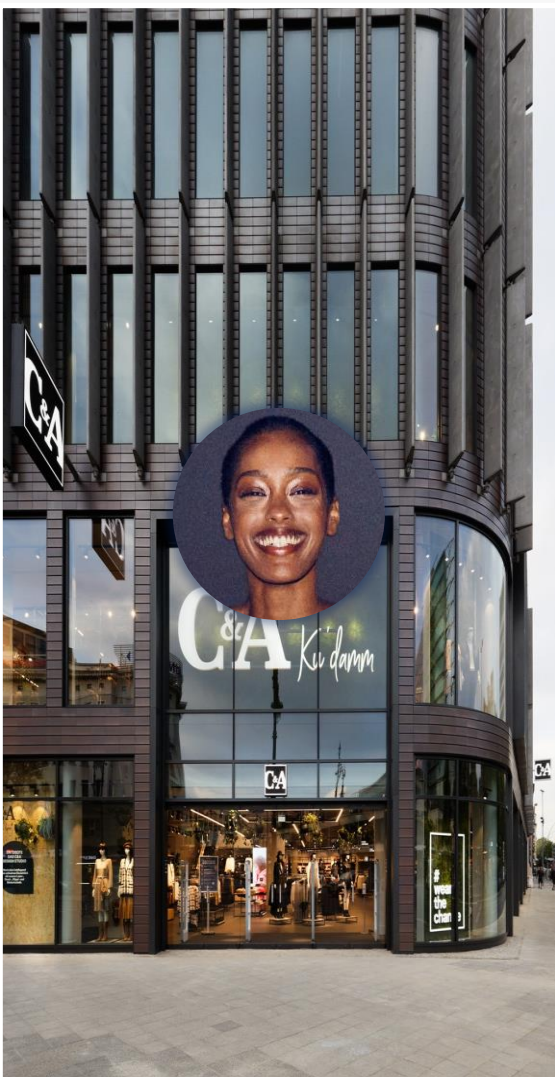
Reach of a broad target group with a variety of interests



Interests are validated – decision on the communication approach is made



Reach of additional potential consumers through strong data partnerships



Deeper consumer analysis shows us potential in-market audiences



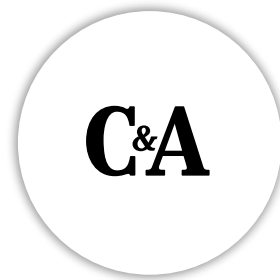
Linking relevant audience signals to reach the consumer with the right message



Sustainability



Linking relevant audience signals to reach the consumer with the right message



Sustainability



Validation of high engaging website audiences



Reconnect with engaged users through high performing feed assets



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Thank you