

by
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Teng Dong

for
Retail & Visual Merchandising/Fashion
Buying/Digital Communication

27/01/2022

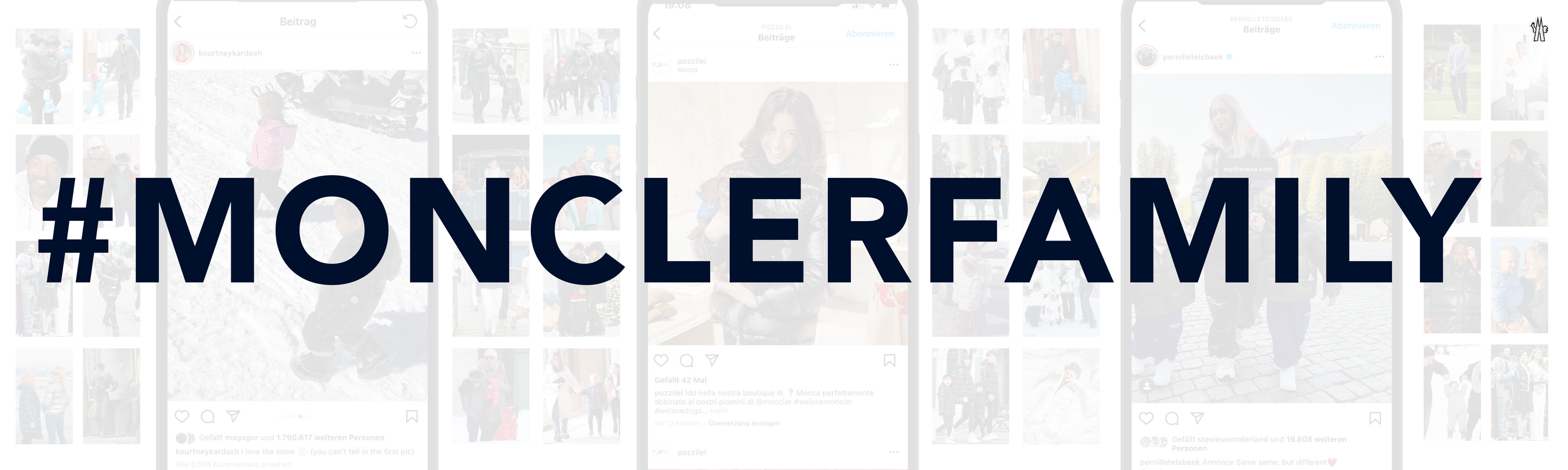
COMMUNICATIONS

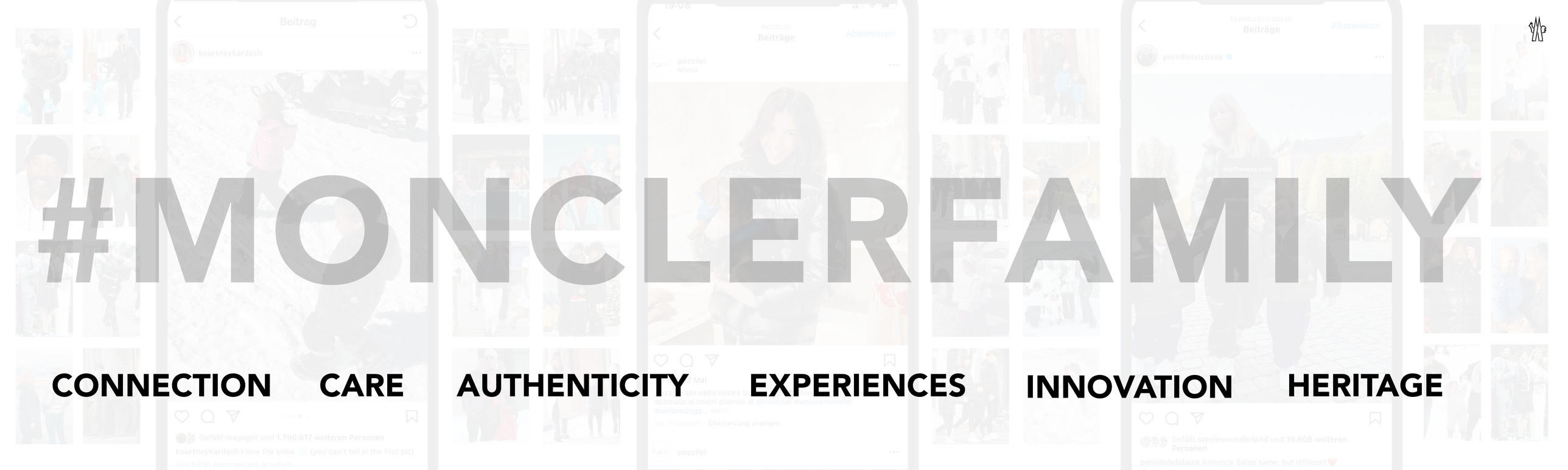
01 EDITORIAL PLAN

02 SOCIAL MEDIA COMMUNICATIONS

03 DIGITAL STOPS

04 NFT&DIGITAL FASHION


#MONCLERFAMILY
Beitrag
kourtneykardash
Gefällt magsgnr und 1.790.617 weiteren Personen
kourtneykardash I love the snow (you can't tell in the first pic)
Alle 6.081 Kommentare ansehen
POZZILEI
Beiträge
Abonnieren
pozzilei
Monza
Gefällt 42 Mal
pozzilei Ido nella nostra boutique di Monza perfettamente abbinato ai nostri piumini di @moncler #welovemoncler #welovedogs... mehr
Vor 13 Minuten · Übersetzung anzeigen
pozzilei
PERNILLETEISBAEK
Beiträge
Abonnieren
pernilleteisbaek
mytheresa.com
Gefällt stevieswonderland und 19.608 weiteren Personen
pernilleteisbaek Annonce Same same, but different


#MONCLERFAMILY
CONNECTION CARE AUTHENTICITY EXPERIENCES INNOVATION HERITAGE

Moncler Month							
day		Instagram	Story	Live	spotify	store	context
-5		archive all posts	set reminder				Announcement of MonclerMonth to regain the warmth, sharing a connection and engage with its customer
01-nov	Tuesday	x	x	kick-off			Personal message from Remo Ruffini - where we are, what we want to chance
02-nov	Wednesday	x	x				Moncler History
03-nov	Thursday	x	x				Iconic Jacket
04-nov	Friday	x	x	x		x	repairman ship launch in Milan
05-nov	Saturday	x	x			x	CTA repairman ship - open for bookings
06-nov	Sunday	x	x				Interview with Remo Ruffini about his brand values
07-nov	Monday	x	x		x		CTA Spotify open winter playlist
08-nov	Tuesday	x	x	x		x	Painting room launch in Milan with artists
09-nov	Wednesday	x	x			x	Jacket repairment before - after
10-nov	Thursday	x	x				CTA What means family to you?
11-nov	Friday	x	x	x		x	digital stops in Milan
12-nov	Saturday	x	x				CTA personalization via painting room - open for bookings
13-nov	Sunday	x	x				Interview with Chiarra Ferragni about the italian heritage and what Moncler means for Italy
14-nov	Monday	x	x		x		Spotify after ski playlist
15-nov	Tuesday	x	x	x			CTA Painting room winners
16-nov	Wednesday	x	x				Jacket repairment before - after
17-nov	Thursday	x	x			x	We are looking for the oldest Moncler jacket owned by a customer
18-nov	Friday	x	x	x		x	snow globe launch - opening event in Milan
19-nov	Saturday	x	x	x		x	snow globe launch - open for the public
20-nov	Sunday	x	x				CTA Q+A with the company
21-nov	Monday	x	x		x		CTA Spotify store playlist
22-nov	Tuesday	x	x				CTA snow globe painting session with people who won a challenge
23-nov	Wednesday	x	x				Jacket repairment before - after
24-nov	Thursday	x	x				CTA win tickets for Inter
25-nov	Friday	x	x	x		x	NFT Launch of special collection - first acess in the store
26-nov	Saturday	x	x	x			NFT Launch of special collection - online
27-nov	Sunday	x	x				Interview with Tim Blanks about the future of Moncler
28-nov	Monday	x	x		x		CTA Spotify shared winter playlist
29-nov	Tuesday	x	x				Jacket repairment before - after
30-nov	Wednesday	x	x	x			EOM recap with Remo Ruffini - what we achieved, how we continue
							Milan first, other cities will follow including Aspen, St Moritz, Paris, Munich, Harbin, Beijing

CAREFULLY CONSTRUCTED

EDITORIAL PLAN

TO TRANSLATE THE WARM LANGUAGE ONLINE, OFFLINE & PHYGITALLY

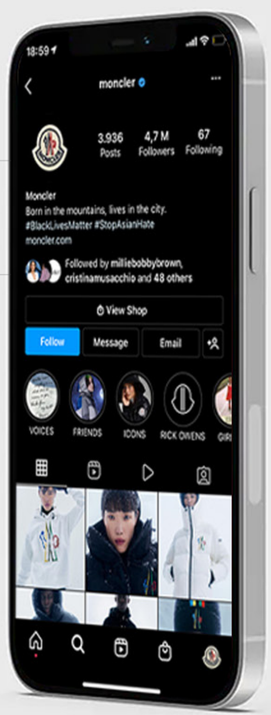
HOW WILL WE CONNECT IT ALL?

FOCUS ON INSTAGRAM

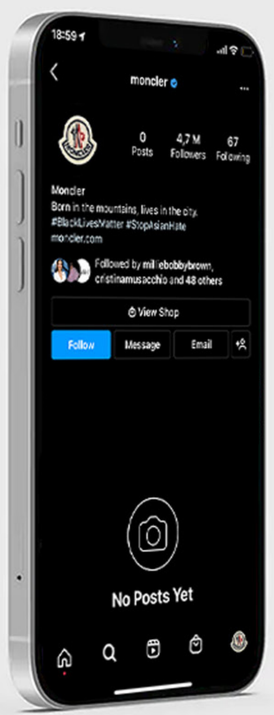
CLOSE ENGAGEMENT WITH CUSTOMERS TO BE MORE THAN JUST 'A BRAND'

REFRESH WITH A MINIMAL APPROACH & VARIATED CONTENT

24.10.22

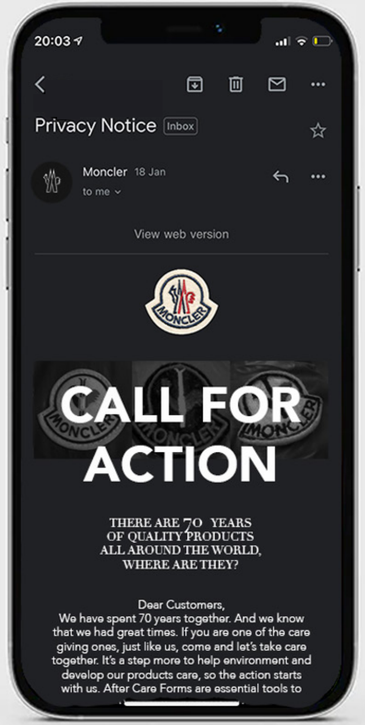


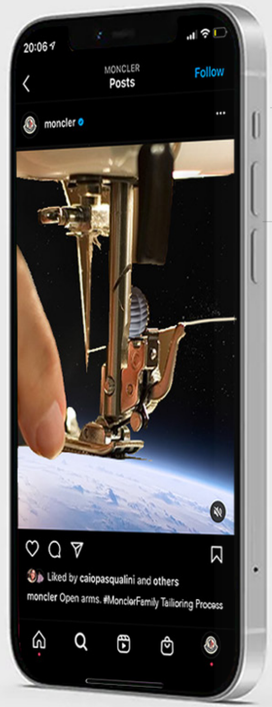




25.10.22







REPAIRMANSHIP

COMMUNICATE CRAFTMANSHIP & HERITAGE

70 YEARS OF QUALITY PRODUCTS
ALL AROUND THE WORLD

#MONCLERFAMILY

CFA

VINTAGE JACKETS/HERRITAGE STORIES

REPAIRMANSHIP PROCESS

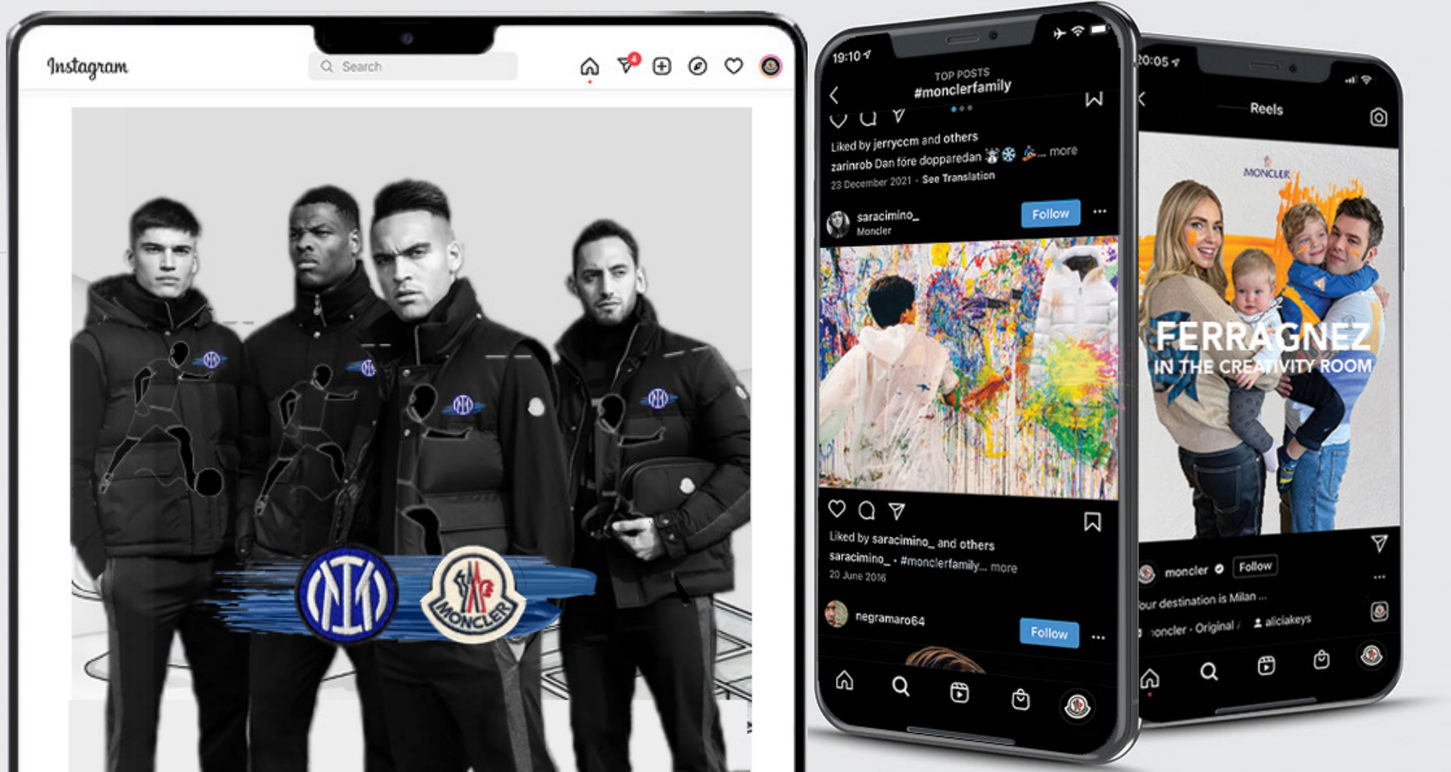
PERSONALISATION

RELATE THROUGH CELEBRITIES & INFLUENCERS

#MONCLERFAMILY

SUPPORT AUTHENTICITY

CREATE COMMUNITIES



NFT

COLLABORATION WITH KYROS KYROS FOR THE VERY FIRST MONCLER NFT

THE ULTIMATE PERSONALISATION

LIMITED

THE NEW COMMUNICATION

PERSONALISED JACKETS ALSO CAN BE DEVELOPED IN NFT

Kyros Kyros





PERSONALISATION PHYSGIITALLY

DIGITAL STOPS

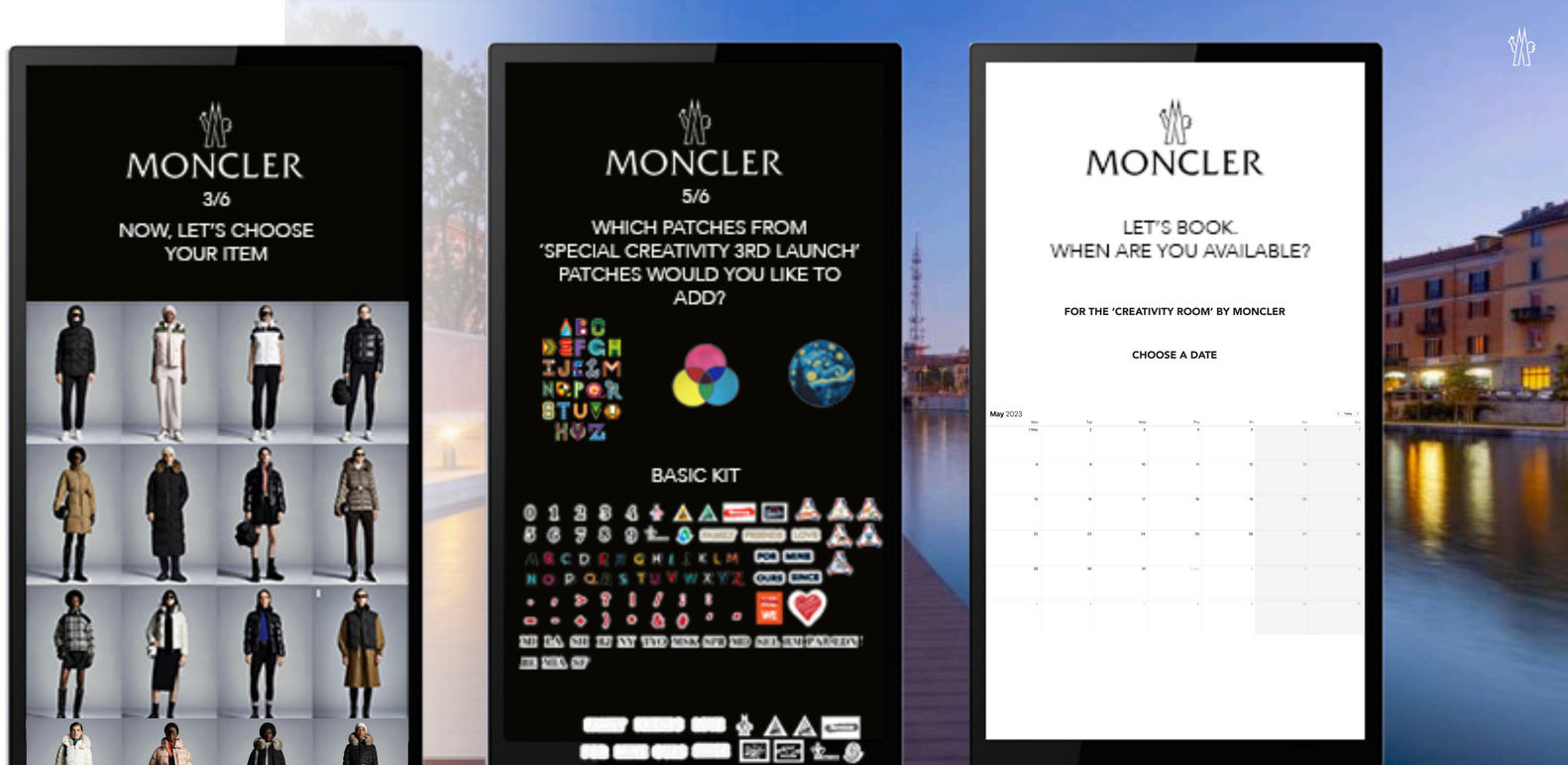
PERSONALISATION SCREENS

SPREAD EVERYWHERE THROUGHOUT THE CITY:



TOUCH SCREENS FOR

PATCH OPTIONS
PATTERN OPTIONS ON JACKETS
DIGITAL PAINTING OF YOUR OWN
ARTISTS NFT DRAWINGS PRINTED
APPOINTMENT BOOKING FOR THE CREATIVITY ROOM



TO CONNECT ON THE STREET AND COLLECT IN STORE

MEN, WOMEN & KIDS W/ APPOINTMENT FOR LATER

ACCESSORIES IMMEDIATELY FROM THE NEAREST STORE

DOGWEAR IMMEDIATELY FROM THE NEAREST STORE



PRE-FINAL TABLE FOR VALUES

	STORE	SERVICE	COMMUNICATIONS
REPAIRMANSHIP	Tailor Workshop (For Launch) Window Display	In Store Tailor Quick Fixes In Store Tailor Advice	Call To Action to Aged Jackets Repairmanship Before-After Contents Process of Repairmanship/ Art of Craftsmanship
PERSONALISATION	Personalisation Kits Creativity Room	Capsule Buying Plan Digital Stops	Creativity Room Video with 'Friends of the Brand' CTA To Book Appointment Artists NFT Painting Collabration
CUSTOMISATION	-	-	Warm Communication with Loyal Customers and Celebrities Through Product Specialisation

‘KEEP WARM’ IN ACTION: IN-STORE TO EVENT

THE SNOW ROOM &
THE SNOW GLOBE

THE SNOW ROOM

01 SNOWING ROOM

02 COLD CONDITIONS

EXPERIENCE THE WAITING
ENTERTAIN THE CLIENT
USE THE PRODUCT

ATTRACTION

THE SNOW ROOM

WAIT - EXPERIENCE - LIVE

WITH ENTERTAINMENT

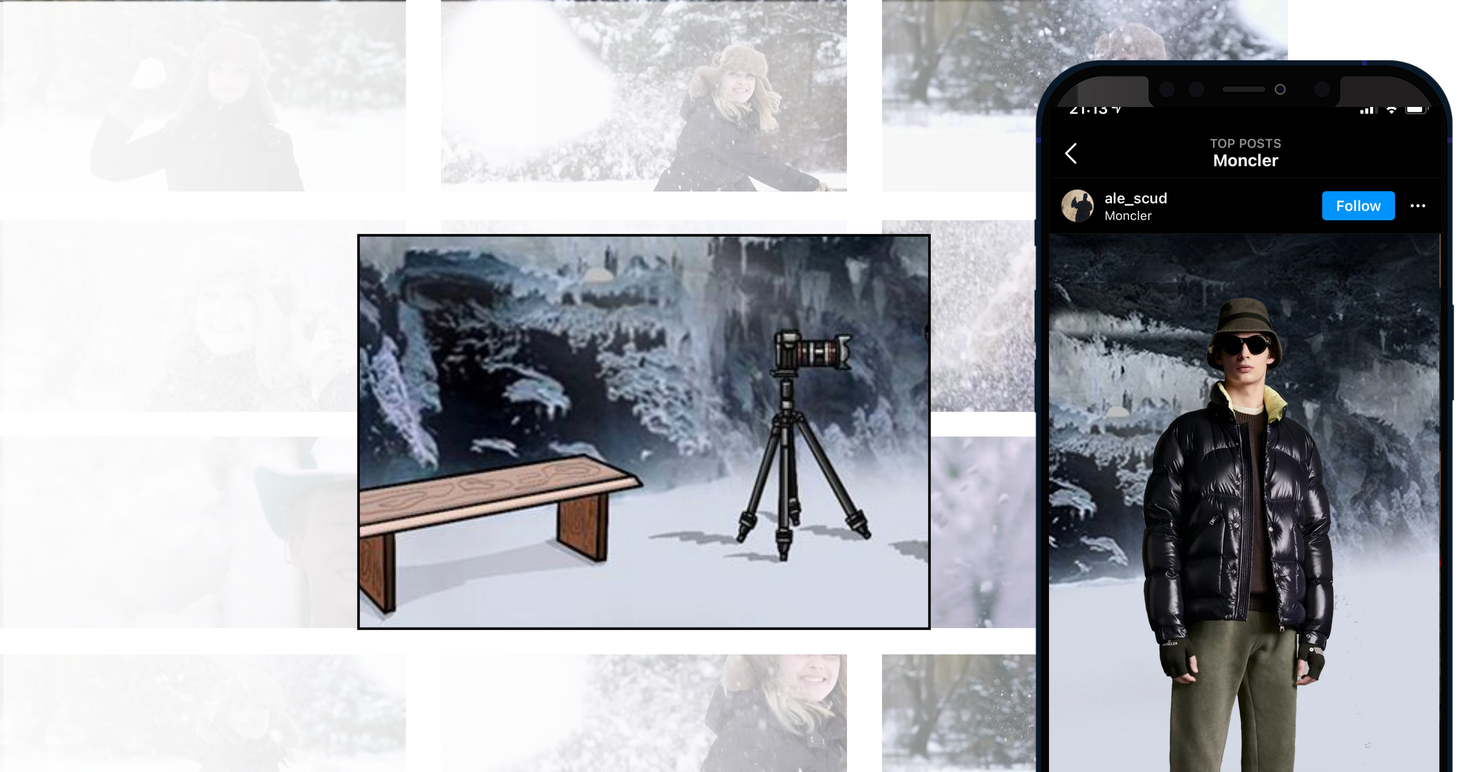
THE FEELING

THE CONDITIONS

SHARE

IMAGES &
THE SLOW MOTION VIDEO





THE SNOW ROOM

INSTAGRAMMABLE CORNER

SHARE
FROM THE STORE

IMAGES &

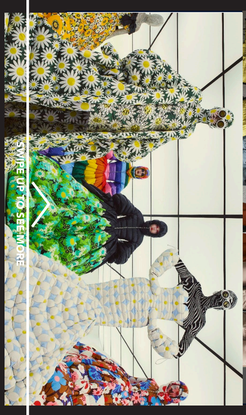
THE SLOW MOTION VIDEO

STORE TO DIGITAL STOP
TO DIGITAL FASHION

TAKE A PICTURE/VIDEO



CHOOSE YOUR DIGITAL PIECE







WE'LL SEND YOUR IMAGE WHEN READY



FINAL TABLE FOR VALUES

	STORE	SERVICE	COMMUNICATIONS
REPAIRMANSHIP	Tailor Workshop (For Launch) Window Display	In Store Tailor Quick Fixes In Store Tailor Advice	Call To Action to Aged Jackets Repairmanship Before-After Contents Process of Repairmanship/ Art of Craftsmanship
PERSONALISATION	Personalisation Kits Creativity Room	Capsule Buying Plan Digital Stops	Creativity Room Video with 'Friends of the Brand' CTA To Book Appointment Artists NFT Painting Collabration
CUSTOMISATION	-	-	Warm Communication with Loyal Customers and Celebrities Through Product Specialisation
KEEP WARM	Snow Room	-	The Snow Globe

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