

PRESS INFORMATION

Takko Fashion is again German Brand Award Winner

- ✦ The quality fashion discounter once again receives a "Winner" award in the category "Brand Communication - Social Media"
- ✦ Takko Fashion convinced the jury with its "Mystery Challenge" format on social media
- ✦ Takko Fashion thus follows up on the two-time winner award in the category "Brand Communication - Social Media" from last year

Telgte, 15.06.2023. The quality fashion discounter Takko Fashion was awarded as winner with the German Brand Award for its Mystery Challenge. With this, the fashion company follows up on last year's double success.

In the category "Brand Communication - Social Media" (discipline: Excellence in Brand Strategy and Creation), the marketing team of Takko Fashion convinced the jury this year with the interactive format of the "Mystery Challenge". The digital in-store event was holistically designed for Instagram and broadcast in a multi-part series on both Instagram and Facebook. Takko Fashion cast four shopping teams for the event. In a total of 40 minutes, they had to create an outfit and styling around a Takko Fashion trend piece. A jury consisting of the well-known influencers Janina Westphal and Chanel Silberberg as well as Takko Fashion Brand Ambassador Lea Hansel then judged the shopping teams. In addition, the Takko Fashion community was able to vote for their favourite via Instagram after all Mystery Challenge episodes had been broadcast. The winner of the challenge received a cash prize of 1,000 euros and all the candidates and their companions received Takko Fashion vouchers.

Through the format and the additional reach of well-known fashion influencers, Takko Fashion created relevance for the target group and awareness for its It-pieces. By involving the online community, Takko Fashion increased the interaction with the target group. In addition to the outfit inspirations, the company also shared its new store design with the community and thus inspired the concept of feel-good shopping in the stationary store.

"We were very pleased to be nominated again for the German Brand Award and I couldn't be prouder of my team," says Manuela Holler, Senior Director Marketing

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and E-Commerce Takko Fashion. "The fact that we have now received another winner award with the Mystery Challenge is not only a great honour, but also a great confirmation of the creativity and commitment of Team Takko in implementing innovative projects. Through the Mystery Challenge, we were able to transport the feel-good atmosphere of our new store design as well as the feel-good shopping experience from the shop to the digital environment of our online community, which once again shows our omnichannel approach.

Initiated by Germany's design and brand authority and judged by a high-profile panel of experts from the brand industry and brand science, the German Brand Award is the award for successful brand management in Germany. It discovers, presents and awards unique brands and the minds behind them.

The German Brand Award 2023 is divided into two disciplines. In the discipline "Excellence in Brand Strategy and Creation", the strongest campaigns, concepts and strategies of individual disciplines are awarded prizes. The nominated projects are evaluated according to criteria such as independence and brand impact, differentiation from the competition and target group relevance. Aspects such as sustainability, degree of innovation, continuity and future viability are also taken into account.

About Takko Fashion

Takko Fashion operates almost 2,000 stores in 17 countries in Europe. The company offers quality fashion collections for the whole family at an attractive price. With its diverse assortment, Takko Fashion's customers not only wear the latest styles at fair prices, but also take responsibility: Through its cooperation with various organizations and initiatives, Takko Fashion is committed to sustainable change in the textile industry. For example, the company is a long-standing member of the Fair Wear Foundation, one of the first signatories of the International Accord, and supports sustainable cotton cultivation through its membership in the Better Cotton Initiative.

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