

PRESS INFORMATION

Takko Fashion surprises with Oh! moments in new spring/summer campaign

- Starting March 27, Takko Fashion launches its new Takko(h!) spring/summer campaign
- The campaign interprets the newly developed purpose-driven brand strategy of the fashion company in a playful way and creates surprise moments through strong brand promises
- With the new campaign, Takko Fashion uses a broad media mix as well as international adaptation for all country markets

Telgte, 28.03.2023. The quality discounter Takko Fashion is literally showcasing the surprise effect in its Europe-wide spring/summer campaign: "Oh, that's Takko Fashion?" The campaign playfully picks up on the moment of surprise that arises when discovering the brand values. "Oh, better than expected!" is the message in the fashion company's [image film](#), for example, while it highlights its long-standing partnership with the Fair Wear Foundation and its commitment to improve working conditions in the textile industry.

"With the Oh-campaign we show what our brand stands for: Feel-good fashion that suits every life - that means good quality and current trends for the whole family from responsible production at a great price. The 'Oh!' in our campaign is therefore more than just a slogan: it is the feeling of not having to make any compromises while shopping in our stores or in the online shop," explains Manuela Holler, Senior Director Marketing & E-Commerce at Takko Fashion.

"Oh! When a lot fits into the bag and that doesn't cost the earth!" - The image campaign surprises with a casual and playful look & feel and makes you smile here and there. It thus marks the start of a new visual language at Takko Fashion as well as the stronger communication of the USPs beyond the inexpensive prices.

Takko Fashion CEO Tjeerd Jegen: "As quality fashion discounter, our purpose and drive is to offer feel-good fashion that is affordable for everyone. Our spring/summer campaign is an interpretation of our new purpose-driven brand strategy. We now want to gain additional brand awareness."

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Accordingly, the goal of the campaign is to create a stronger association with the brand values - including quality and corporate responsibility - among customers, as well as to get into the relevant set of a broader target group by strengthening brand awareness. "We plan to grow in all our 17 country markets. 'Oh!' is international - accordingly the campaign is intended to strengthen our brand awareness across Europe in parallel with the expansion of our store network," adds Jegen.

The campaign messages, videos and visuals can be discovered at the point of sale as well as online until the end of May and will be integrated into all content formats of the fashion company. In addition to print and online advertising, the fashion company is also running TV commercials in Germany for the first time in a long period. The brand strategy and Takko(h!) campaign were developed together with the agency Serviceplan Cologne.

"Outside and inside oh!" - The marketing strategy of the fashion retailer also includes strengthening the feel-good shopping experience. "The narrow store network and the easy accessibility of our stores, often in retail parks, is a strong UVP for our customers, who can combine their visit to Takko Fashion with other shopping for their daily needs," Jegen explains. The company has recently started to modernize its store design. The use of modern pendant lights, light colors and wooden elements in the store create a warm and friendly atmosphere. In addition, the central entrance statement with the latest fashion collection as well as other smaller statements at various locations in the store encourage shopping inspiration. The bright changing rooms and newly designed lounge corners invite shoppers to spend time in the stores. Meanwhile, all new stores of the fashion company are opened in the new store concept. As part of its refit process, Takko Fashion is also gradually equipping existing stores with the new store design.

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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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