

eCommerce Website Design
and Marketing Campaign
Creation for a Leading
Monaco Jewellery Brand

APM
Monaco

Digital Marketing Tools for a Fashionable Jewellery Brand

As APM Monaco releases a new collection every month following the latest trends, its online platform has become an essential part of its business growth. The brand asked Base Creative to help engage shoppers with the right kind of digital experience and messaging strategies.

Business Strategy

Brand Strategy

- Art Direction
- Photo Styling
- Brand DNA
- Brand Differentiation

Design and Touchpoints

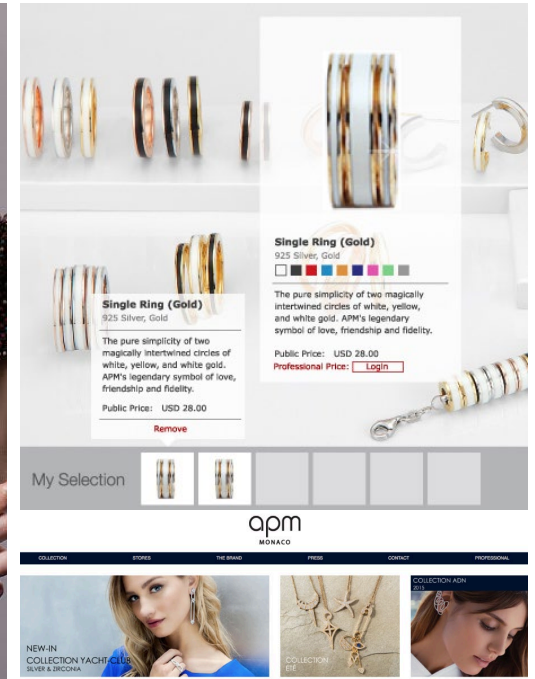
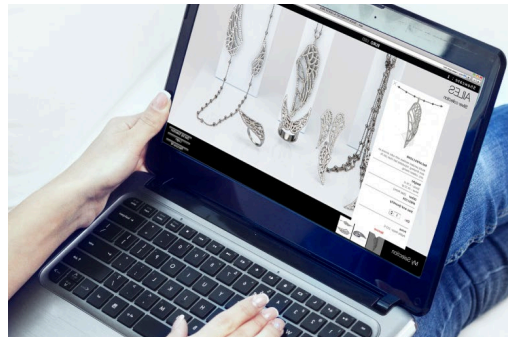
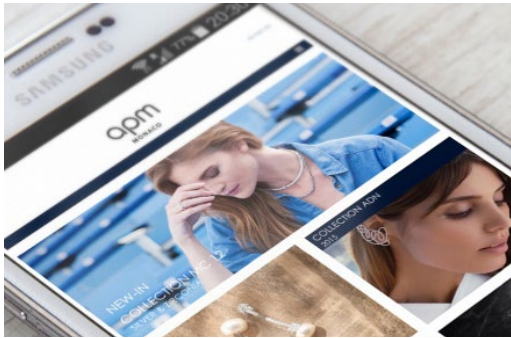
- Model Photography
- Product Photography
- Photo Retouching
- Brand Video
- Product Catalogues
- Showcase Design
- Sales Brochures
- Advertising Design

Digital & Social Media

- UI and UX Design
- Ecommerce Website
- Analytics

APM Monaco Digital Platform Design

Creating a Marketing Campaign and eCommerce Site



APM's proposition is about indulging oneself with a timeless piece of trendy and sophisticated jewellery to create a new look. With a high turnover rate, the brand targets young professionals, offering high quality products at affordable prices.

Scope of Work Business Strategy

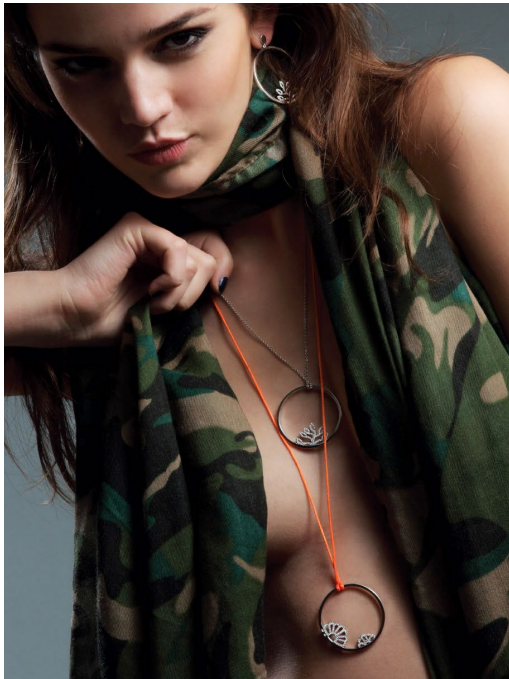
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Conducting extensive trend research on millennials – the brand's target audience – we positioned the brand between the fine lines of luxury and fast fashion and provided branding solutions that align well with the brand's values and customers' needs.

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