

TWNN

THE WORLDWIDE NETWORK

CASE STUDY 01 | AMBITIOUS MONACO

Client Overview

- Client: Ambitious Monaco
- Location: Monaco, Monte Carlo
- Industry: Boxing/Sportswear
- Contract Duration: 2 Years

Ambitious Monaco is a sports brand based in Monte Carlo, Monaco. Ambitious offers training, conditioning, management services and sporting wear to professional athletes. All services are provided by experienced in house professionals with the highest levels of accreditation to ensure success in sport.

Key Challenges

Ambitious Monaco hoped to increase its digital footprint, to boost site traffic and awareness of its high value training regimes and sporting wear through sustained integrated marketing campaigns targeting professional athletes and fitness fans around the world.

Desired Client Outcomes

The key goals were to increase affinity to Ambitious, create a community of boxing/fitness enthusiasts and to boost social media engagement and site traffic.

Solution

2-year Advertising deal on the TWN World Connect Program to transform Ambitious Monaco's digital footprint, build a community of boxing enthusiasts around the world and make brand Ambitious a recognisable face on the global scene.

TWN World Connect is a multi choice program for brands looking to increase brand awareness on the global stage. It gives you absolute control over your outcomes, with solutions for Precision Advertising, Sponsorships, Product Placements and Influencer Campaigns.

Outcomes

Over 2 million global impressions and 5% engagement rate per month, targeting fitness buffs worldwide.

Year 1 resulted in over 25 - 30% growth in site traffic, social media following/engagement, subscribers and official landing pages, rising to 35% in year 2.

Client Feedback

Working with TWN Marketing has enabled us to realize our vision of an inclusive fitness community connected by shared interest in Boxing.

Our brand has visibly grown in a short space of time and we are delighted with our outcomes.

- Jeanmarc Toesca, Co-Founder, Ambitious Monaco (Monte Carlo)