

TWNN  
THE WORLDWIDE NETWORK

**CASE STUDY 03 | UNIQUE STARZ STUDIOS**

## Client Overview

- Name: Unique Starz Studios
- Location: Miami, USA
- Industry: Dance Fitness/Wellness
- Partnership Length: 2 Years

## Introduction

Unique Starz is an online dance fitness brand that specializes in dance choreography and fitness routines. Recognized for over 10 grand championship awards, collaborations with industry celebrities Jason Derulo, Chris Brown and more, Unique Starz is building an inclusive community for today and the future.

## Key Challenges

Unique Starz hoped to build a global fan base, and create an online community for its inclusive programs thereby increasing its digital footprint and brand awareness.

## Desired Client Outcome

The key goal was to build an interactive, online dance community powered by inclusivity and social tolerance.

## Solution

2-year Content partnership deal on the TWN World Connect programme delivered by our advertising stream to transform Unique Starz into a recognisable face on the global dance 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 with an average 20% engagement rate per month targeting dancers worldwide.

Year 1 resulted in over 15% growth in Unique Starz social media subscribers worldwide and its visitors to its landing page rising to 30% in year 2.

## Client Feedback

Working with TWN Marketing has been amazing. We were able to reach dancers in so many parts of the globe and our brand has visibly grown in a short space of time, thanks to the amazing content partnership with TWN!

We are truly thankful to TN and its global teams for the impact and quality results for us!

- Catalina Nemmi, Founder, Unique Starz (US)