

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

APM
Monaco

eCommerce Website Design and Marketing Campaign Creation for a Leading Monaco 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

Brand DNA
Brand Differentiation

Art Direction
Photo Styling

Design and Touchpoints

Model Photography
Product Photography
Brand Video
Product Catalogues
Sales Brochures
Advertising Design

Digital & Social Media

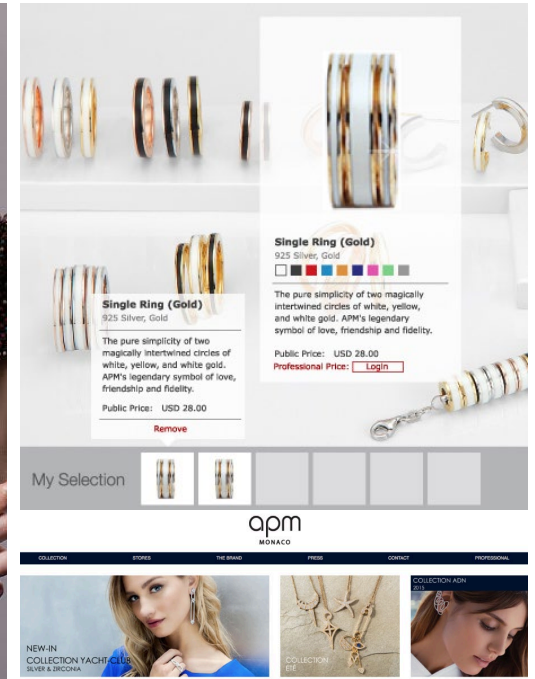
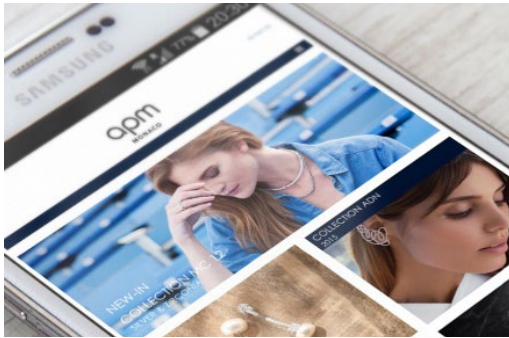
UI and UX Design
Ecommerce Website
Analytics

Photo Retouching

Showcase Design

APM Monaco Brand Refreshment

Creating a Marketing Campaign and eCommerce Site



APM's proposition is about indulging yourself 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

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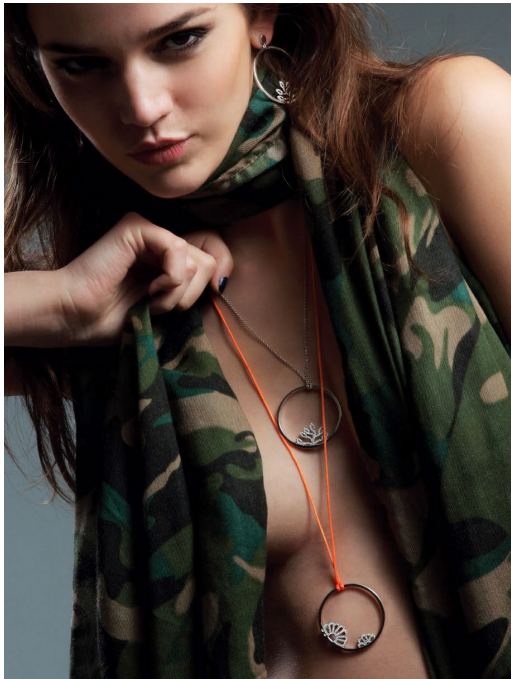
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APM Monaco Brand Refreshment

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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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