

TLA.

Driving Marimekko's
Traffic Up by +78%
and Sales Soaring by
+114%

Fractional CMO

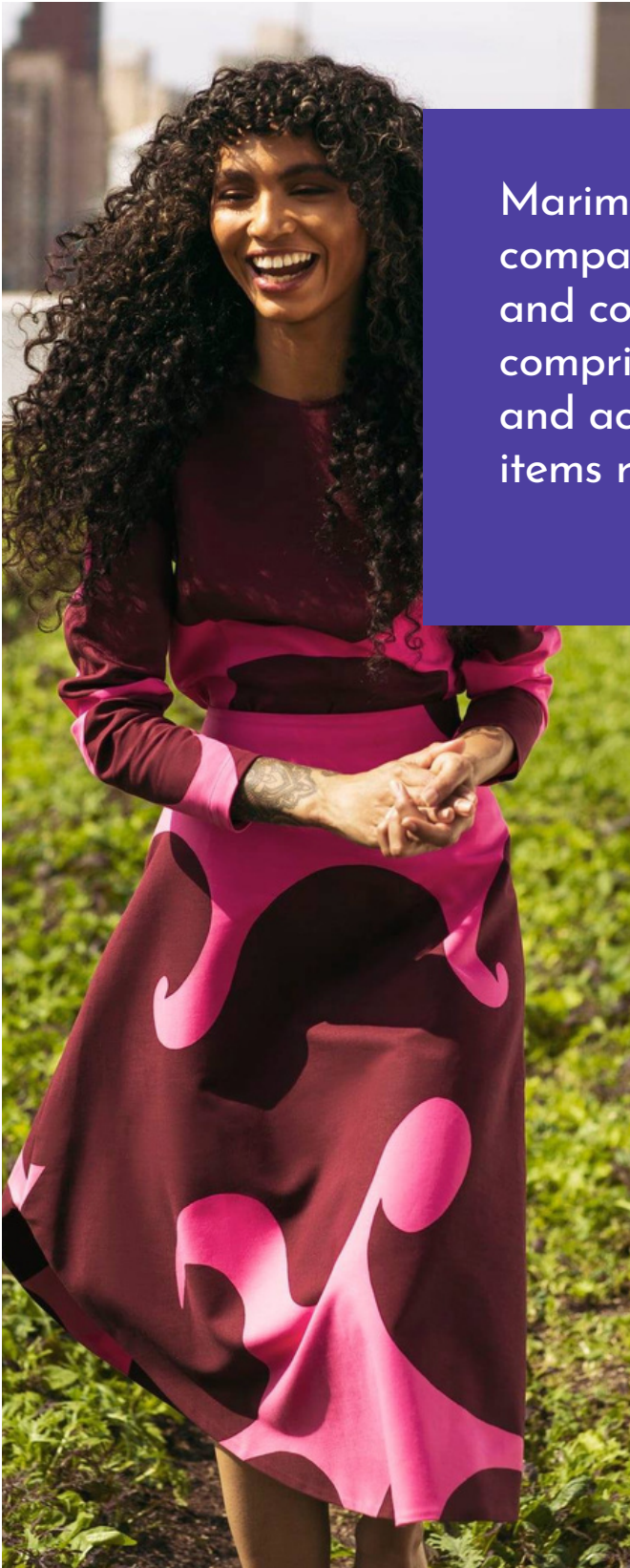
Case Study

www.thelavenderagency.com



THE CLIENT

Marimekko



Marimekko is a Finnish lifestyle design company renowned for its original prints and colors. Their product portfolio comprises high-quality clothing, bags, and accessories as well as home décor items ranging from textiles to tableware.

WHERE WERE THEY BEFORE WORKING WITH US?

Marimekko found themselves at a crossroads, grappling with the repercussions of declining retail traffic, decreasing sales across multiple channels, and the challenge of a constrained marketing budget. Despite their best efforts, traditional methods fell short of reversing the downward trajectory, leaving them searching for a partner capable of delivering innovative strategies tailored to their needs.

THE PROBLEM

WHAT PROBLEMS WERE THEY FACING?

- Decreasing Sales Across Channels (eCom, retail, and wholesale)
- Declining Retail Traffic
- Constrained Marketing Budget
- Decreased Return On Investment



WHAT DID WE DO TO SOLVE IT?

Enhanced In-Store Experience: Curated engaging in-store events and experiences.

Comprehensive Digital Marketing Strategy: Leveraged targeted advertising and engaging content to amplify online presence and drive traffic to both retail and wholesale channels.

Marketing Spend Reallocation for ROI: Optimized budget allocation to focus on initiatives with the highest potential for ROI, enhancing sales and brand visibility.

THE OUTCOME

WHAT RESULTS DID WE ACHIEVE?

Our collaborative efforts and strategic initiatives yielded remarkable results, propelling Marimekko's business to new heights.

Here's a glimpse of the outcomes achieved:

- +114% increase in sales across channels
- +12% increase in retail traffic across doors
- +78% increase in eCom traffic



TESTIMONIAL

“Ivonna’s expertise in optimizing marketing strategies across channels is unparalleled. Her comprehensive approach strengthened our e-commerce presence and invigorated our retail and wholesale business. Every initiative she led delivered measurable growth and new opportunities for innovation.”

Ryan St. Mary
Vice President, North America



Marimekko now operates with a unified, performance-driven marketing strategy that strengthened every channel – driving 114% sales growth, renewed retail traffic, and measurable e-commerce momentum.

TESTIMONIAL

“Ivonna has an innate ability to create clarity wherever she goes. She developed and implemented a highly successful localized marketing strategy for North America that drove growth and visibility. Any team would be fortunate to have her leadership.”

Hanna Kauste
Marketing Director, Global



**ARE YOU READY TO SCALE YOUR BUSINESS WITH
MARKETING STRATEGY AND LEADERSHIP?**

BOOK A CALL

TLA.