

MIL
LE
N A

Strategy

Performance

Creative

About Us



Hello, we're Millena.

WE'VE CREATED THE AGENCY WE WISHED EXISTED

We excel at **growing luxury DTC brands...**

by putting **creative, strategy & performance**
at the heart of your media approach



*With 50+ years combined
experience, when we say we
understand luxury &
performance, we mean it*



WE HAVE WORKED
With incredible brands

rhode PANDORA LE LABO Charlotte Tilbury



LA MER

DR. BARBARA STURM

JOHN LEWIS & PARTNERS



Beiersdorf

CHANTECAILLE

UNDERDAYS



L'ORÉAL

CLIENTS AND EXPERIENCE

Here is what they had to say

“Steered and maintained our growth trajectory. Incredible expertise and passion for driving brand initiatives and performance marketing.”

DR. BARBARA STURM
Founder & CEO, Dr. Barbara Sturm

“This is the best partnership!”

LESLEY CROWTHER
SVP Global Marketing, La Mer

“An extension of our team, always bringing consumer-centric impactful ideas and executing with excellence.”

AMELIE SALAS
Founder, The Underdays



OUR MAGIC FORMULA

What makes us different



*Performance &
Brand Media*

LUXURY STRATEGY &
ACCOUNTABILITY AT
THE CORE

*Creative & Brand
Innovation*



Outcome: Accelerated Growth

Designed to translate into better service for our clients

Take pride

WE LOVE WHAT WE DO AND
ARE CONTINUALLY DRIVEN
TO DO OUR BEST WORK

Shake it up

WIRED TO INNOVATE AND
EXPERIMENT HELPING TO
ACCELERATE YOUR
GROWTH

Speak the truth

HONEST AND
TRANSPARENT, EARNING
THE TRUST NEEDED TO
TRANSFORM YOUR
MARKETING STRATEGY

Run with it

PROACTIVELY DELIVERING
ON YOUR BEHALF,
BECOMING YOUR MOST
RELIABLE MARKETING
PARTNER

AT MILLENA, WE THRIVE ON PUSHING BOUNDARIES AND EMBRACING INNOVATION.
OUR CULTURE IS WIRED TO FOSTER BREAKTHROUGH THINKING AND FUEL CUTTING-EDGE SOLUTIONS.

Our Services

A suite of services

Strategy

Performance

Creative

OUR SERVICES

A suite of services



Strategy

Performance

Creative

Five-step process to delivering marketing transformation



Define the ambition

- DEFINE AMBITION
- ESTABLISH BUSINESS AND MARKETING OBJECTIVES
- CONTEXTUALISE AGAINST CURRENT PERFORMANCE AND CAPABILITIES



Build tailored strategy / model

- ESTABLISH AND PRIORITISE "JOBS TO BE DONE"
- BUILD STRATEGY MATERIALS AND GROWTH ROADMAP
- ESTABLISH ENABLERS



Build your dream team

- DEFINE OPERATING MODEL - TEAM AND AGENCY RESOURCES
- ESTABLISH WAYS OF WORKING



Step-change activation

- DRIVE IMMEDIATE IMPROVEMENT IN RESULTS
- STREAMLINE ACTIVATION
- BUILD EXPERIMENTATION PROGRAMME



Transform capabilities

- MARKETING TRANSFORMATION PROJECTS
- RE-CALIBRATE MEASUREMENT
- BUILD 'TOOL-KIT FOR GROWTH'
- MARKETING WORKSHOPS

Marketing transformation case studies



~£480M unlocked

GLOBAL FRAGRANCE BRAND

- Global go-to-market strategy
- Sizing of commercial opportunity
- Consumer research
- Definition of marketing growth model
- Frameworks for working with celebrities
- Objectives and Key Results framework



~6.7x DTC growth

LIFESTYLE BRAND

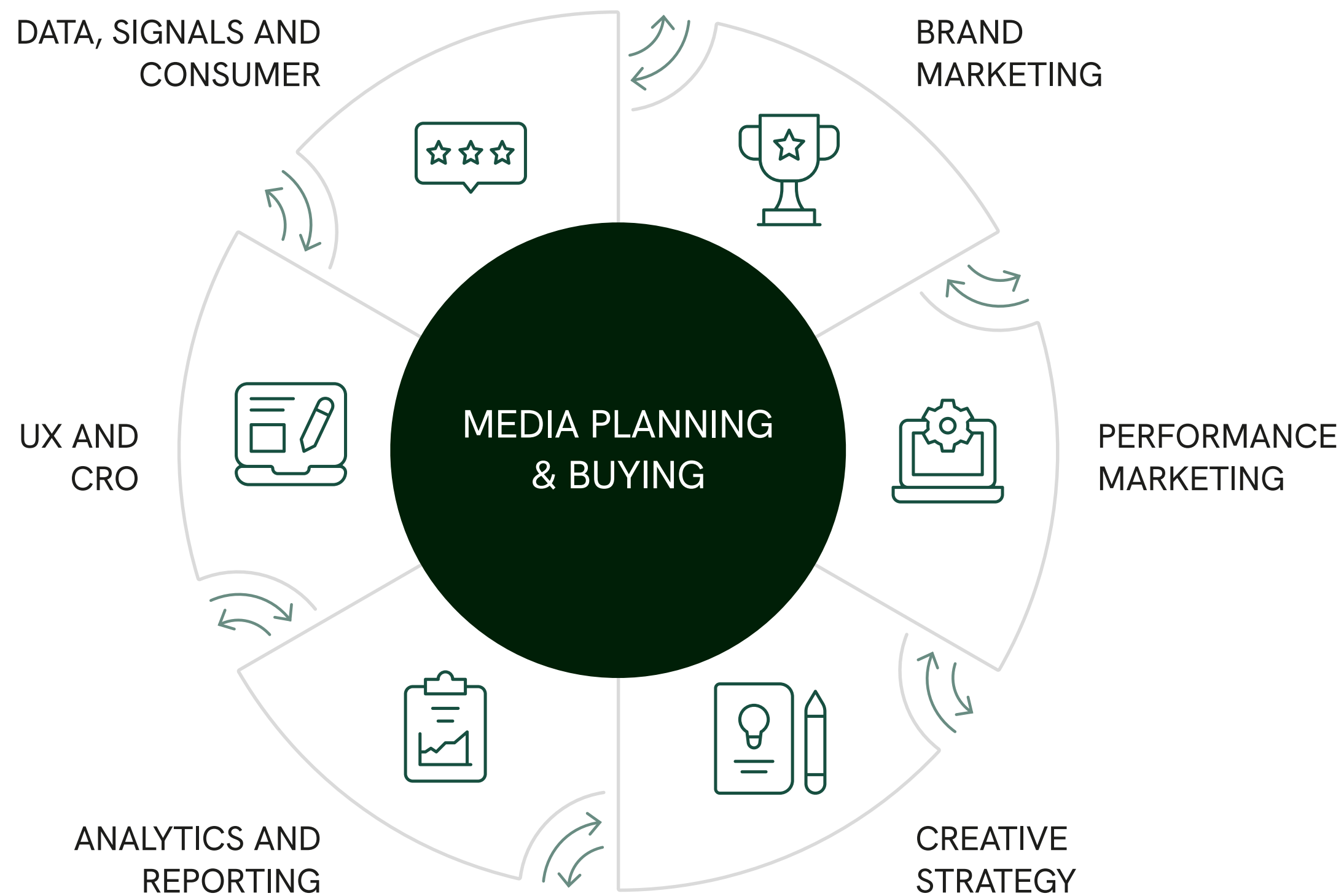
- Full marketing audit
- Growth scenario modelling
- Objectives and Key Results framework
- Marketing and channel roadmaps
- Capability build
- Promotional strategy
- Measurement overhaul



Launch strategy

LUXURY SUPPLEMENTS START-UP

- Audience definition
- Communication and marketing model
- Consumer journey map
- Objectives and Key Results framework
- Marketing launch critical path
- Operating model - Team, Tech, Tools and Processes
- Capability and governance frameworks



Cross-channel media planning integrated with wider marketing strategy

- Media audits and channel upgrades
- Client specific golden-rules
- Creative briefing for paid media
- Media buying and optimisation
- Testing strategy and toolkit
- Measurement frameworks

OVER-INDEX ON FACE-TO-FACE TIME TO DRIVE INTEGRATION

Dr Barbara Sturm: The power of a 360 cross channel campaign



+20%

BRAND DEMAND

Uplift during campaign duration



+15%

REVENUE

Uplift during campaign duration



+25%

ADDED VALUE

Additional placements negotiated



Outdoor

The Underdays: How TikTok growth propelled the brand to new heights

+40%

FOLLOWER GROWTH

Acquired vs benchmark and target with no drop-off 6 months on

2x

POP-UP VISITOR INCREASE

With a high propensity of visitors mentioning TikTok the reason for their visit

SCOPE

Media strategy, buying planning and optimisation, creative concepting & art direction, influencer partnership, testing & experimentation

WORK THAT INSPIRED
A TIKTOK CASE STUDY!



“Underdays is all about community and so is TikTok. Working alongside our media agency, Millena, we were able to utilise TikTok to start conversations with our target audience and generate new leads. TikTok has provided us with the opportunity to showcase our brand through a new lens and is now a core channel for us.”

ORIA MACKENZIE
CO-FOUNDER, UNDERDAYS

OUR SERVICES

A suite of services

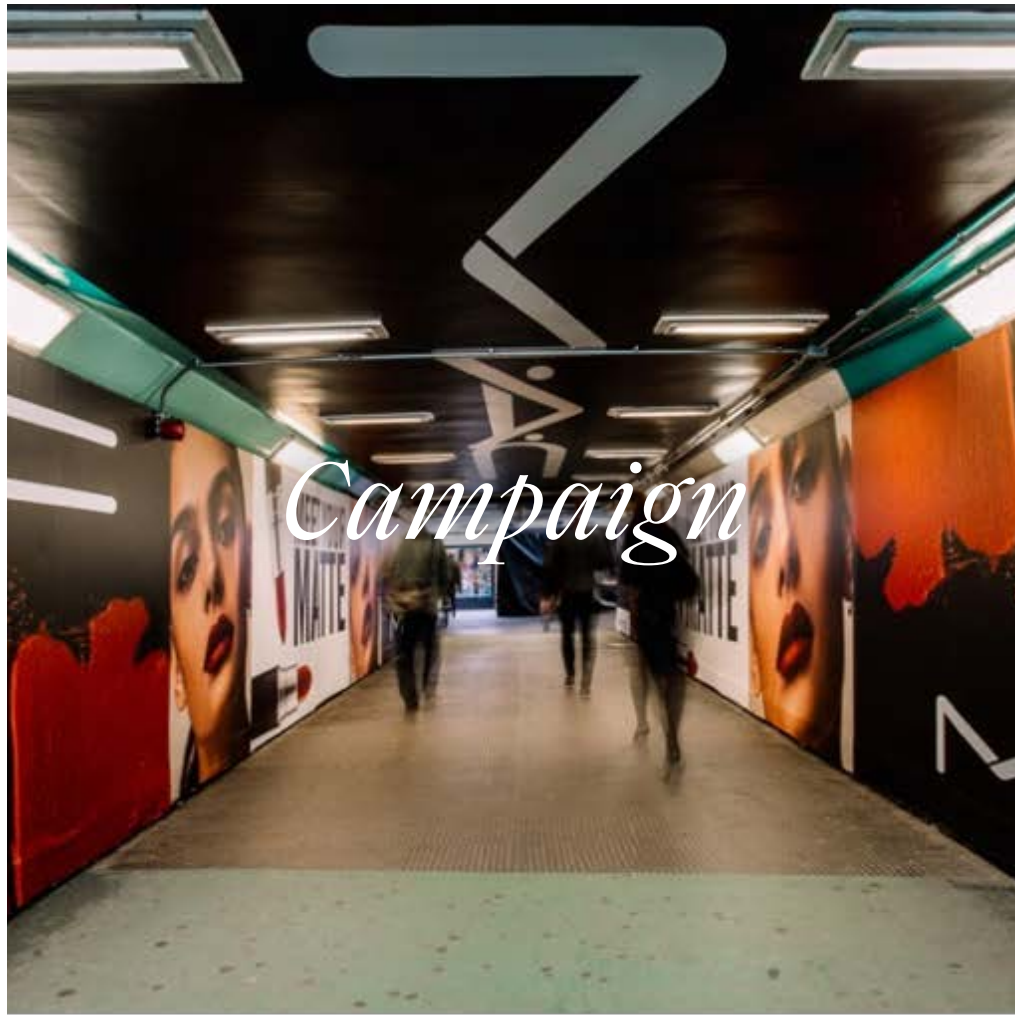


Strategy

Performance

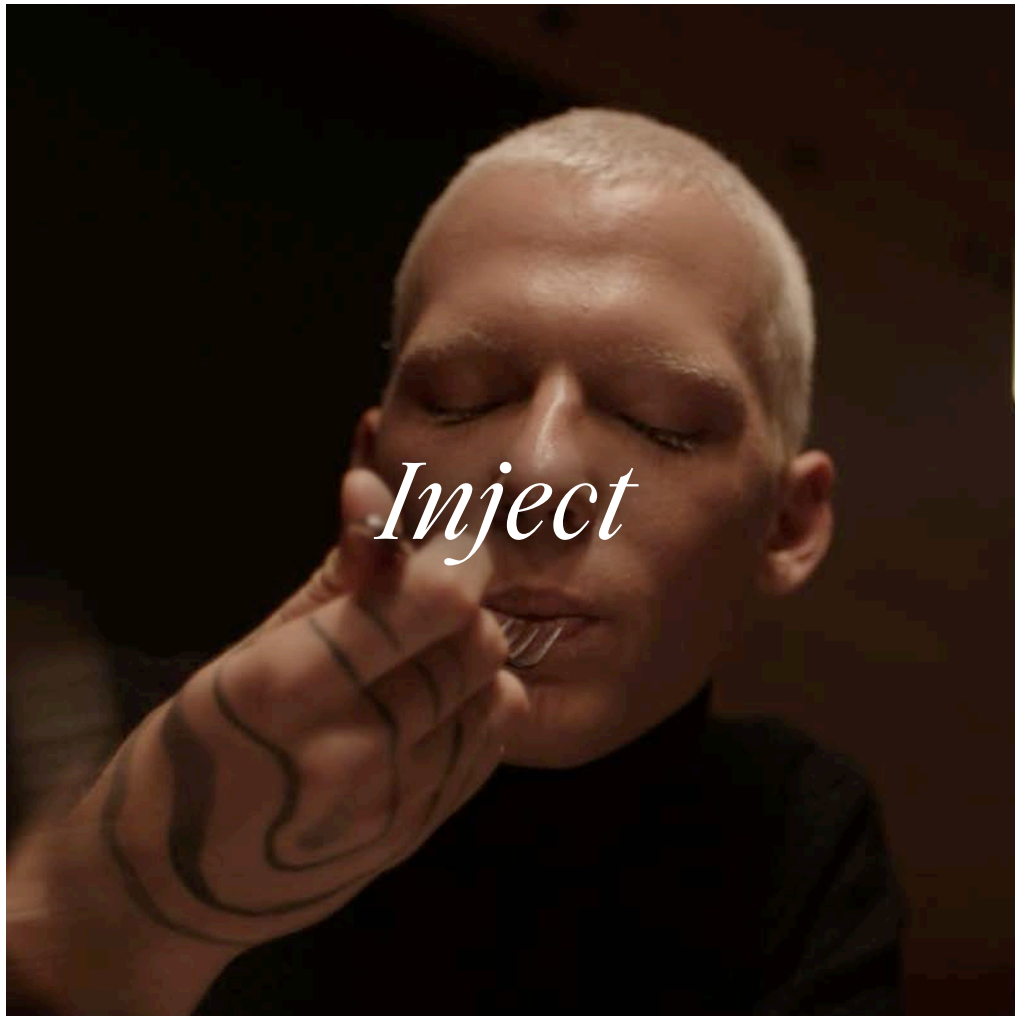
Creative

What we offer



END TO END
CREATIVE SOLUTION

360 cross-channel creative solution from brief to creative rollout taking your unique brief and developing your bespoke campaign concept, messaging, and production built to deliver results



CONSULT, ADVISE,
PLUG IN

Plugging into your existing teams or incumbents to enhance the creative output at any stage in the process



ONE STOP TALENT
CONTENT SOLUTION

Combining talent with creative platform excellence to ensure the greatest return from your creator campaigns



CROSS CHANNEL
TRANSCREATION

Transcreation with creative intelligence developing assets built for audience and platform, not just to spec



The Work



Starbucks

CHALLENGE

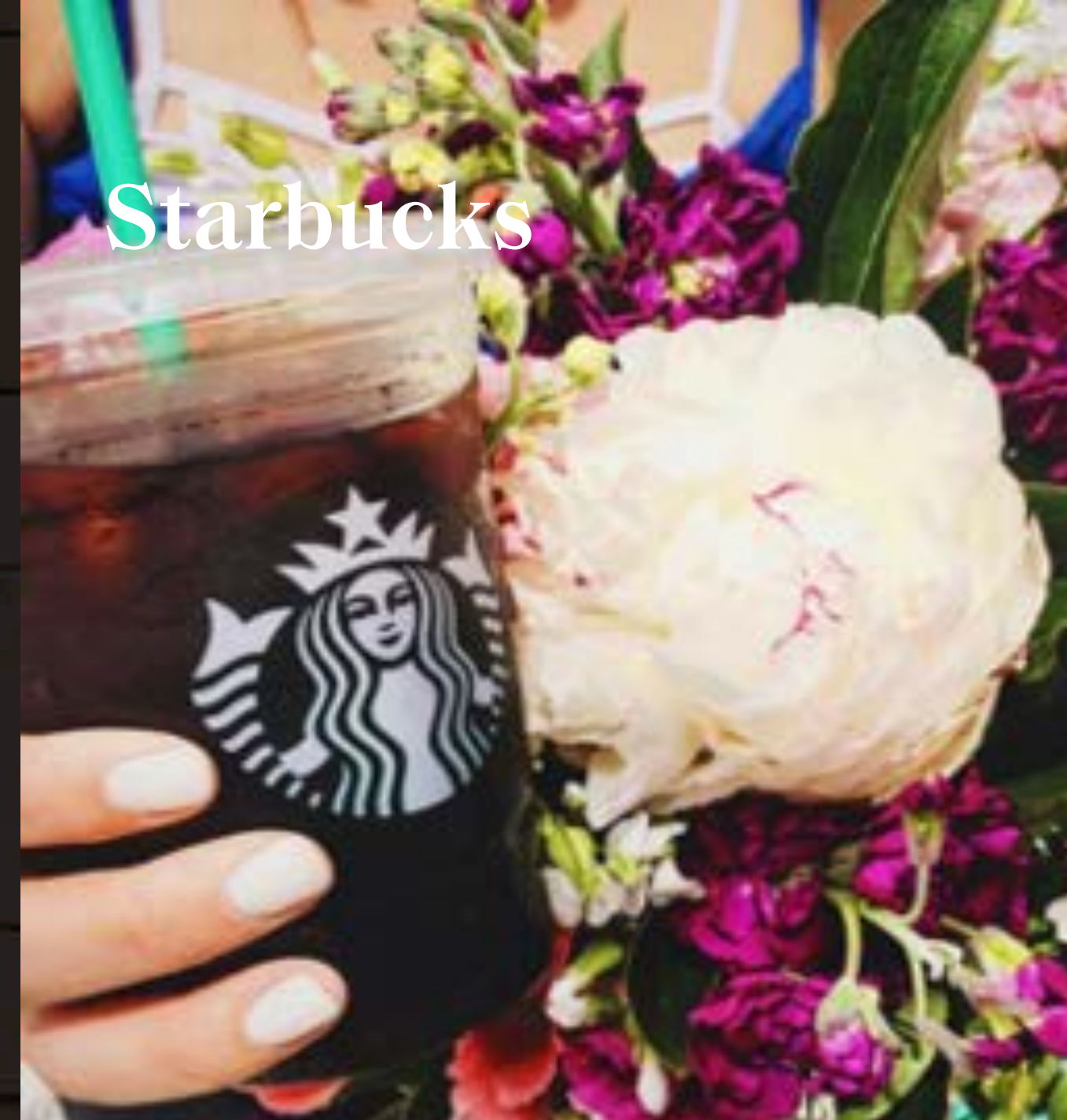
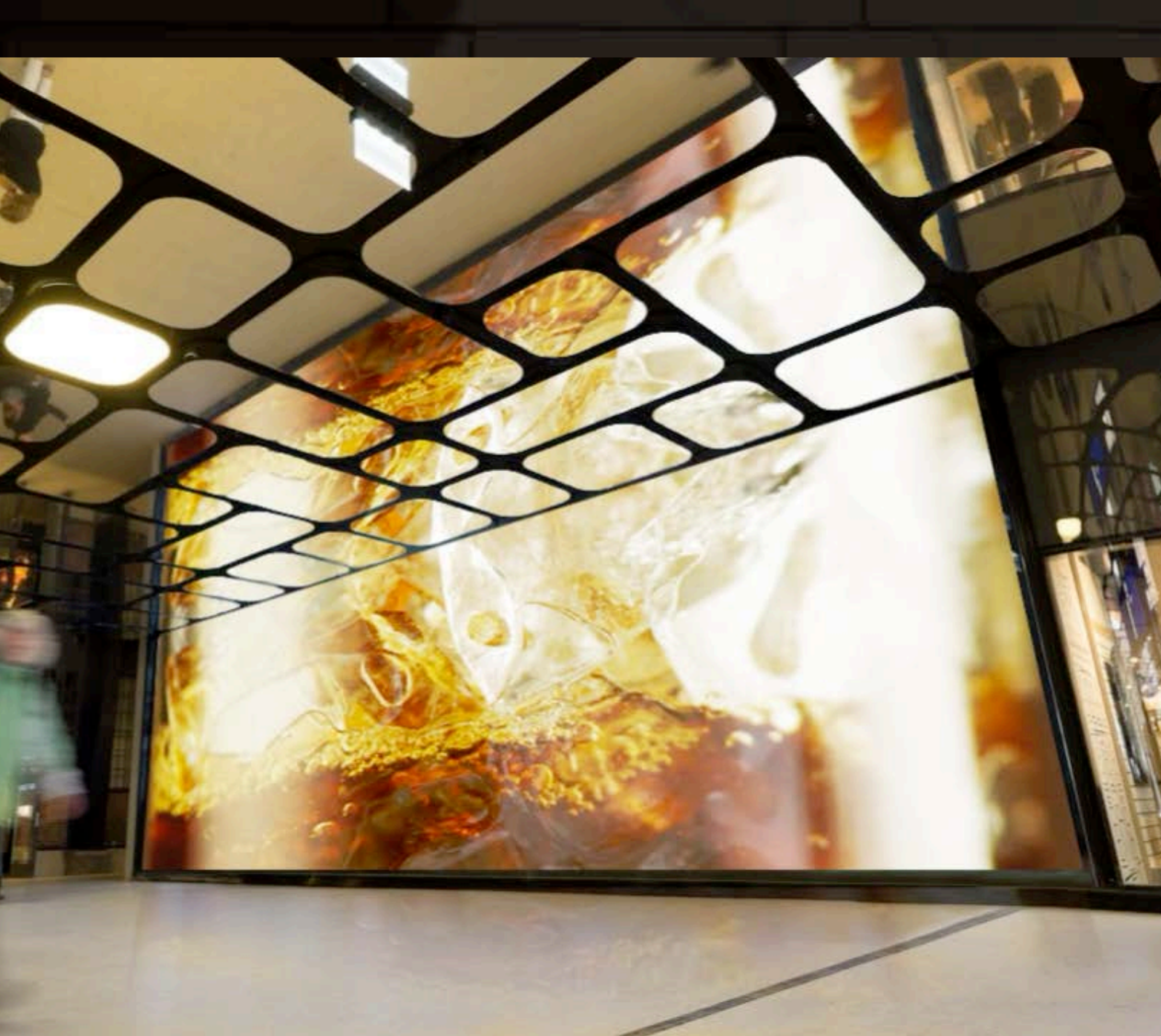
Audience reaction to Starbucks and cold coffee poor in key territories

Low taste and quality perception

SOLUTION

Developed the ‘coffee porn’ visual concept bringing Starbucks coffee to the fore cross channel

Hypnotic and satisfying visuals to engage our audiences and drive appetite whilst cementing Starbucks’ coffee credentials



LA MER

CHALLENGE

Create a locally relevant brand campaign capturing the essence of La Mer’s skincare line whilst heroing their makeup line

SOLUTION

Full end-to-end production of a local brand campaign, inclusive of video content, stills, GIFs and social BTS in all formats needed to execute a 360 campaign



M·A·C

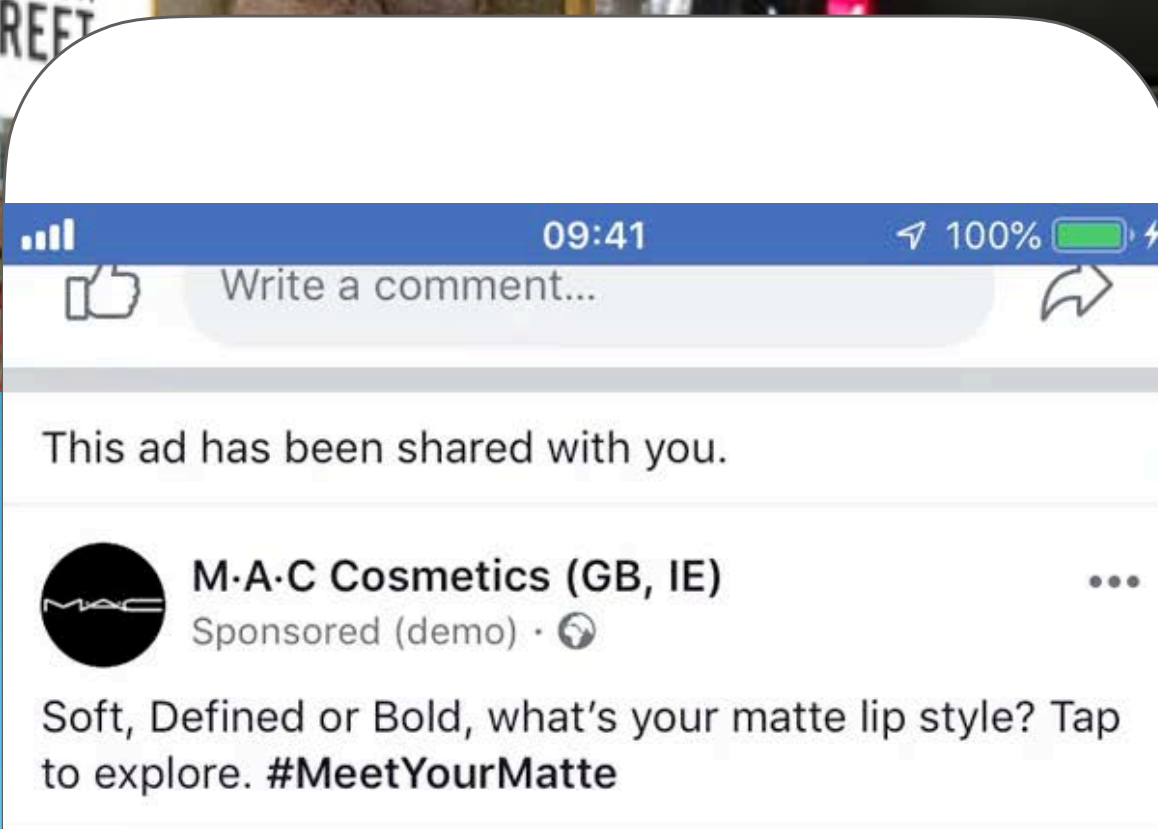
CHALLENGE

Global look and feel not meeting the mark for local UK market

Time pressures on substantial booked media plan with no red thread or creative concept

SOLUTION

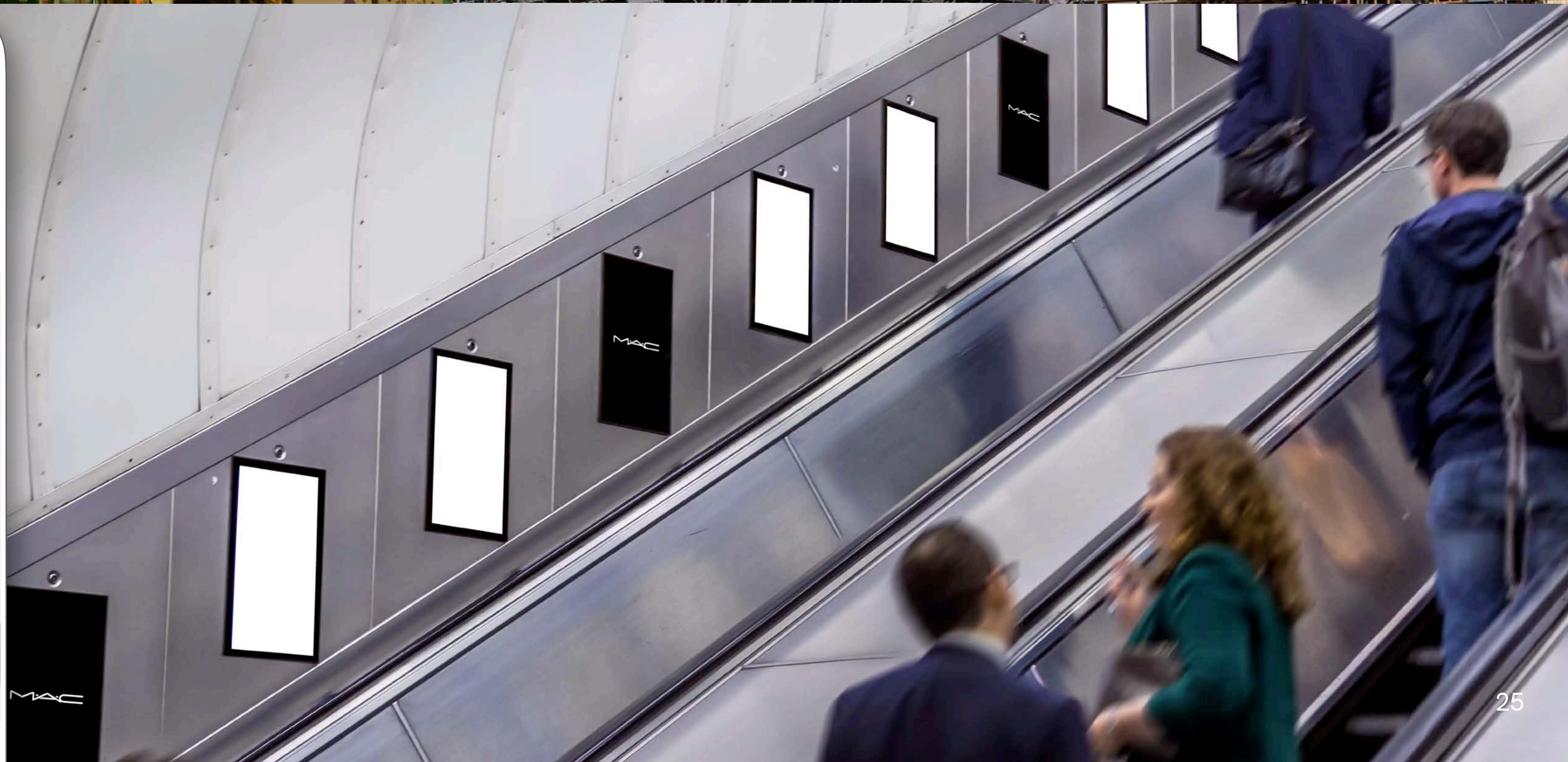
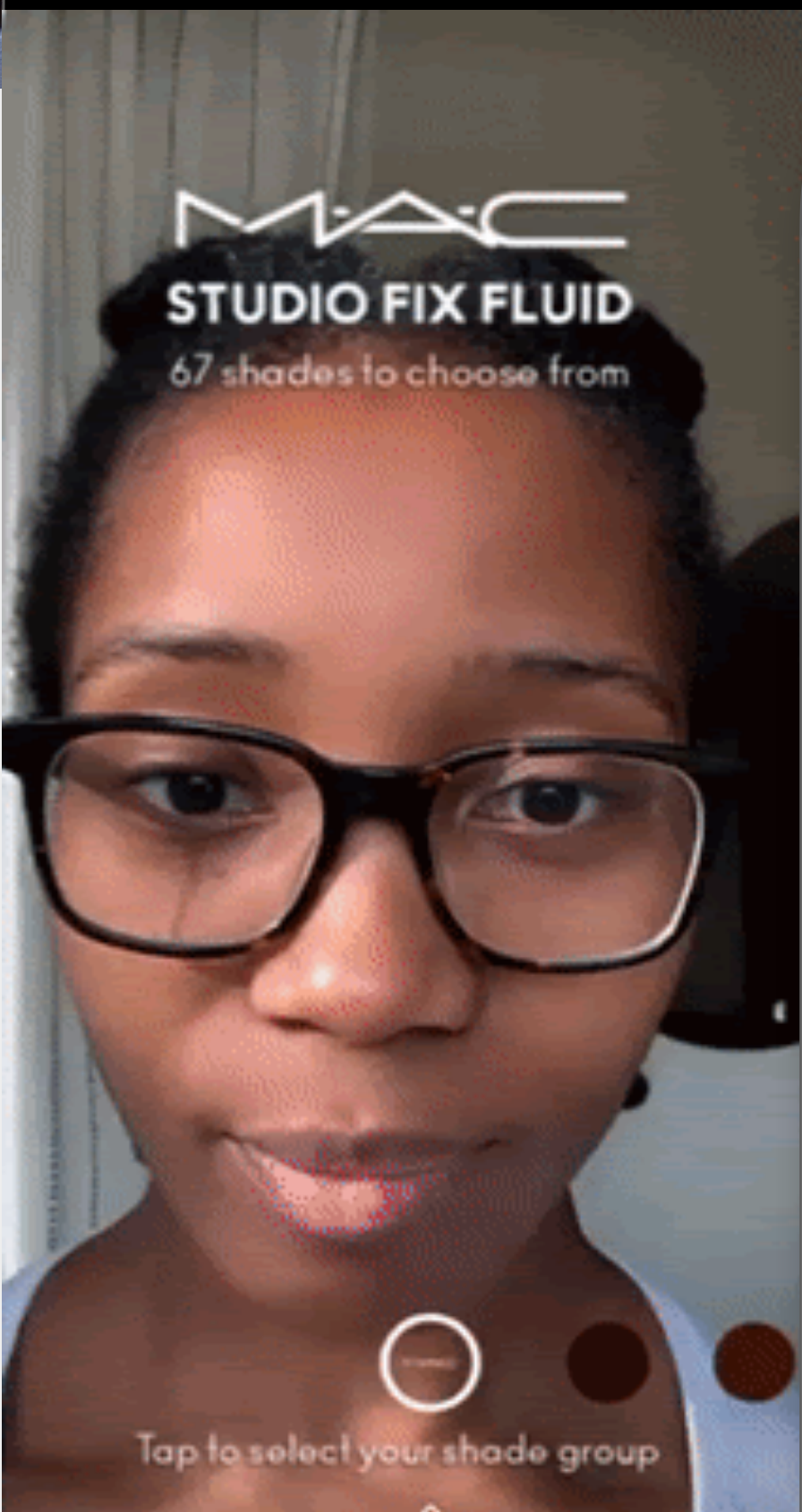
Consistent UK tone visual developed and rolled out across channels with content strategy including bespoke social and non trad OOH placements for maximum impact



MAC

Tap to Open





Pullman

CHALLENGE

Short window for content production across digital touch points

Production crew already onboarded but limited understanding of content strategy and cultural / platform nuance

SOLUTION

We conceptualized and directed the shoot from casting to boards and oversaw the production, finally taking on full post production to see the vision through to creative delivery



STAY IN STYLE



IMMERSE IN CULTURE



GROW CONNECTIONS



IMMERSE IN CULTURE



GROW CONNECTIONS



STAY IN STYLE



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GROW CONNECTIONS



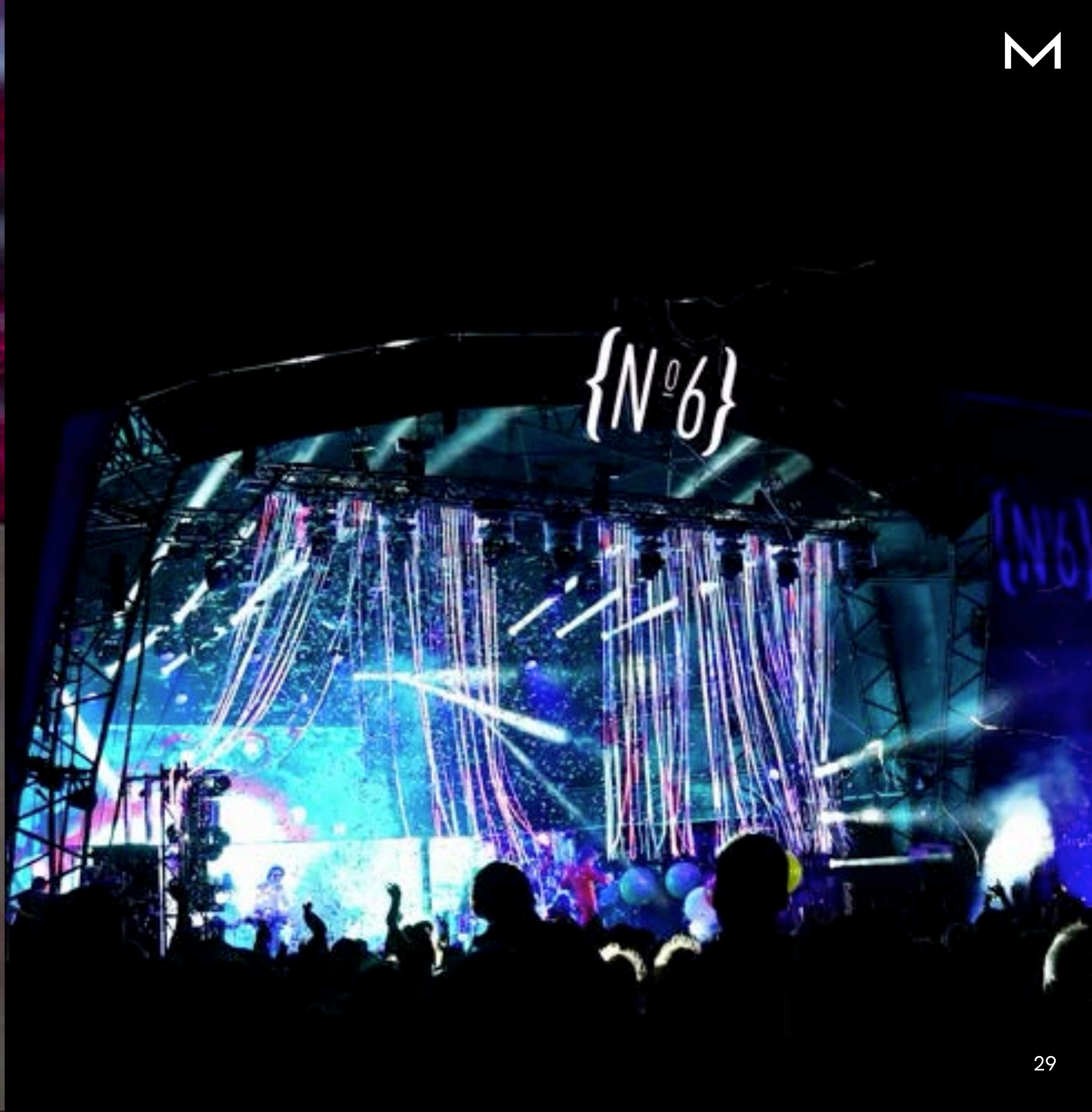
Festival Nº6

CHALLENGE

Brand partnership with no content approach and strategy between FN6 and Virgin Trains- the lead travel sponsor of the festival

SOLUTION

We defined a bespoke social content strategy, and executed content in real time on site including production, post and copy- deployed at key social usage times to ensure the maximum impact and engagement





Stoneleigh

CHALLENGE

Low quality perception for the products, and a lack of awareness around sustainability credentials

SOLUTION

Partnership with Clodagh McKenna- a key influence in the food & drink and sustainable farming space- and created a content plan to communicate the message through her lens cross channel

STONELEIGH™

x
Clodagh McKenna

A SUSTAINABLE JOURNEY



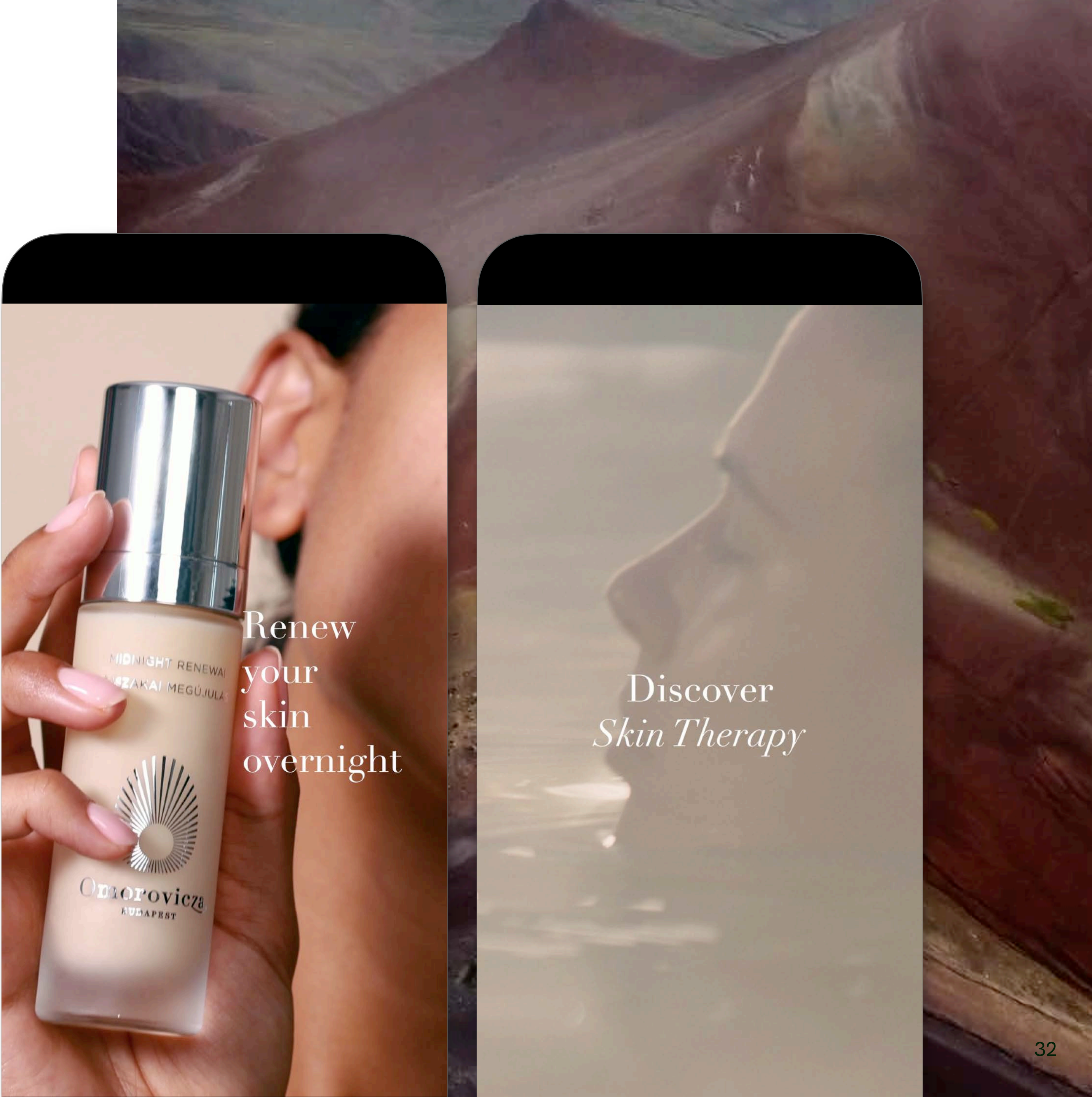
CHALLENGE

Disconnect between master brand assets and campaign creative needs

Imminent campaign launch with no implementable creative for digital and social

SOLUTION

Bespoke creative structure, messaging, and content strategy executed in less than 1 week to meet live dates and KPI smashing results



JOHN LEWIS & PARTNERS

CHALLENGE

Beautiful lifestyle product imagery not performing due to lack of pricing visibility and understanding of how to find specific products featured in the scenes

SOLUTION

We built a bespoke social suite of assets utilising native creative techniques and placements bringing the home scenes to life with product details, prices and linking to the relevant product ranges on site for minimal user journey friction



John Lewis & Partners
91k followers

Follow

Make your living room the



John Lewis & Partners
91k followers

Follow

Make your living room the
new party destination this
festive season.

Bring some glamour to your living space through
luxury finishes, reflective surfaces and sumptuous
fabrics, all teamed with atmospheric... More



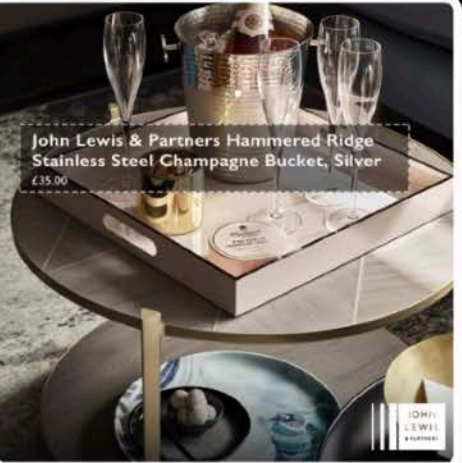
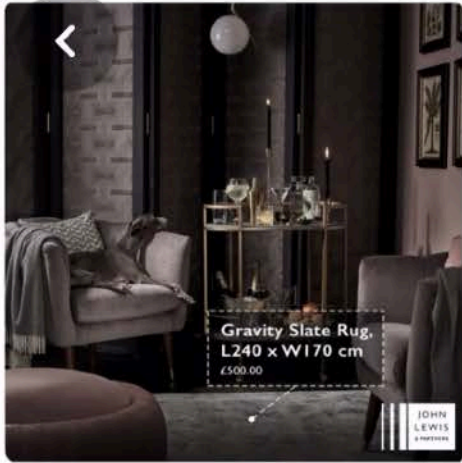
Visit

Save



John Lewis & Partners
91k followers

Follow



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Make your living room the
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Bring some glamour to your living space through
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fabrics, all teamed with atmospheric... More

ESTÉE LAUDER

CHALLENGE

Limited content in the form of 1x 3min YouTube video portraying the product set and finishes achievable with the DoubleWear range

SOLUTION

Reimagined their asset into multiple bespoke social with clear content strategy including a full funnel Instant Experience



*We'd love to
hear from you*

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