

MIL
LE
N A

Strategy

| *Performance*

| *Creative*

MILLENA INTRODUCTION 2026

About Us



Hello, we're Millena.

WE'VE CREATED THE AGENCY
WE WISHED EXISTED

We excel at **growing luxury skincare
brands and their DTC sites...**

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



Luxury DTC performance

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



OUR CLIENTS

We work with
incredible brands



DR. BARBARA
STURM

OMOROVICZA
BUDAPEST

GROWN ALCHEMIST

CAMBRIDGE SACHEL
ENGLAND

MORPHE

SUSANNE
KAUFMAN

HOTEL
Chocolat. Earl of East

JO MALONE
LONDON

CAROLINA HERRERA

bondi
sands

CHANTECAILLE

rhode

SKN $\bar{=}$ SKN[®]

DIOME

MANORS

secret escapes

Kat Burki[®]
BIOCHEMISTRY BACKED SKINCARE

swissôtel
Hotels & Resorts

SNACKSY

femfresh[™]
INTIMATE SKIN CARE

ELEMIS

LYMA

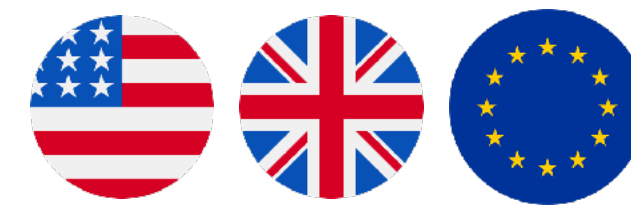
PUIG

+ OUR CORE TEAMS PREVIOUS EXPERIENCE

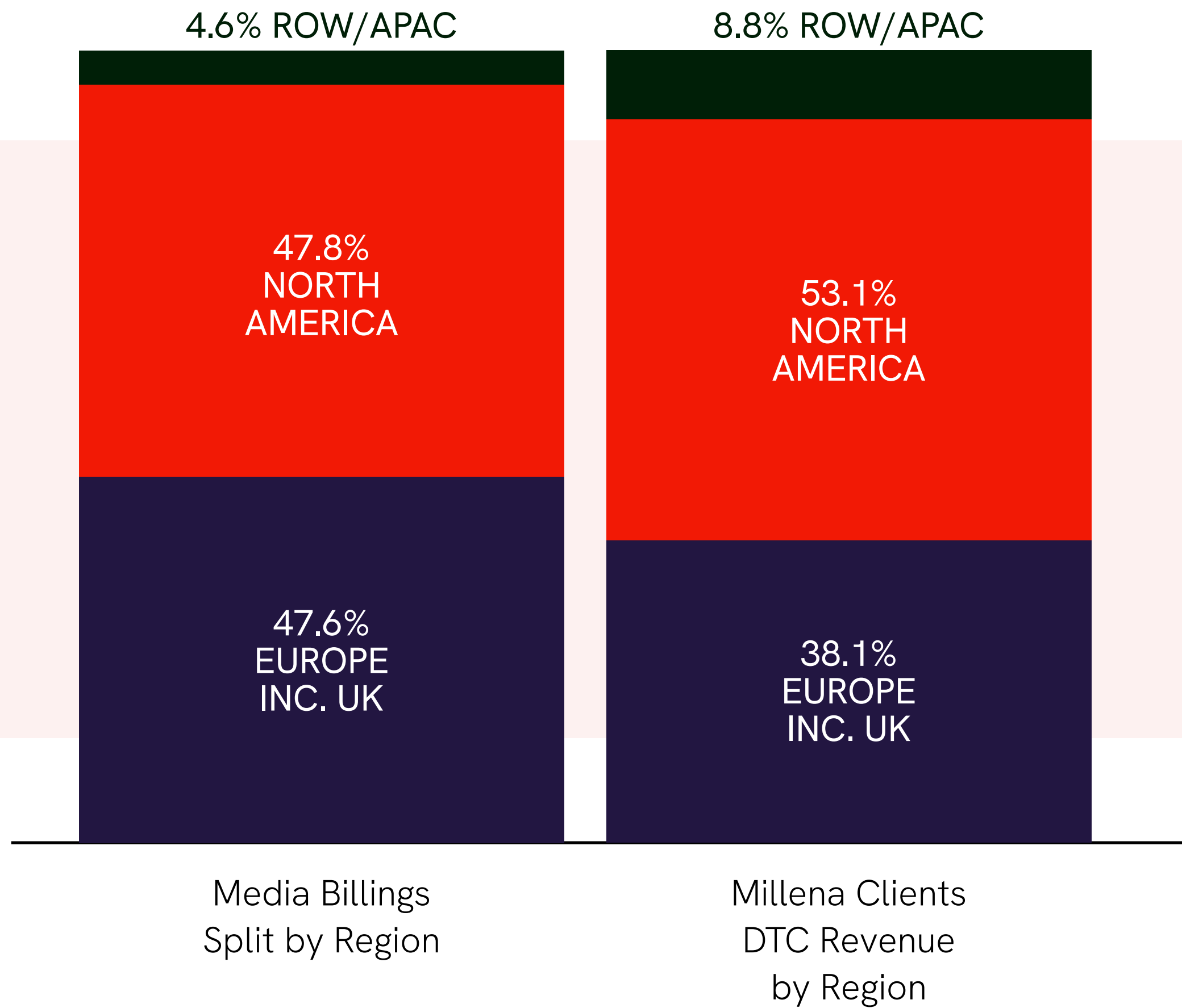
BURBERRY LA MER LE LABO[®] CharlotteTilbury

ESTÉE LAUDER COMPANIES L'ORÉAL PANDORA Beiersdorf UNDERDAYS

A GLOBAL MEDIA FOOTPRINT Delivered from London



Our clients' primary markets today



Although our agency's billing concentration is in Europe/UK, we've built our approach to be agile and market-sensitive. That means local consumer understanding through platform and consumer insights, and full-funnel activation that mirrors what's worked for our global beauty clients in diverse markets.



We're highly specialised in premium & luxury DTC brands

OUR CLIENT & SERVICES MIX



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

“Millena’s ethos is unique, operating with a level of commitment and collaboration unlike any agency I’ve worked with.”

JAMALIYA COBINE
Chief Digital Officer, Omorovicza

“Millena go above and beyond the role of a typical agency; they’re true partners in every sense. They helped us break new ground in performance marketing, introducing us to innovative media channels and creating full-funnel strategies that drove tangible results. Their deep industry knowledge and collaborative spirit truly set them apart.”

JENNIFER MCNALLY
Director, LYMA



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

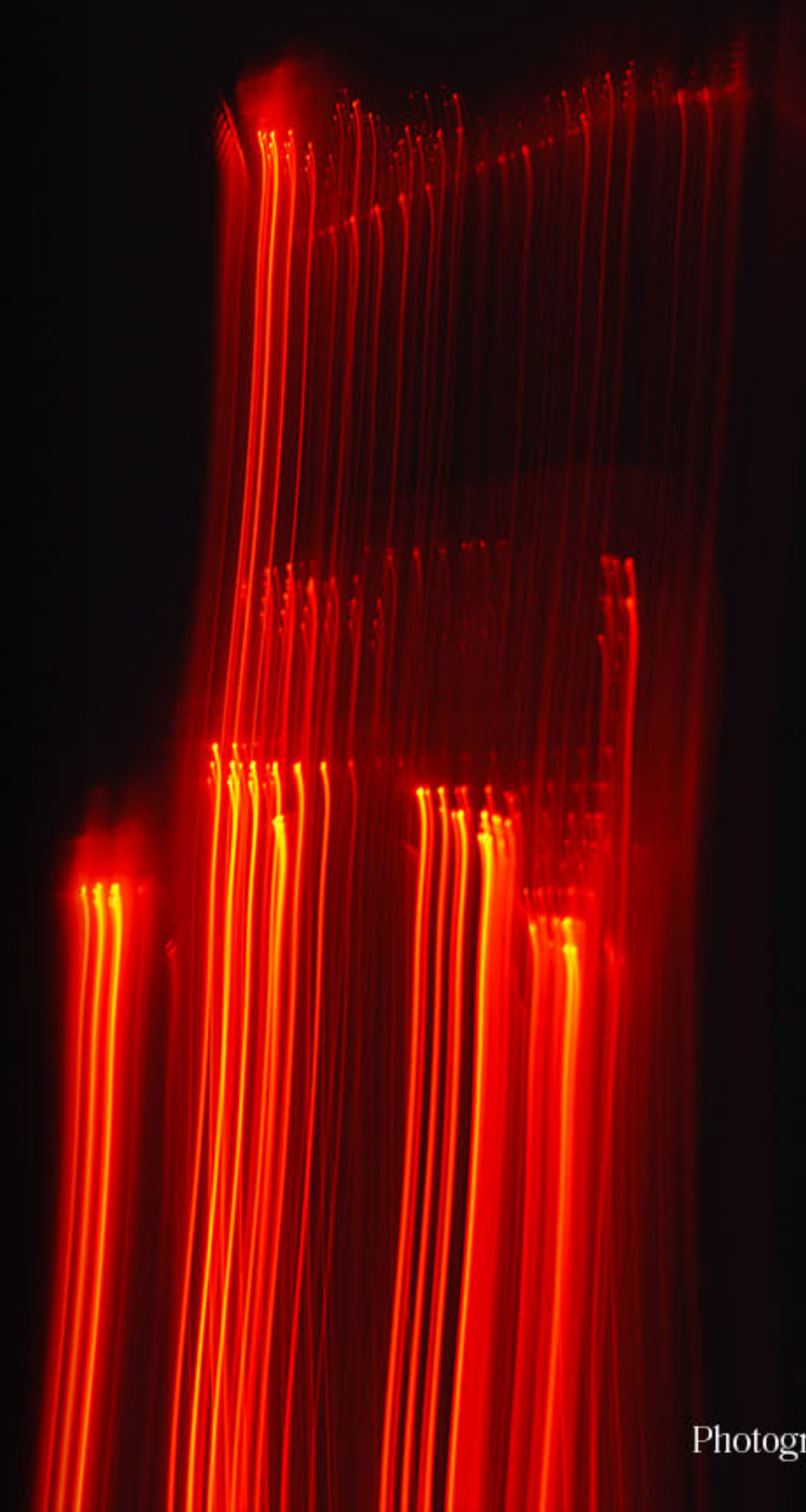
HONEST AND TRANSPARENT, EARNING THE TRUST NEEDED TO TRANSFORM YOUR MARKETING STRATEGY

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

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

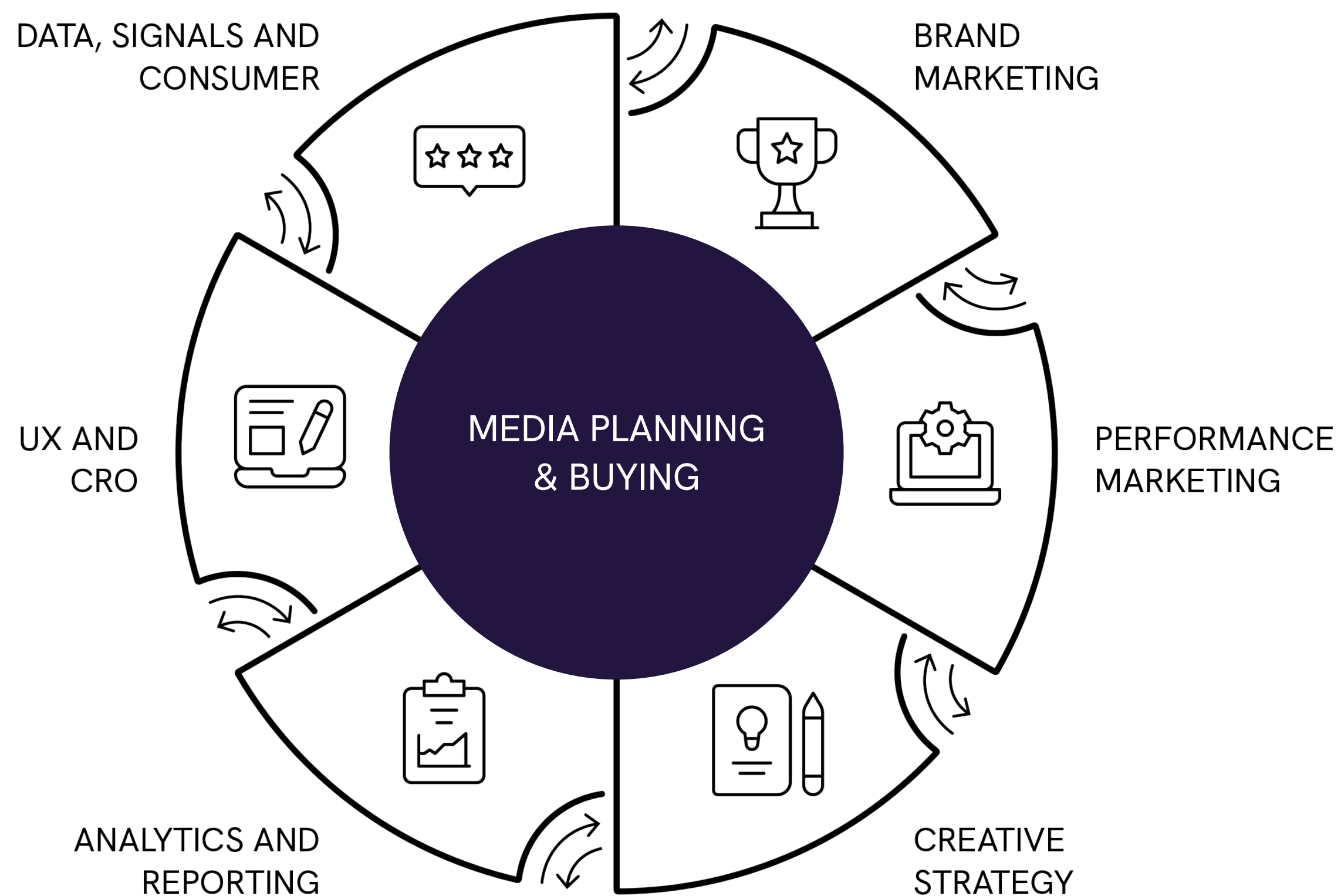
DRIVE IMMEDIATE IMPROVEMENT IN RESULTS
STREAMLINE ACTIVATION
BUILD EXPERIMENTATION PROGRAMME



Transform capabilities

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

OUR SERVICES

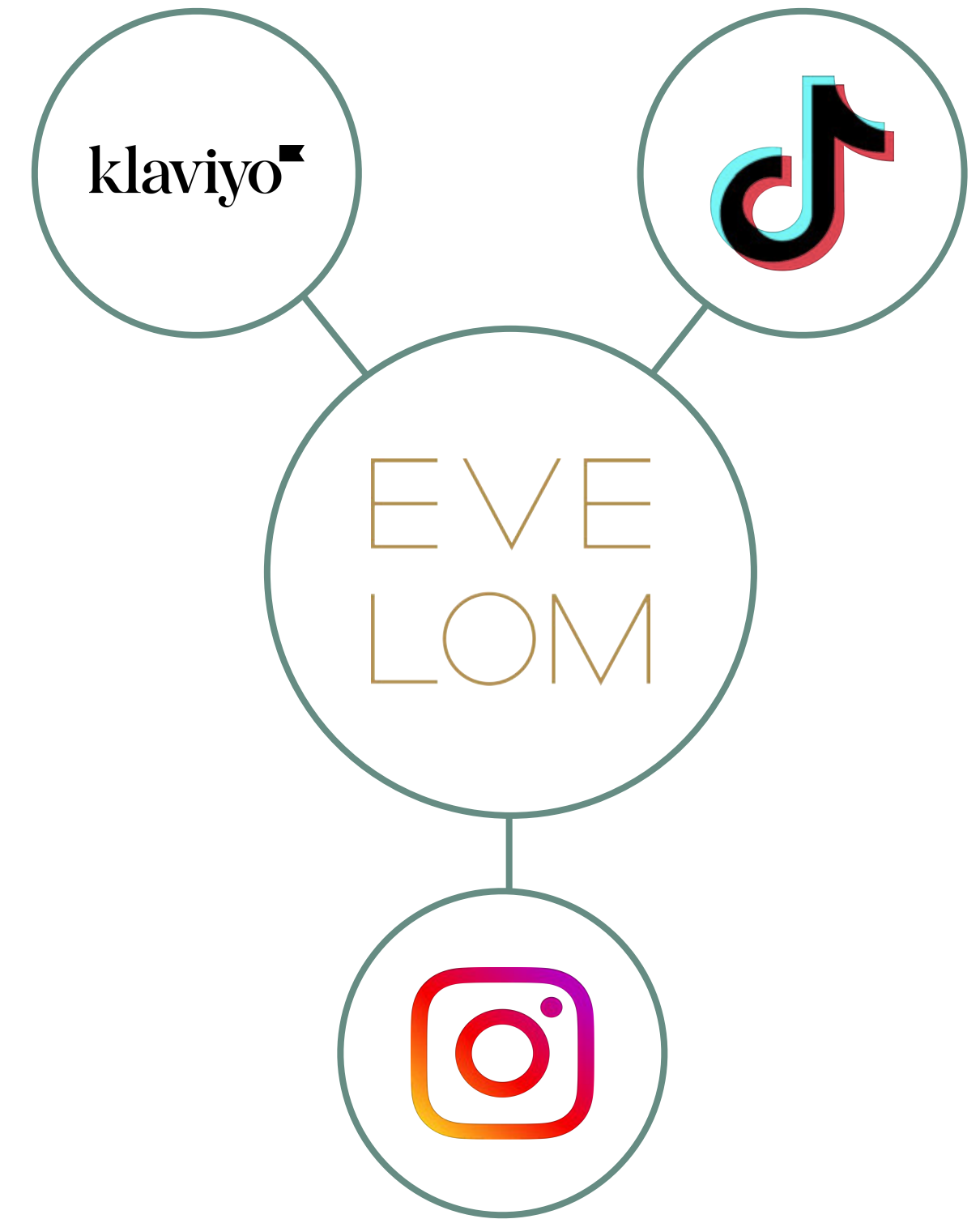
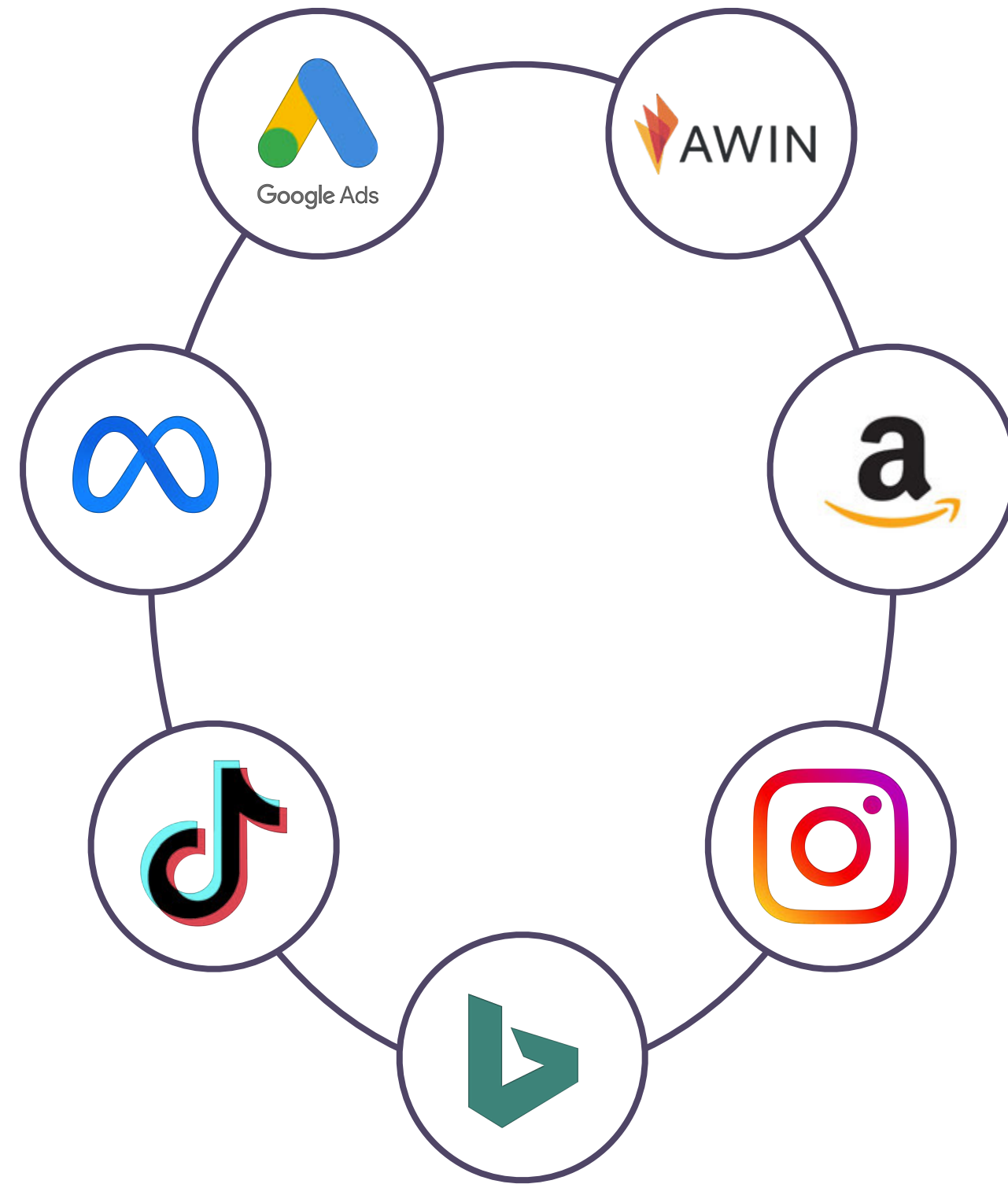
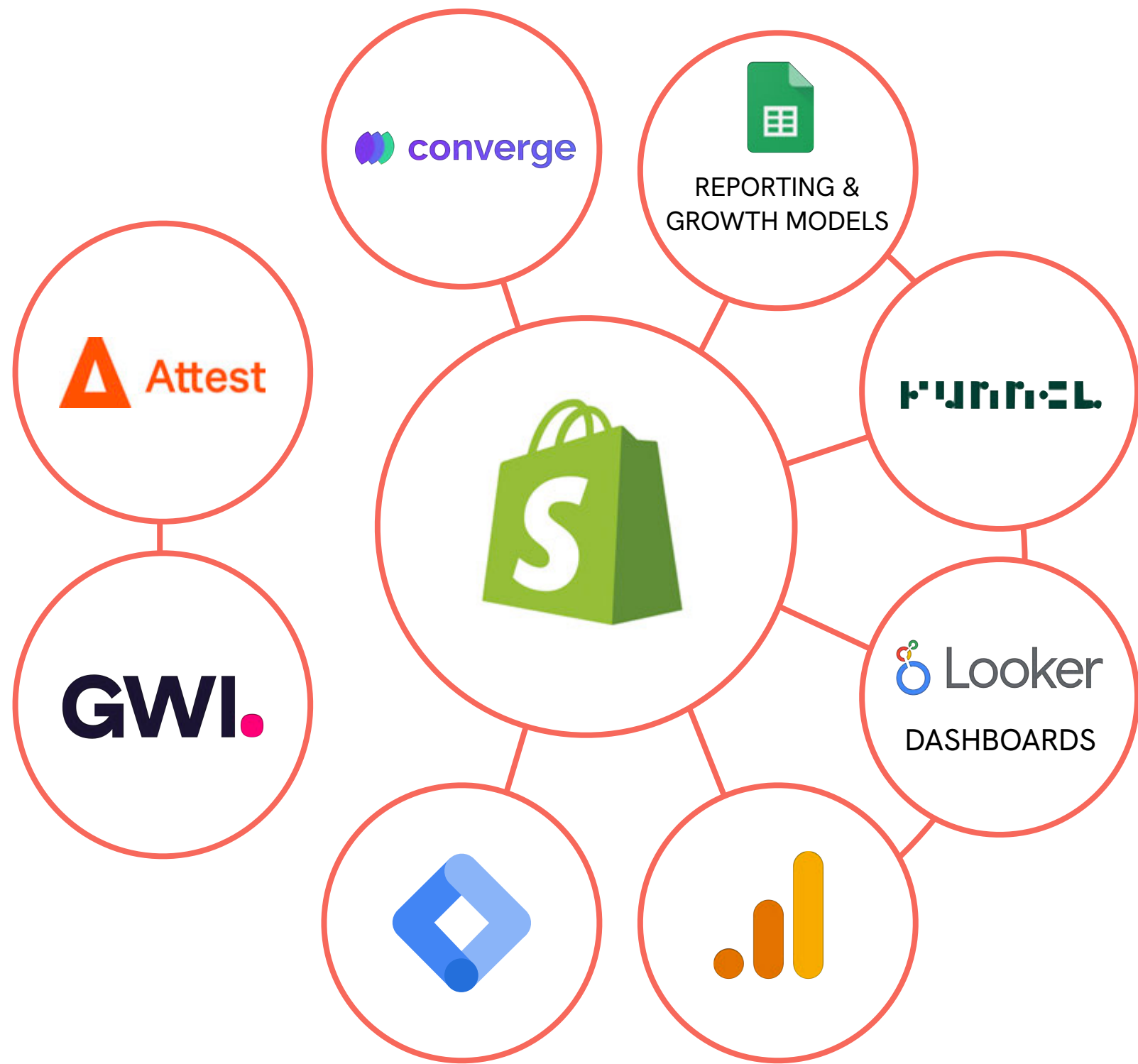
Growth focused media planning

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

Our tech and tools to set you up for success in Paid Media & beyond



CONSUMER INSIGHTS & REPORTING

Uncovering insight & understanding data

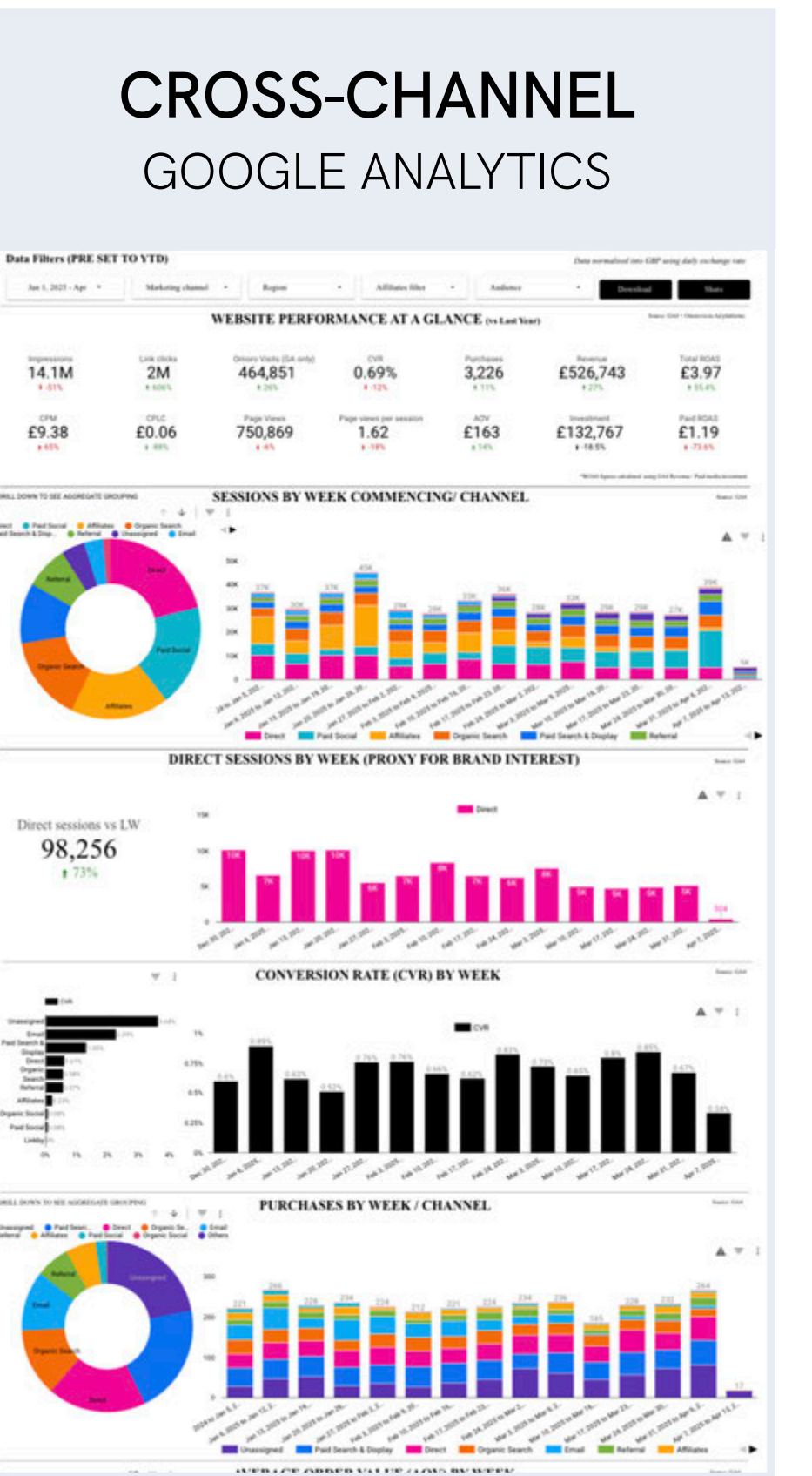
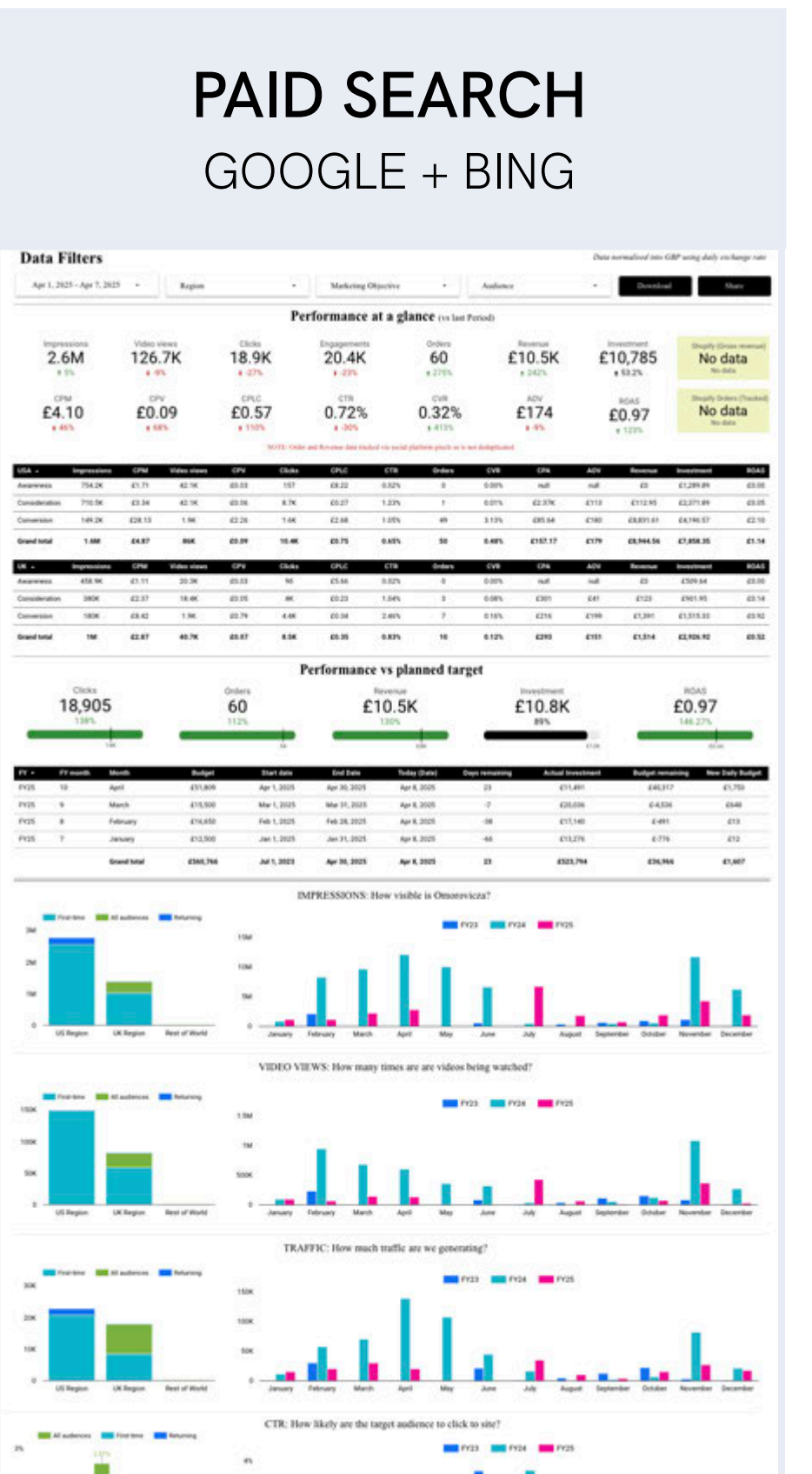
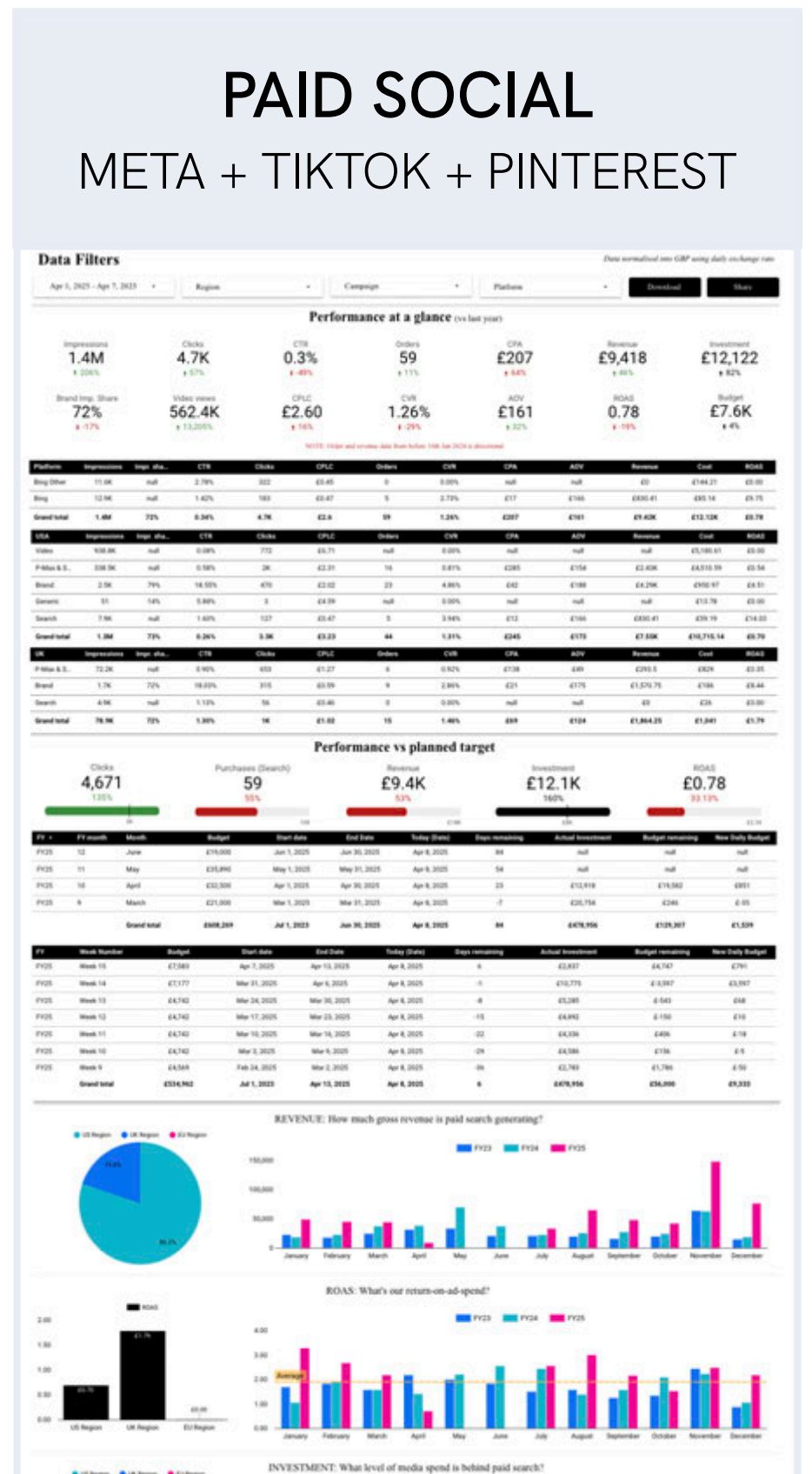
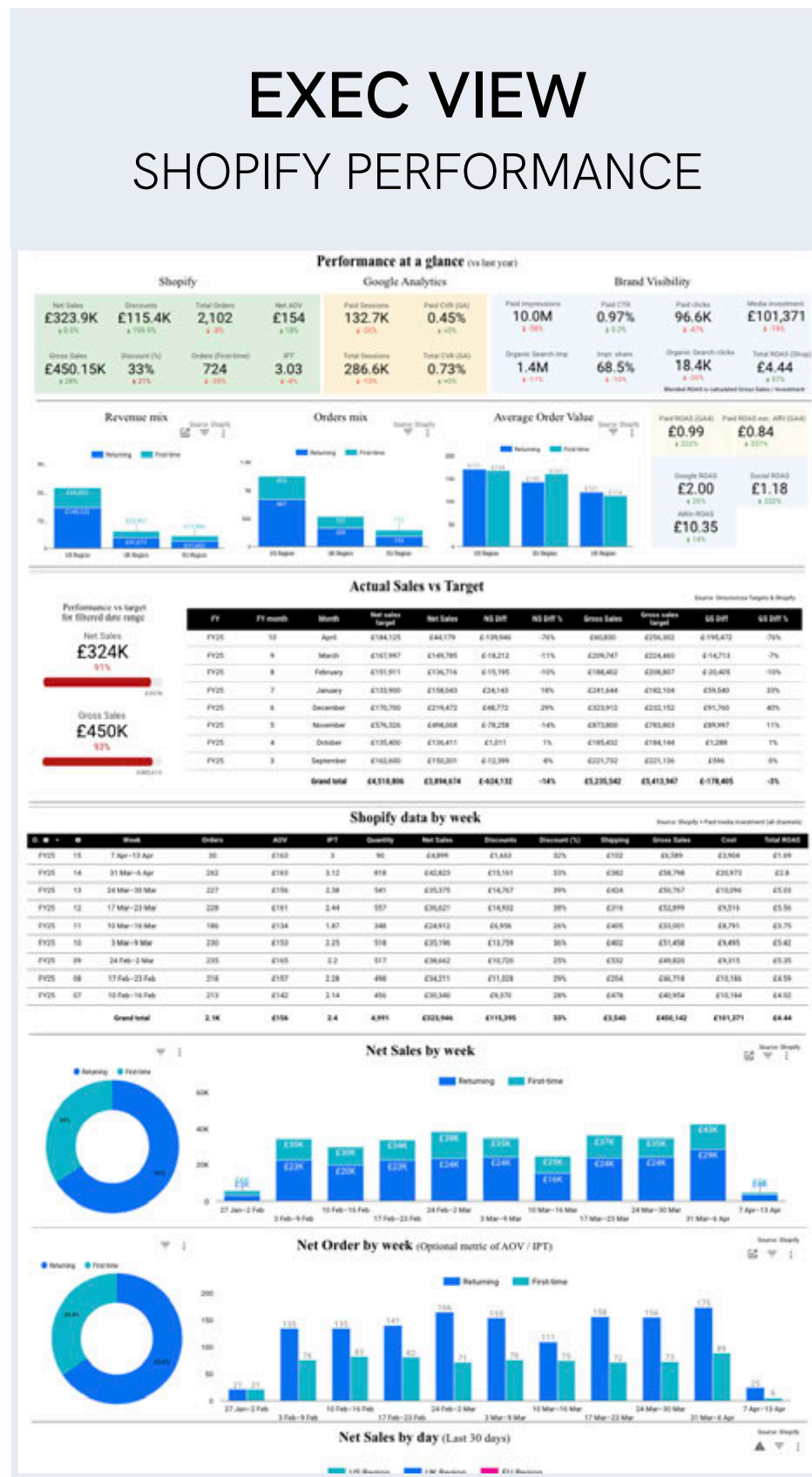
ADTECH EXPERTISE

Aligning platform objectives to your business goals to drive impact through media

OWNED MEDIA & MARTECH

Retaining your acquired customers

And our operational reporting can drive faster data-driven decision making

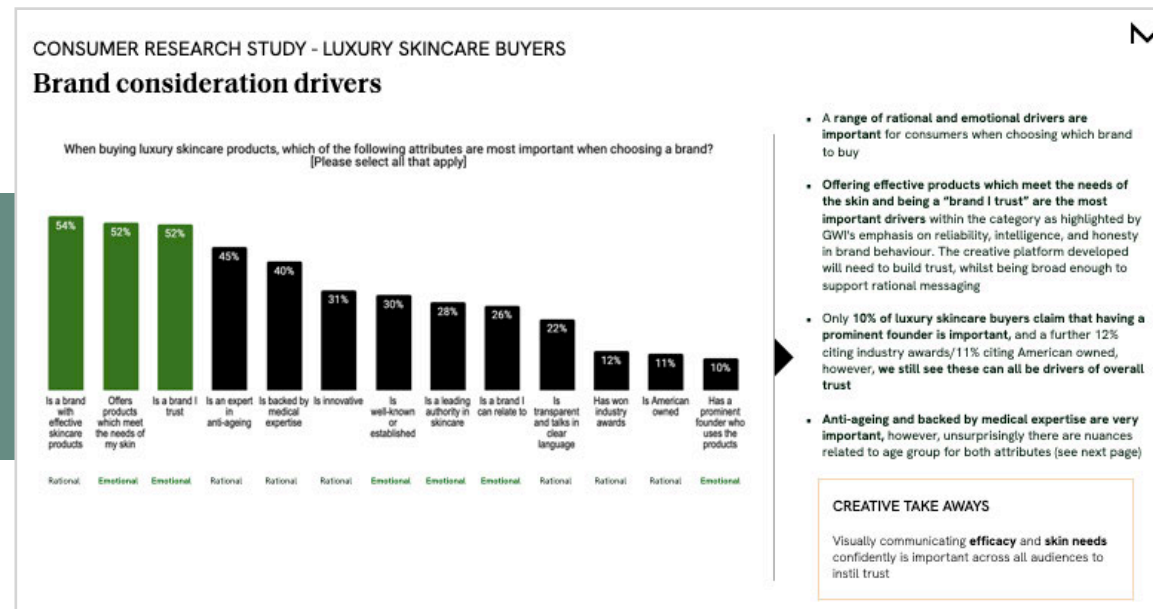


BRAND STRENGTH STUDY
USA Brand Performance

	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F	Brand G	Brand H	Commentary
Unprompted Awareness	9%	9%	24%	12%	12%	13%	0%	12%	• Dr. Barbara Sturm outperforms direct competitor Augustinus Bader through majority of brand funnel.
Awareness	50%	43%	71%	56%	53%	53%	52%	47%	
Consideration	36%	31%	56%	41%	38%	40%	39%	33%	• Awareness and consideration in-line with other ultra-luxury competitors, however, lagging heritage brands La Mer and Sisley
Purchase Intent	25%	26%	52%	34%	32%	33%	34%	26%	

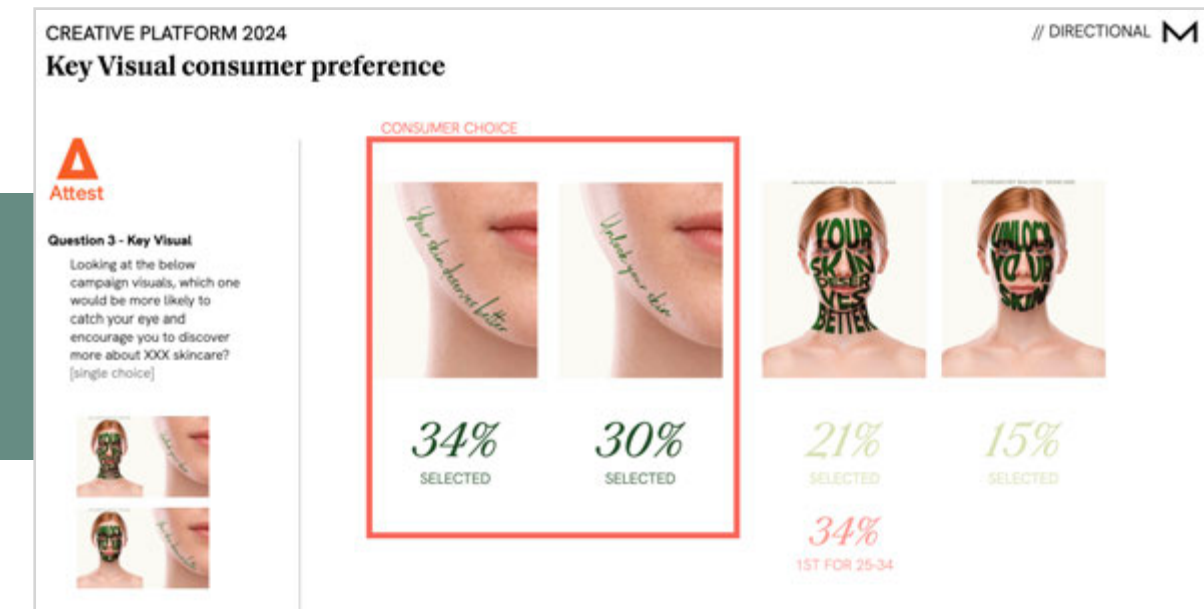
BRAND STRENGTH RESEARCH

Understand the relative brand health vs competitors.



CUSTOM RESEARCH STUDIES

Understanding consumer needs for specific customer groups.



CONCEPT & CREATIVE TESTING

Understand the likely effectiveness of creative concepts and visuals.

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

A suite of services

Strategy

Performance

Creative

HERE AT MILLENA, WE BELIEVE

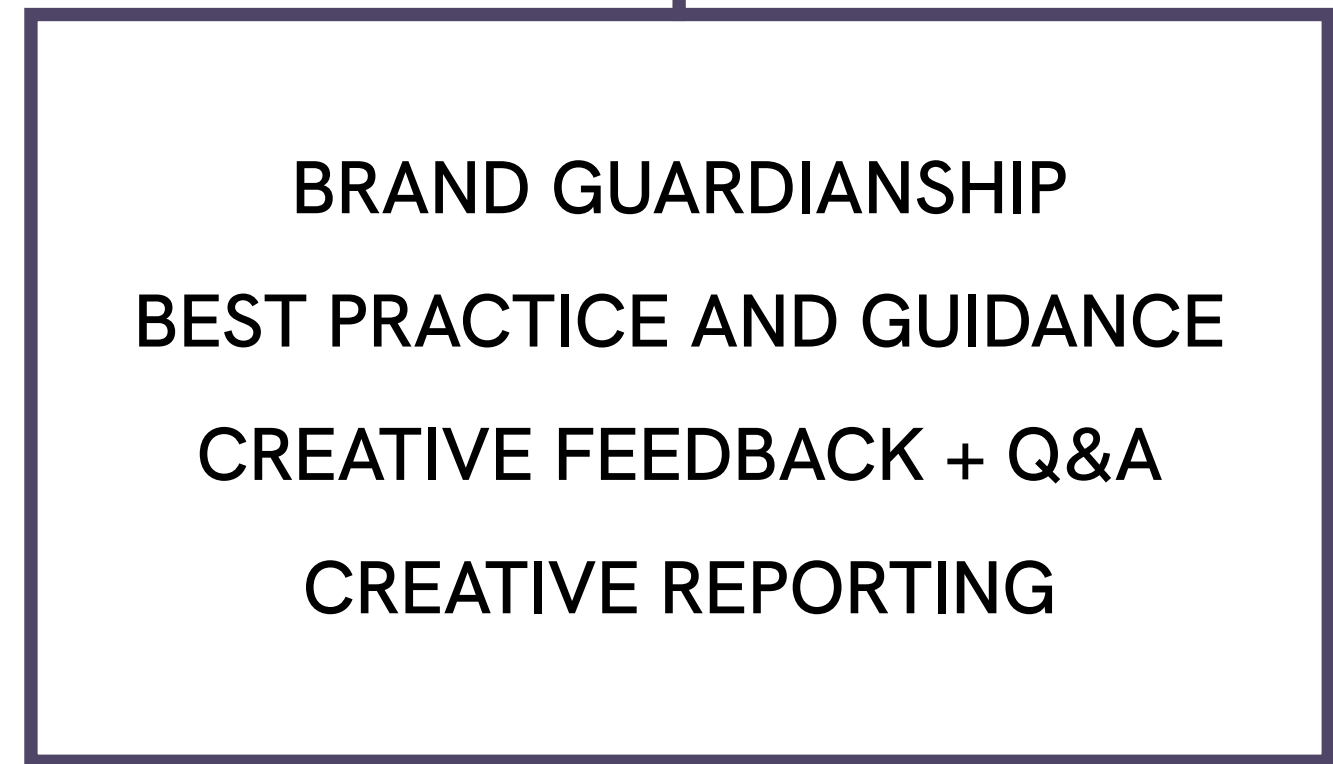
Great creative is **Innovative**
Thoughtful
Culturally Driven
Accountable

Creative focus within our media retainers



CREATIVE DILIGENCE ACROSS MILLENA

Beyond our core creative services, we invest in creative excellence and focus within our **media retainers** to ensure congruence through planning, execution, and insights

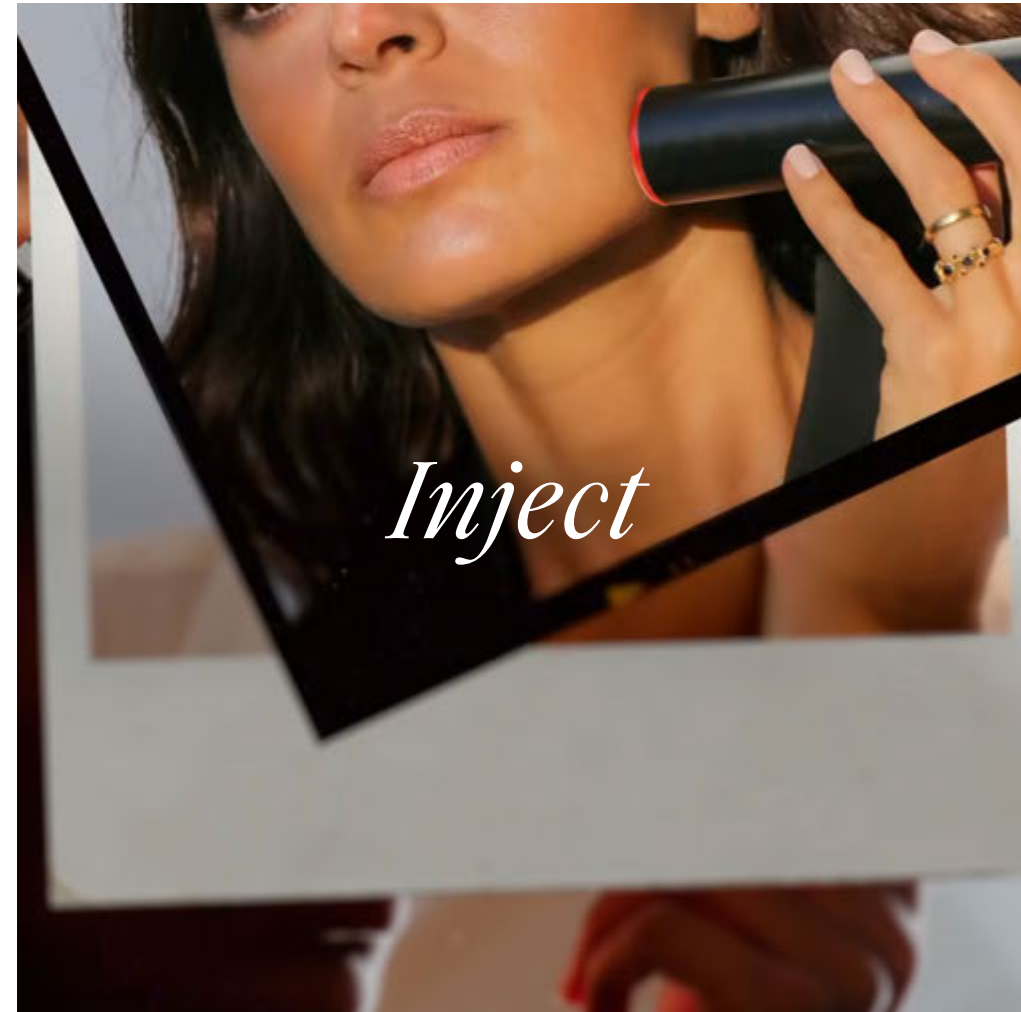


Bespoke add-on creative services



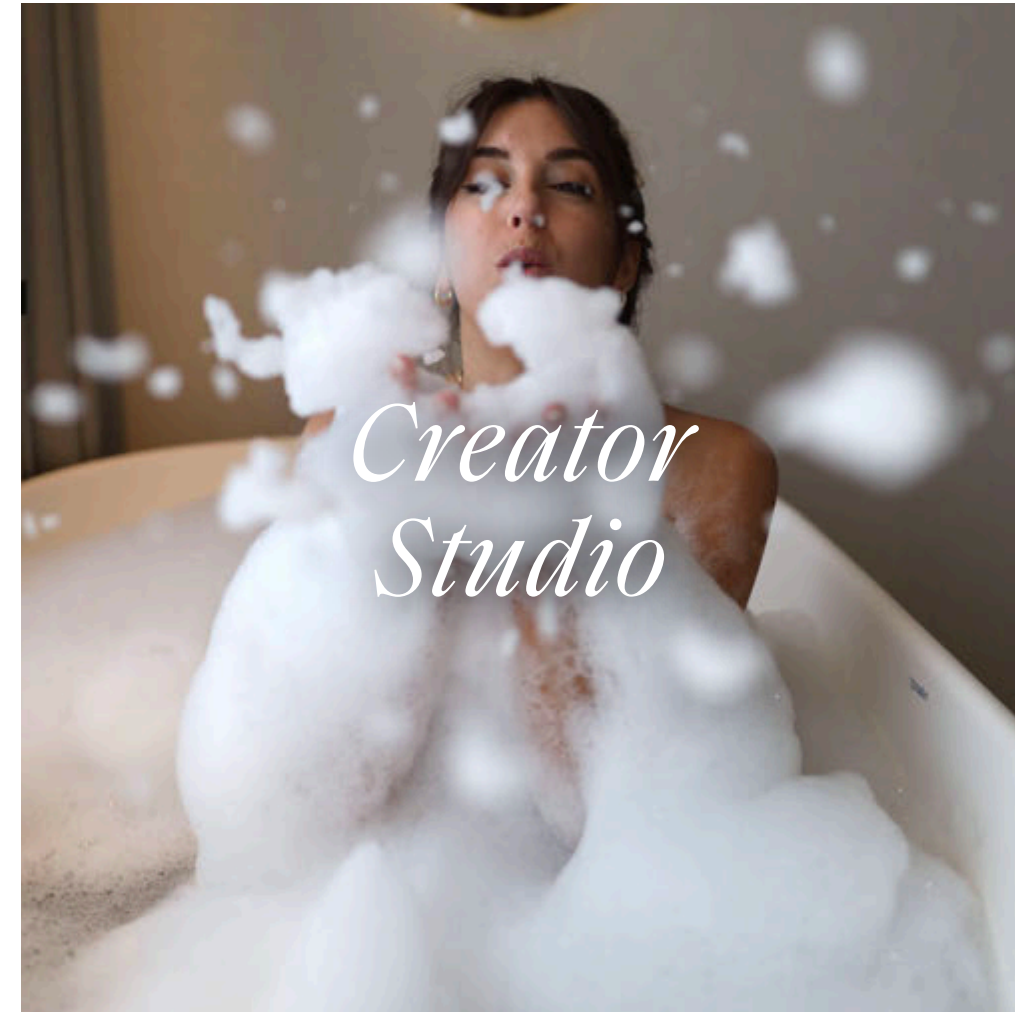
END TO END CREATIVE SOLUTION

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

OMOROVICZA BUDAPEST

MIDNIGHT RENEWAL NIGHT SERUM

X11 more effective than retinol*

Read more at omorovicza.com

Print

DR. BARBARA STURM

Request files

Add files
Or select a folder

Up to 2 GB free Increase limit

Email to 0 of 3

Your email

Title

Message

Transfer

Partnerships

The Drum Awards Nominee
Commerce Media 2026

DR BARBARA STURM

MILLENA AGENCY

NYC OOH

DR BARBARA STURM

NYC OOH

DR BARBARA STURM

MILLENA AGENCY

NYC OOH

DR BARBARA STURM

MILLENA AGENCY

NYC OOH

OOH

Life isn't always comfortable...

BUT YOUR UNDERWEAR SHOULD BE

THEUNDERDAYS.COM

7-9 CLUB LONDON, E1 6JX

Guerrilla

Earl of East

VOD / CTV

REFRESHINGLY HONEST

#RefreshinglyHonest

thursday x femfresh

INTIMATE SUN CARE

Experiential

I'M SNACKSY AND I KNOW IT.

Transport

Dr. Barbara Sturm

A 5-YEAR GROWTH JOURNEY

When we partnered with **Dr. Barbara Sturm** five years ago, the challenge was clear: scale the brand globally, unlock new consumers, and rebalance investment that was then heavily focused on conversion and retention.

Over the years, we evolved from providing strategic consulting to becoming the **Global Retained Social Agency** in 2022. Since then, we've expanded our remit to become the **360° Global Retained Media Agency**, leading social, search, experiential, and OOH campaigns, while also supporting the **Puig Group** on corporate projects to drive seamless integration and long-term growth.

PERFORMANCE CASE STUDY

Dr Barbara Sturm: A 5-year journey

*4X***INCREASE BRAND SIZE**

Over a five-year period

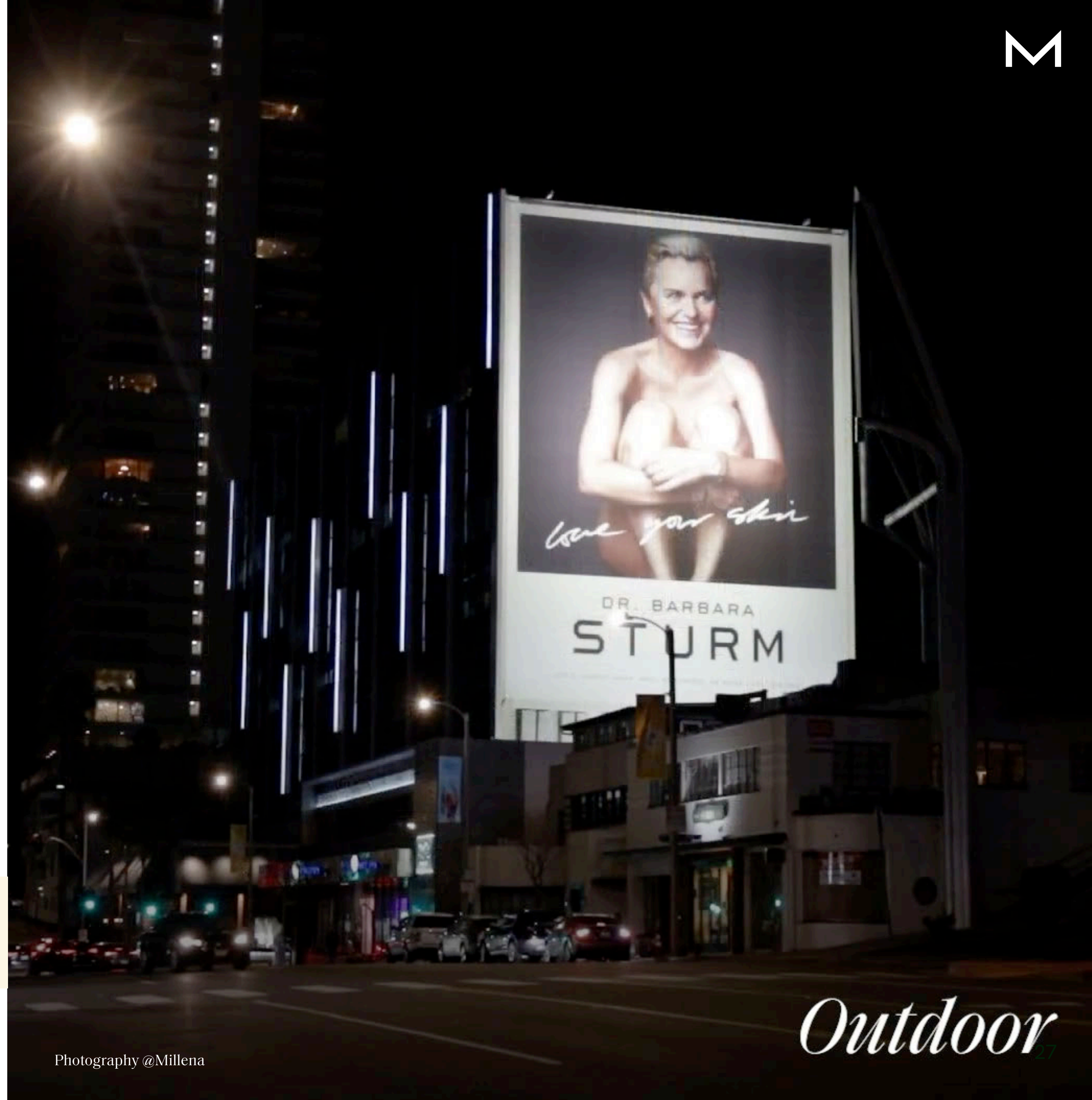
*33%***REDUCTION IN CONVERSION BUDGET**

Over 5 years by shifting paid media towards recruitment, avoiding over-investment in audiences likely to convert organically

*Two***NEW MARKET ARCHETYPES**

Launched in two new core markets (EU & ROW), unlocking growth beyond core markets

360 days supporting Puig Corporate projects,
driving integration and brand evolution





Kat Burki

CHALLENGE

The brand's essence and mission were not clearly communicated, leaving us with a broad and open brief to define.

With a tight timeline, we needed to navigate brand research, consumer personas, positioning, tagline creation, and campaign development effectively.

SOLUTION

Over the course of four months, we implemented a series of focused sprints to maintain momentum. This approach enabled us to deliver comprehensive brand research, refine positioning, craft a memorable brand tagline, and develop a cohesive global campaign featuring a complete suite of assets for digital, print, email, e-commerce, retail, OOH, and more.

Kat Burki: Marketing Transformation



+15% Higher

NEW CUSTOMER GROWTH

Since campaign launch



+8%

REVENUE

Uplift since launch



+86%

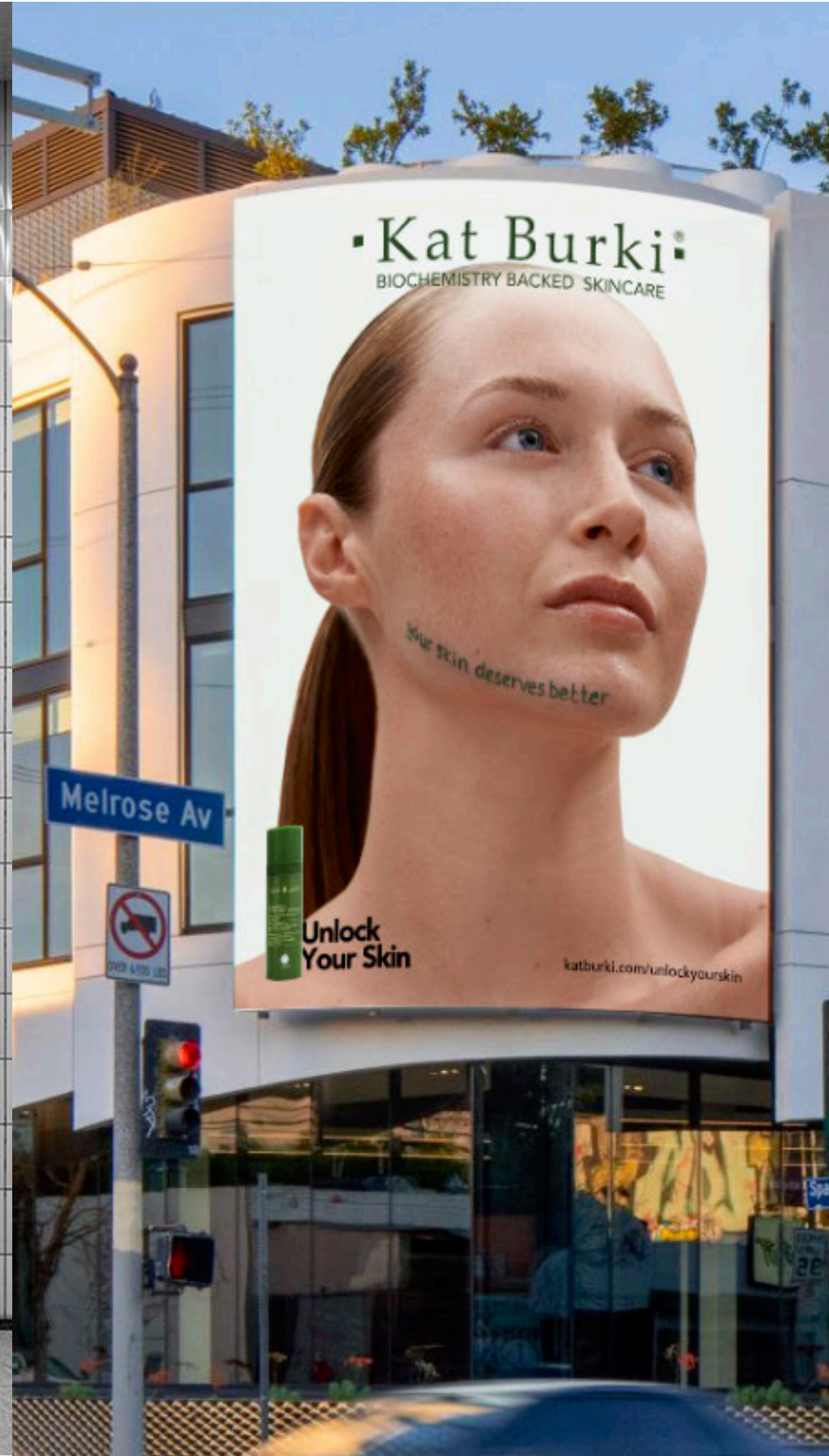
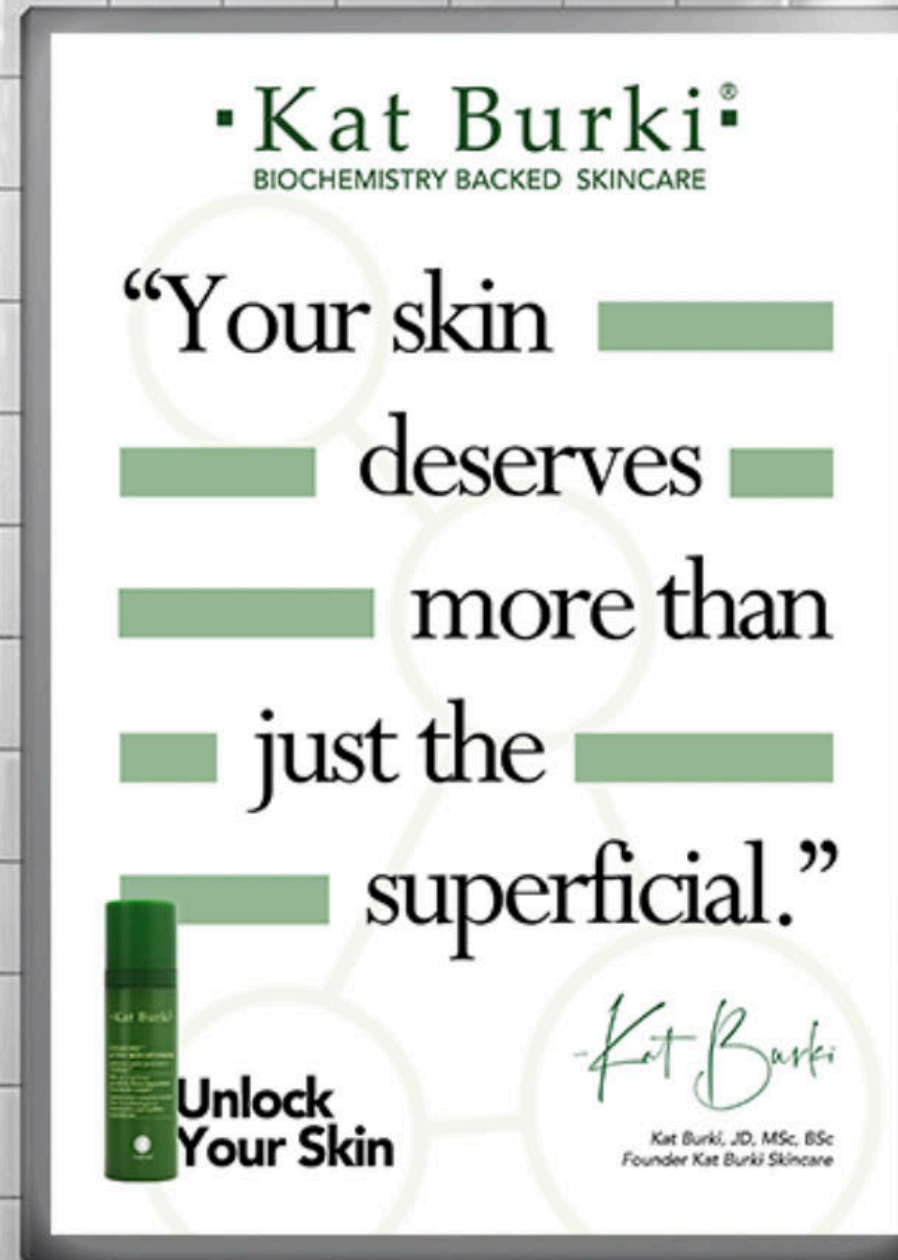
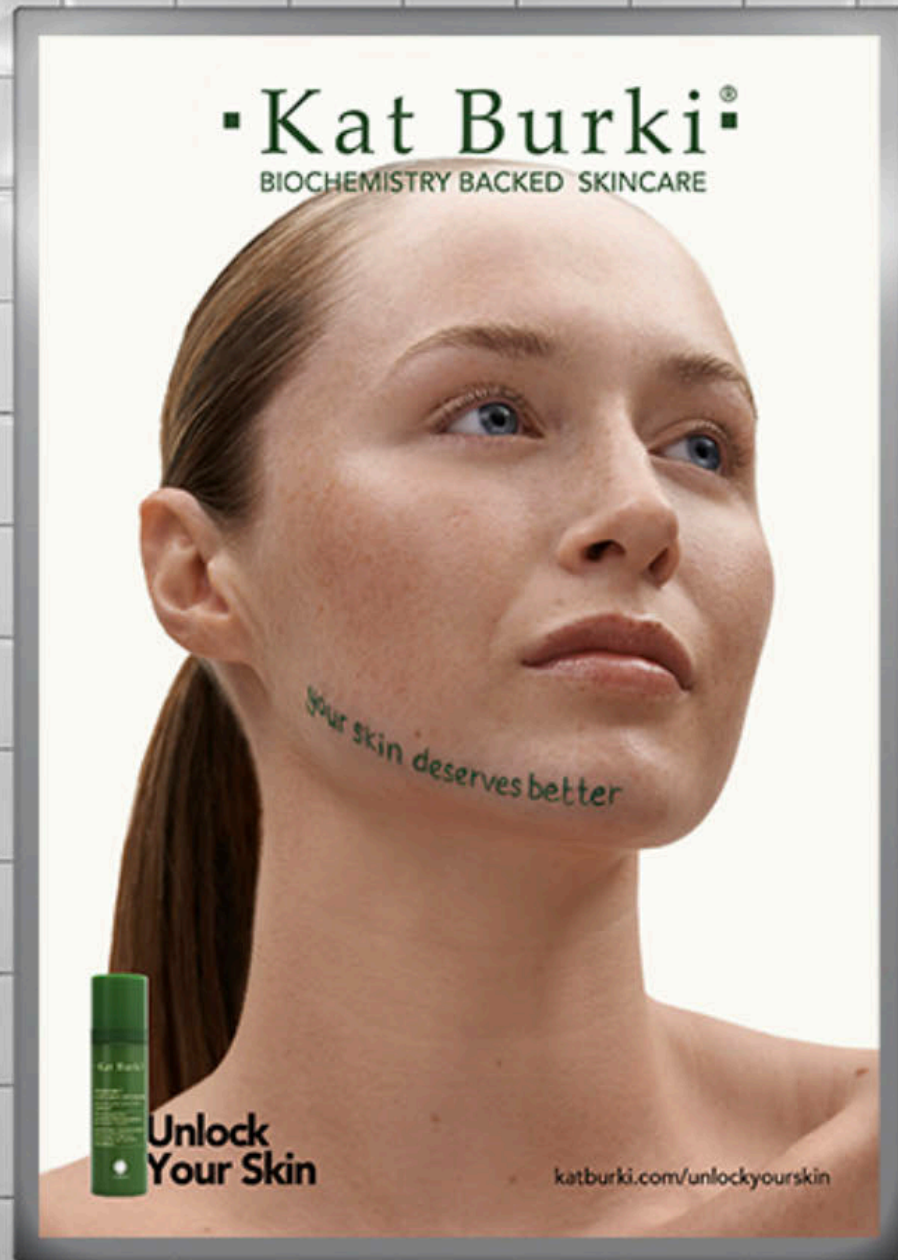
BRAND ENGAGEMENT

Higher engagement across owned, earned and paid channels



Unlock Your Skin

Kat Burki Unlock Your Skin



Swissôtel

CHALLENGE

Mixed challenges in two key markets (DE + CH)

Very limited assets with a creator video and handful of statics

Low budget due to other group priorities

Tasked with a social campaign in three languages which communicated brand platform and experience

Seasonal time pressures to get live and opens on campaign results to unlock additional budget for future activity

SOLUTION

A social-first creative campaign with taglines, formats and ad deployment to exceed benchmarks and inspire senior stakeholders to invest in promoting Swissôtel

Swissôtel: Social-first from little to a lot



-43%

CPM VS BENCHMARK

With +75% impressions vs planned showcasing content effectiveness in channel



£180K

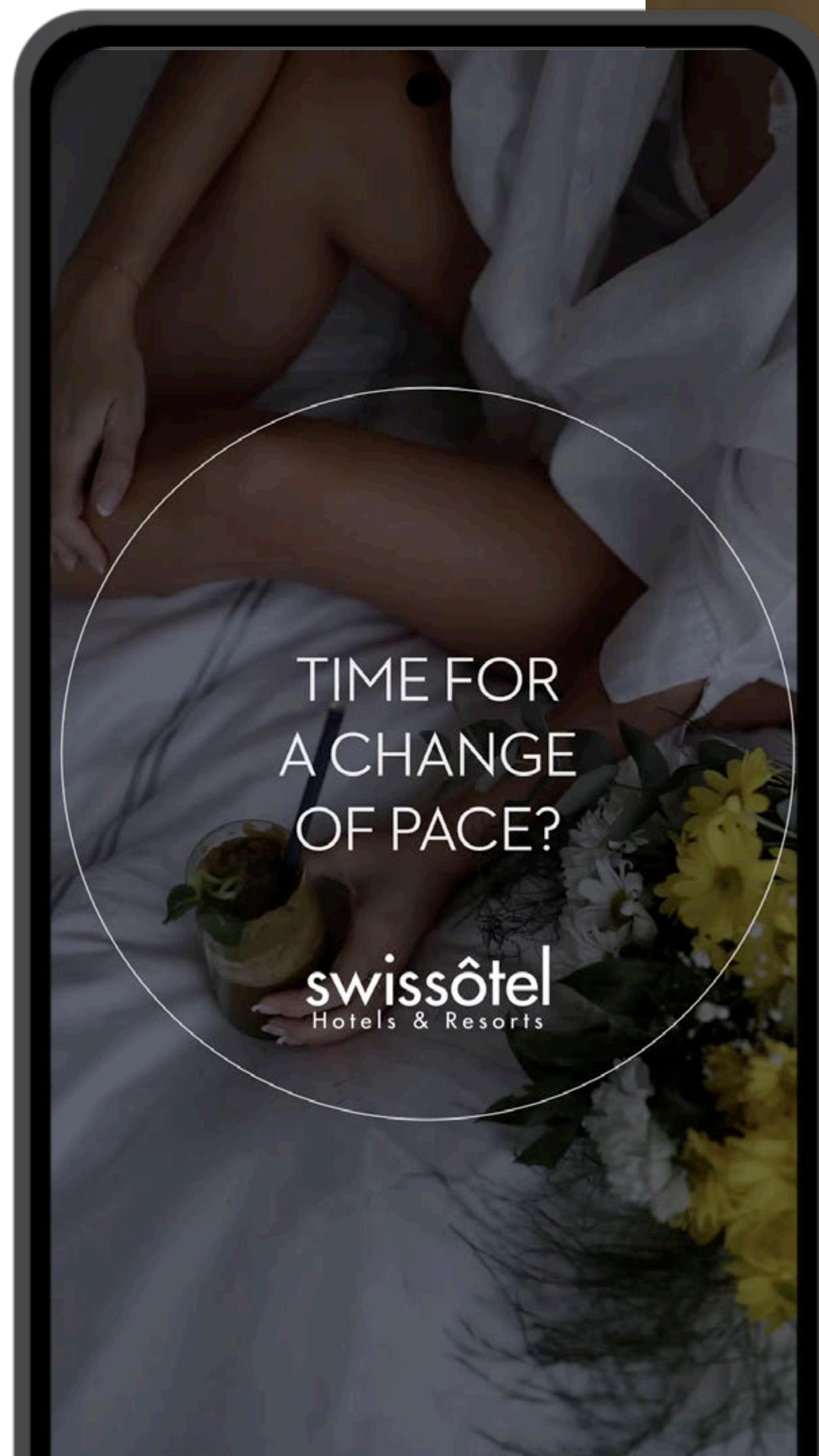
REVENUE GENERATED

Limited to a 1-day look back window from exposure to campaign



RESULTS THAT UNLOCK

With part of the campaign goal being showcasing the Opportunity to senior stakeholders, larger budgets unlocked for future activity



YOUR HOME
AWAY FROM
HASTE

swissôtel
Hotels & Resorts

[CLICK FOR VIDEO](#)

LYMA: Advanced Marketing Measurement

CHALLENGE

In a hyper-growth category LYMA were still using Data-driven attribution to measure the impact of media investment. With less and less visibility due to changes in digital privacy, they had no idea of their baseline sales, what impact impression-based/offline media was having on sales, which was resulting in reactive and inaccurate decision-making.

SOLUTION

We set up and managed the delivery of a custom Multi-Touch-Attribution (MTA) solution + Marketing Mix Model (MMM), which delivers a more accurate view of the true impact of paid media and other marketing channels. Understanding true marketing ROI and having a live planning tool which can accurately attribute revenue generated from paid channels, the LYMA team can make more data-driven decisions.



Five

WEEKS TO LIVE

After 18 months of unsuccessfully delivered projects internally



-80%

COST SAVING

Through leveraging the Millena data platform (funnel.io) to build the modelling



PERFORMANCE CASE STUDY

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

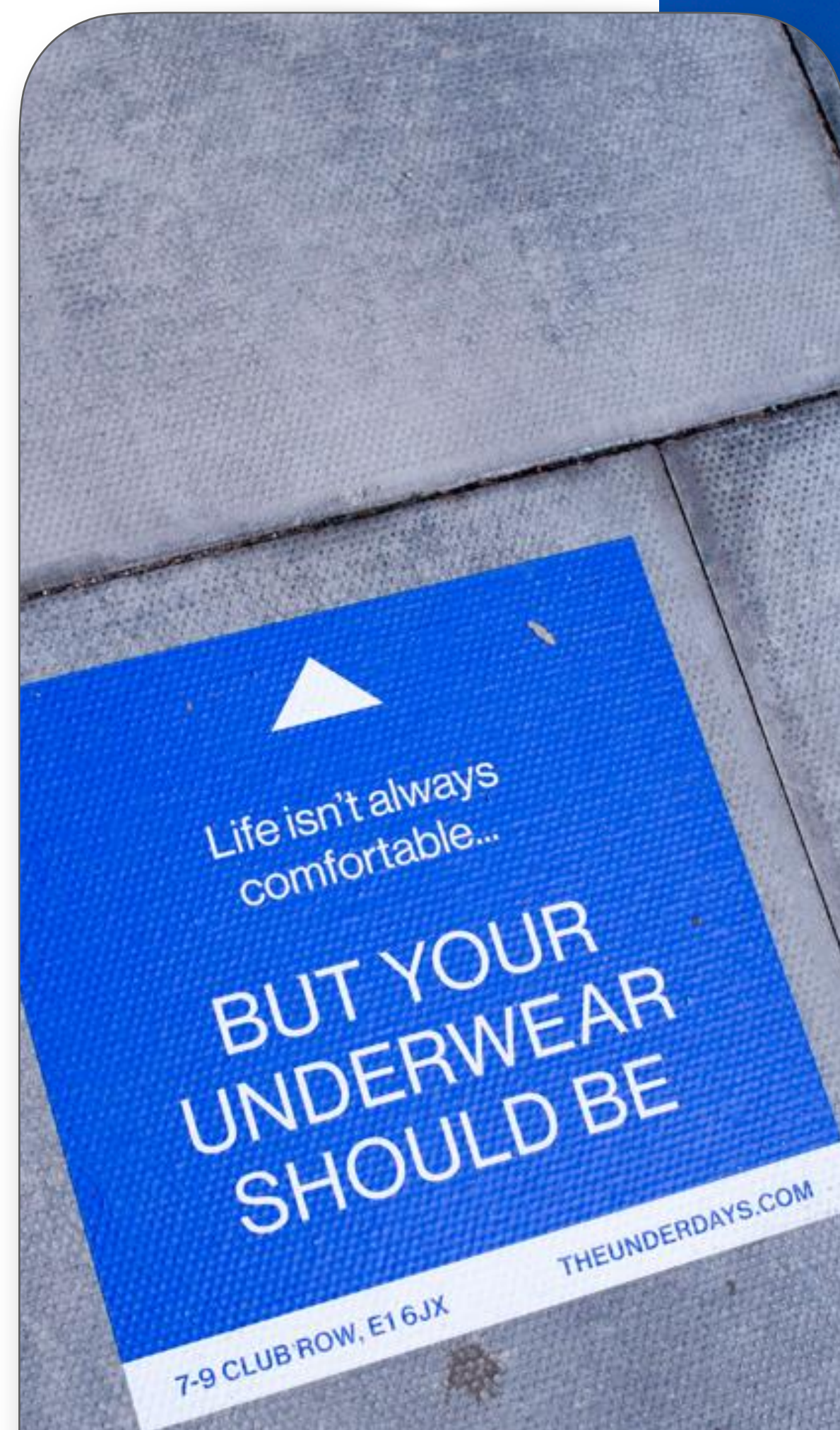
With a high propensity of visitors mentioning TikTok the reason for their visit

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

Photography @Millena

PERFORMANCE CASE STUDY

Rhode Skin: Strategic launch campaign*50%***COST SAVING**

Due to strong digital planning, focusing on search keyword strategy & allocation

*100,000***TOTAL CONSUMER WAITLIST**

Build through a 360 campaign, with support from paid media

*3 Days***TO SELL OUT**

Followed by a strong waitlist strategy culminating to a 440K waitlist



PERFORMANCE, STRATEGY & CREATIVE CASE STUDY

Omorovicza: Marketing Transformation

CHALLENGE

E-commerce and marketing had been fully outsourced, resulting in weakened brand positioning from excessive promotion & a lack of internal capabilities

The brand wanted to elevate positioning, recruit a new customer base and build internal capabilities

SOLUTION

- Marketing & Growth Strategy
- Custom Brand & Consumer Research
- Paid Media Strategy & Execution
- Creative Direction & Production to up-skill team
- Real-time Data and Reporting architecture
- Consultative input into consumer journey experience
- Education & Capability building

 CLICK FOR VIDEO



★★★★★
“It’s like magic!”

 CLICK FOR VIDEO



Optimise your
skin health

Omorovicza: Marketing Transformation



+22%

CUSTOMERS

With increase in First-time customers vs previous year



+2.5X

QUALIFIED TRAFFIC

Scaling paid media to grow awareness of the brand + cement new positioning



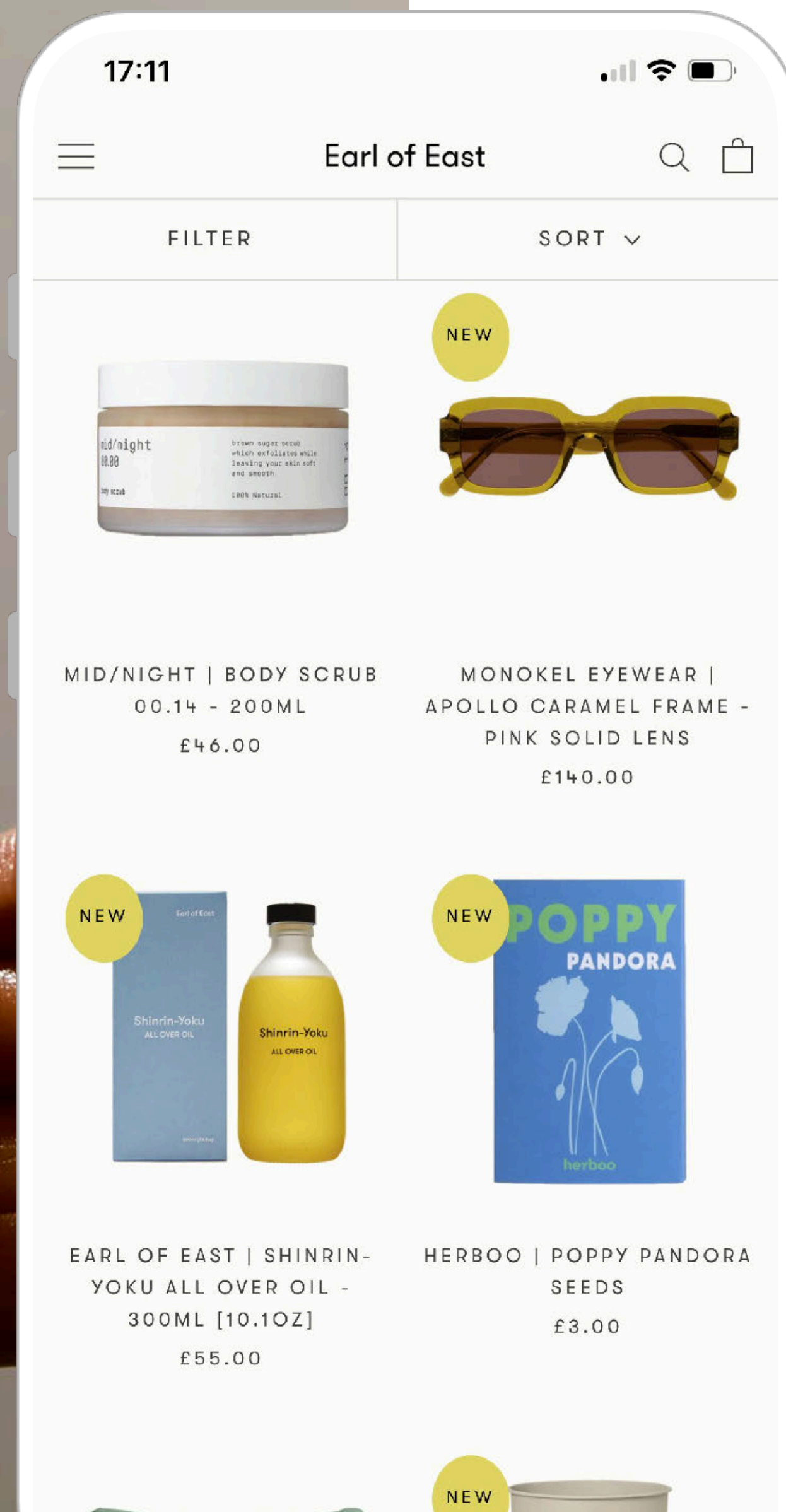
New Capabilities

FOR AGILE MARKETING

Real-time data and reporting, marketing testing capabilities, social creative, CRO and planning



Earl of East: DTC acceleration



Earl of East

+40%

DTC Growth

WITHIN FIRST YEAR

DTC growth strategy

End-to-end marketing transformation plan

- Full Audit
- Growth scenarios
- Channel roadmaps
- Capability build
- Promo & messaging strategy
- Measurement overhaul

Snacksy

CHALLENGE

With an extensive OOH campaign booked and deadlines looming, a creative rollout was required that would drive impact for a new snack bar brand on the market

SOLUTION

In less than two weeks, we conceptualized and executed more than 30 sites including large-scale static, digital, and taxis



[CLICK FOR VIDEO](#)



*Thank you,
Danke, Gracias
and Merci*



*We'd love to
hear from you*

CORALINE MILLENA
Founder & CEO

coraline@millena.com