Presented by
Group 2

AlpenGlow campaign proposal

DA BEST AGENCY

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Da Best Agency

We are a boutique digital agency specializing in programmatic advertising for the luxury beauty sector. Our team focuses on bridging the gap between data-driven targeting and high-end creative storytelling.

We utilize advanced AI tools to optimize workflows—from market research to creative generation—ensuring that every euro of your budget works harder.



The Team

- Kristian Pauli Benjamin Nikula
- Lukas Holub
- Tommaso Zagolin
- Giulia Raffaelli
- Karolina Kollarova
- Marlene Pastohr

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“We understand that AlpenGlow is at a pivotal moment, shifting from an online-only model to physical retail in 2026, and we are here to ensure that this transition will be a success across the DACH region.”

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AlpenGlow in 2026

Strong Brand in DE/CH — Weak Position in Austria



Austria is the key gap in AlpenGlow's premium expansion.

- In Germany & Switzerland, AlpenGlow is already perceived as premium
- In Austria, awareness and premium perception are significantly weaker
- AlpenGlow ranks only #9 Top-of-Mind in Austrian premium skincare

→ Result: Austria is the weakest link before the physical retail launch.

Growth Potential Exists — Sales Do Not Yet Reflect It (DE/CH)

- Management believes performance in DE and CH is below market potential
- 2026 must scale customer acquisition without harming premium positioning

→ Result: Growth must be unlocked carefully, not through discounting.



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AlpenGlow in 2026

2026 Strategic Priorities

1. **Retail Expansion Awareness**
   Support flagship store openings across key cities
   KPI: Store traffic & launch engagement

2. **Premium Brand Lift in Austria (Core Challenge)**
   Raise AlpenGlow into Austria’s premium consideration set
   KPI: Awareness + Brand perception lift

3. **Sustainable Growth in DE & CH**
   Drive customer growth while maintaining premium positioning
   KPI: New customers + conversion recovery



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Our Strategy

Store Openings

Store Openings

Campaign Mission

Challenge:

AlpenGlow launches its first physical stores in DACH in 2026.

- No existing offline awareness in the launch cities
- Store openings must generate immediate local visibility
- Limited budget requires short, high-impact activation

Primary KPI:

Store visits (evaluated through digital proxy KPIs: reach, frequency, viewability)

Objective:

Drive store visits in:

Berlin, Hamburg
Vienna, Kitzbühel
Zurich, Geneva



- Reach urban, premium-oriented audiences within close proximity of each store
- Build initial awareness and consideration during opening weeks
- Support physical store traffic without discounting or performance messaging

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Store Openings

Media Strategy

Format 1:

High Impact Display

- Large-format placements (billboards, halfpages)
- Used during opening week for maximum visibility

Format 2:

Online Video (VAST)

- 15s premium in-stream formats
- Communicates brand story and store experience

Targeting Logic

- City-level geo-targeting (5–10 km radius around stores)
- Focus on urban lifestyle & beauty environments
- No retargeting or performance optimization

Role in Funnel

- Upper / Mid-funnel awareness
- **The objective is exposure and recall, not clicks or conversions**

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Store Openings

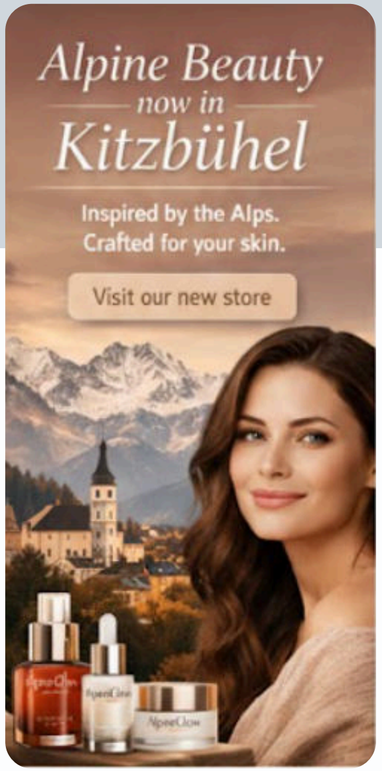
Localized Creative Startegy

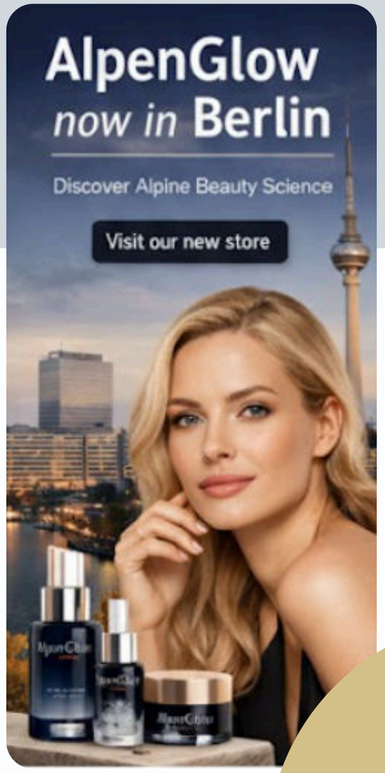
Why Localized Creatives?

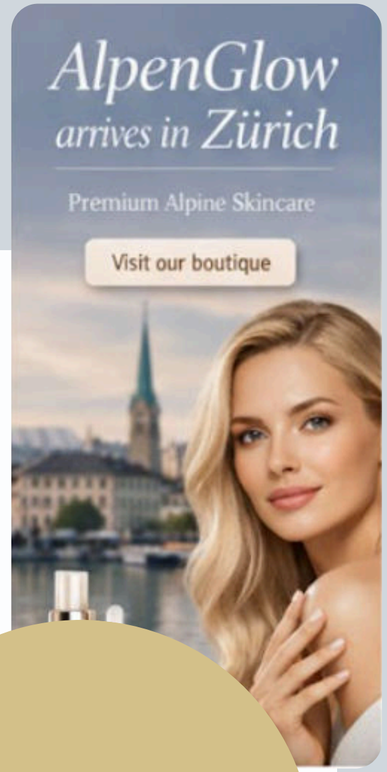
- Store openings require local relevance
- City names increase ad recall and attention
- Premium positioning must adapt to local culture

Maintaining:

- Same visual identity across markets
- Consistent CTA: Visit our new store







Budget Germany: 10 000 €
Budget Switzerland: 8 000 €
Budget Austria: 7 000 €

Total Budget:
25 000 €

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Our Strategy

Premium Awareness

Premium Awareness

Campaign Mission

Challenge:

AlpenGlow ranks only #9 Top-of-Mind Premium Skincare



Objective:

We strengthen AlpenGlow's premium brand positioning by reaching 23% of the Austrian target audience with a target frequency of +5 exposures per user.



Goal:

End of campaign, AlpenGlow ranks #3 Top-of-Mind Premium Skincare



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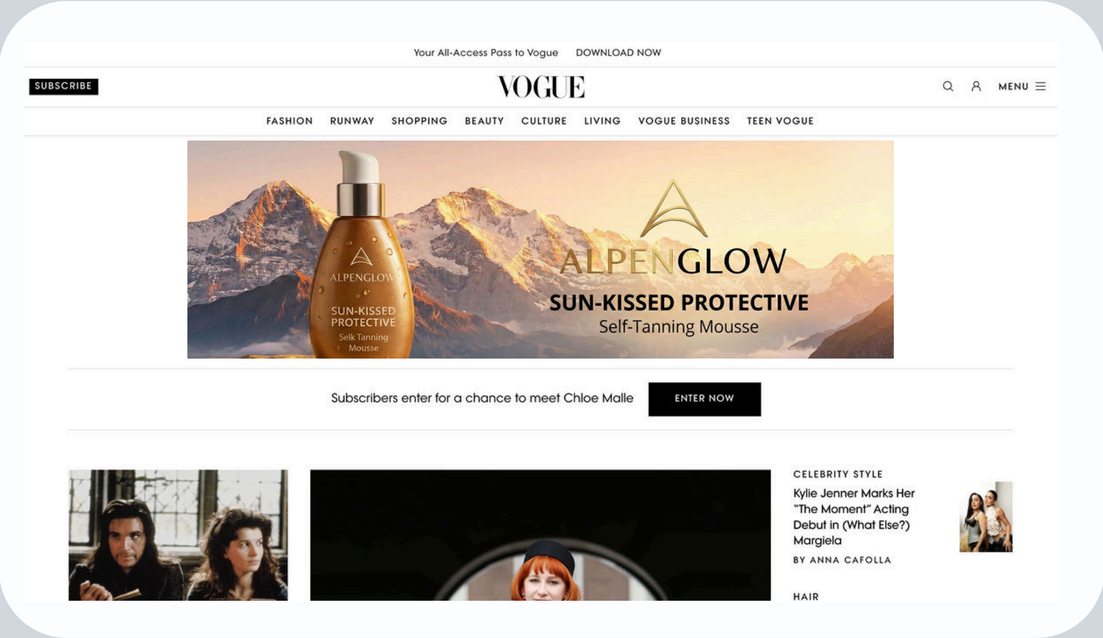
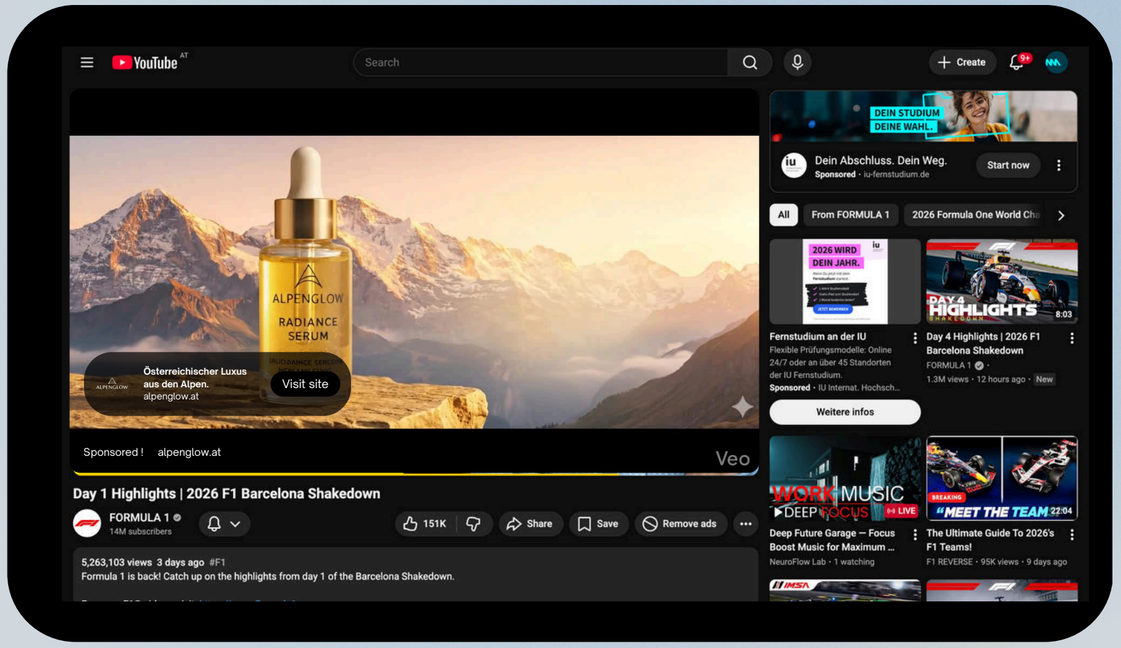
Premium Awareness

Media Strategy





Premium Display

- Prestige reach with brand security control
- Budget 16 500 €

Video (In-Stream + Out-Stream)

- Storytelling on the side of the store opening campaign
- Budget 12 400 €

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Premium Awareness

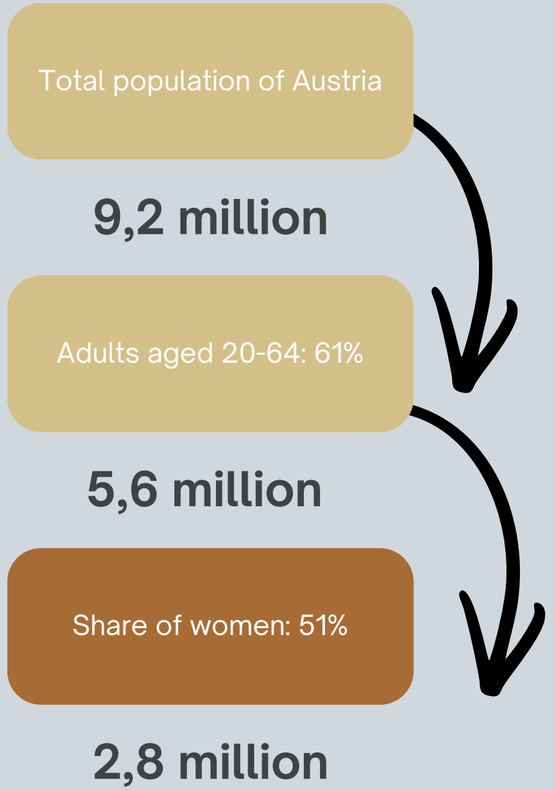
Targeting and Metrics

- We prioritize higher frequency instead of reach to ensure the message of premium status is understood.
- **Target market:** Women generated 87.12% of total skincare sales in 2025, making them the primary target segment for AlpenGlow's awareness campaign.

Turning the budget into delivery:

- Total Budget €28,850
- CPM is set according to industry standards and competitor research.
  - **Display:** €16.5K → **€10 CPM** → ~1.65M impressions
  - **Video:** €12.4K → **€8 CPM** → ~1.55M impressions
- Total Delivery: ~3.2M impressions
- Unique Reach (freq. 5): ~640K Austrians
- Target Coverage: ~23% of the 2.8M segment

Narrowing down the target group:



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Our Solution

Sales Growth

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Sales Growth

Benchmarks and proposed budgets for the sales campaign

Goal:
Increase New Customers and re-engage cart abandoners

Benchmarks:

Our research on different CPC ad formats showed us the following:

Retargeting and native ads are quite expensive.

Profitability depends on basket size and CLV and should therefore be watched closely.

	CPC	CPC
Video Display Ads	0,60€	0,80€
Banner display ads	0,40€	0,60€
Native ads	0,80€	1,00€
Retargeting ads	0,40€	1,30€

As AlpenGlow is already perceived as a loved brand, we assume a conversion rate to be 3% for both regions

KPI:

We assume the overall web conversion rate rate to be 3%

That means estimated cost per conversion (CPC/CR= CPO) are:

	CPO	CPO	No. conv.	Budget	Budget
Video Display Ads	20€	40€	150	3.000€	6.000€
Banner display ads	13€	20€	350	4.550€	7.000€
Native ads	36€	43€	100	3.600€	4.300€
Retargeting ads	26€	33€	300	7.800€	9.900€

AlpenGlow wants to increase the number of new customers and re-engage cart abandoners

Total budgets:
Germany: 18 950 EUR
Switzerland: 27200 EUR
Total acquisition + retargeting budget: 46 150 €

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Acquisition campaign

Customer Acquisition in Germany & Switzerland

Campaign concept

Launch a new self tanning mousse with 100% protection from the sun.

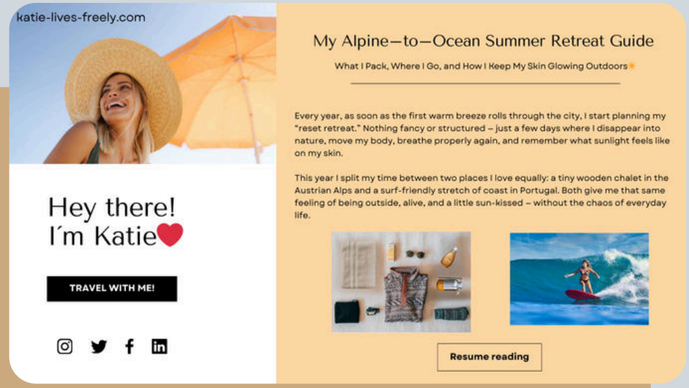
You will look like I've been kissed by the sun, but my skin is actually protected from it.

Proposed media plan

The campaign will run in a classic banner display, video display and native ad formats



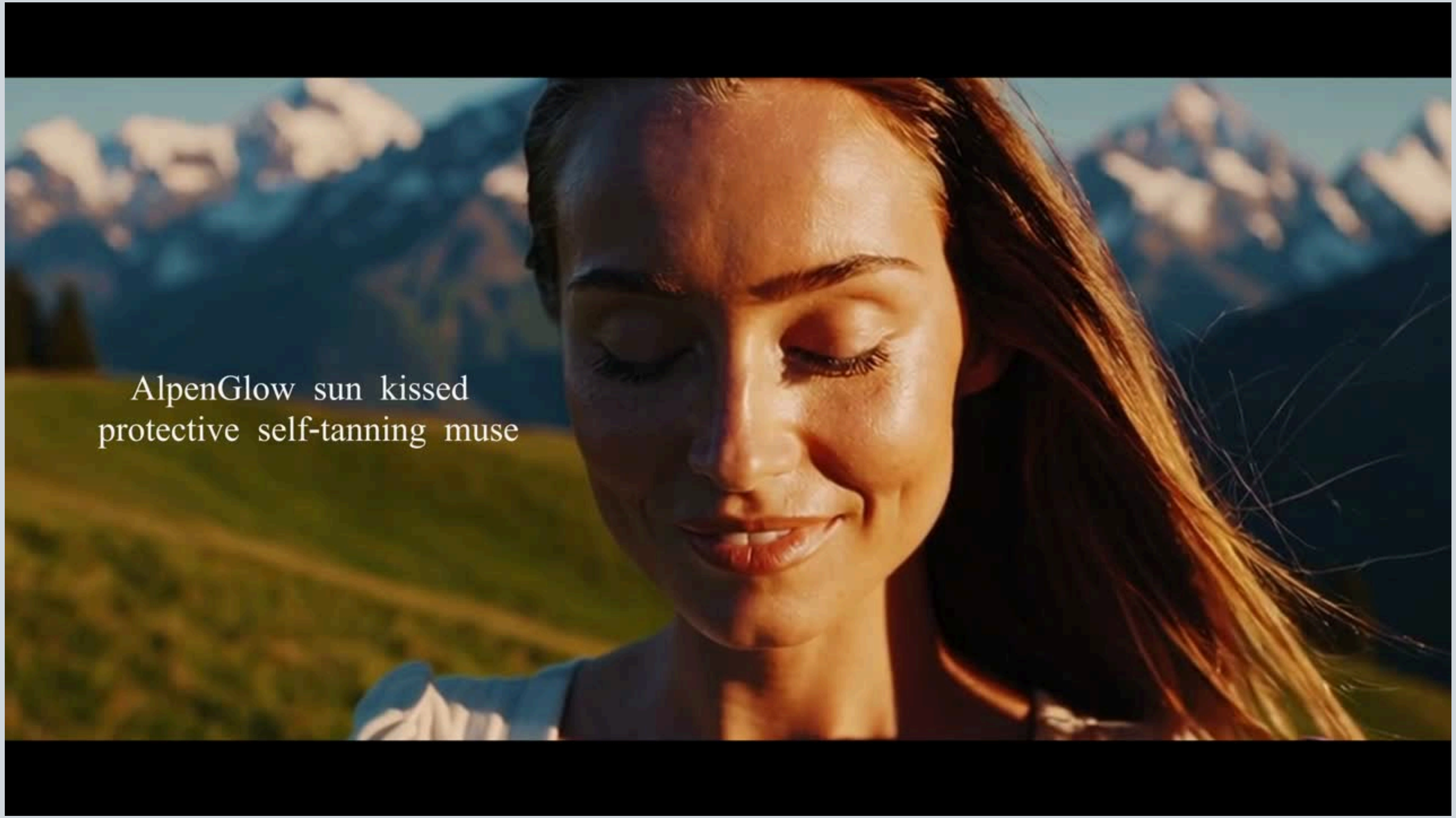
***ad concept**: new AlpenGlow product*



Native ad concept



Video ad plays on the next slide:


AlpenGlow sun kissed
protective self-tanning muse

Retargeting campaign

Fighting cart abandonment

Retargeting Strategy:

- Products viewed on the website
- Products left in the cart
- Early registrants with no purchase
- High engagement with native content
- High intent retargeting (cart abandoners): 5–7 exposures over 48 hours

Retargeting

1/3 of the total impact of first week retargeting happens on day one. Prioritize high-frequency exposure early. The longer the delay, the weaker the effect



***ad concept**: typical AlpenGlow product*

Experiment with retargeting campaigns

Continuously **optimize frequency, timing, and sequencing** based on real causal evidence rather than platform-reported metrics.

Signing up before shopping

Prompt new visitors of your online store to register early in their browsing experience instead of waiting until they're checking out. Registration should be optional. Customers will be more likely to do so and later **spend up to 13% more**.

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Brand Safety & Frequency Management

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Brand Security Controls

Apply **Brand Safety Floor** (GARM) to avoid illegal or harmful content. Use pre-bid brand safety filters to prevent unsafe impressions.

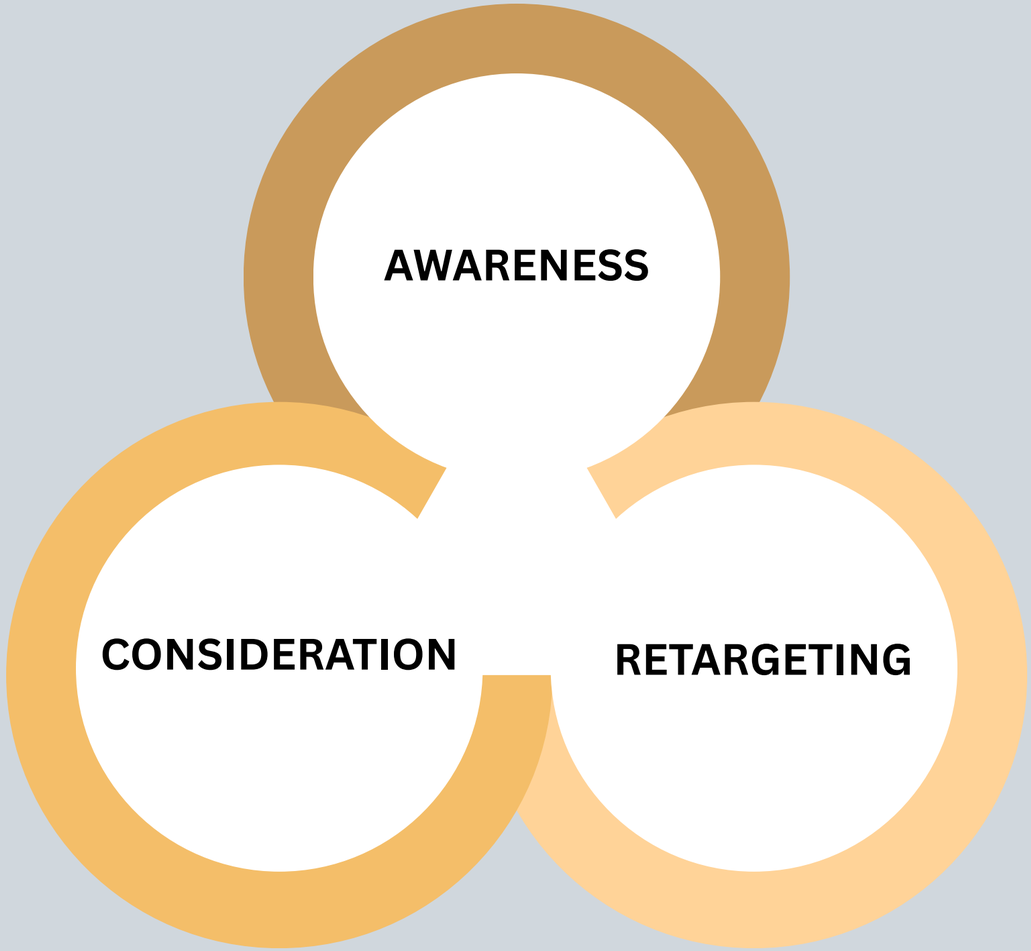
Using high and partly medium suitability level (GARM) for quality assurance.

DACH consumers reject brands appearing next to low-quality content. Premium publishers are valued.

GDPR compliance: Consent management must be transparent and precise. Contextual targeting preferred.

Keyword, Category, Publisher/Domain exclusion to create a blocklist of low-quality sites or non-brand-safe inventory.

Standard Frequency Benchmarks



INDUSTRY CONSENSUS

Awareness: higher weekly caps
Consideration: moderate repetition
Retargeting: caps adjusted by channel, creative fatigue, and user intent

Creative fatigue in **lifestyle** advertisement:

- Users expect novelty and aesthetic variation
- Optimal caps vary by channel

- **Connected TV**: 6 ad exposures per week
- **Online video**: 10 ad exposures per week
- **Audio**: 8 ad exposures per week
- **Display**: 20+ ad exposures per week
- **Native**: 12 ad exposures per week

Summary

Summary

Campaign Structure

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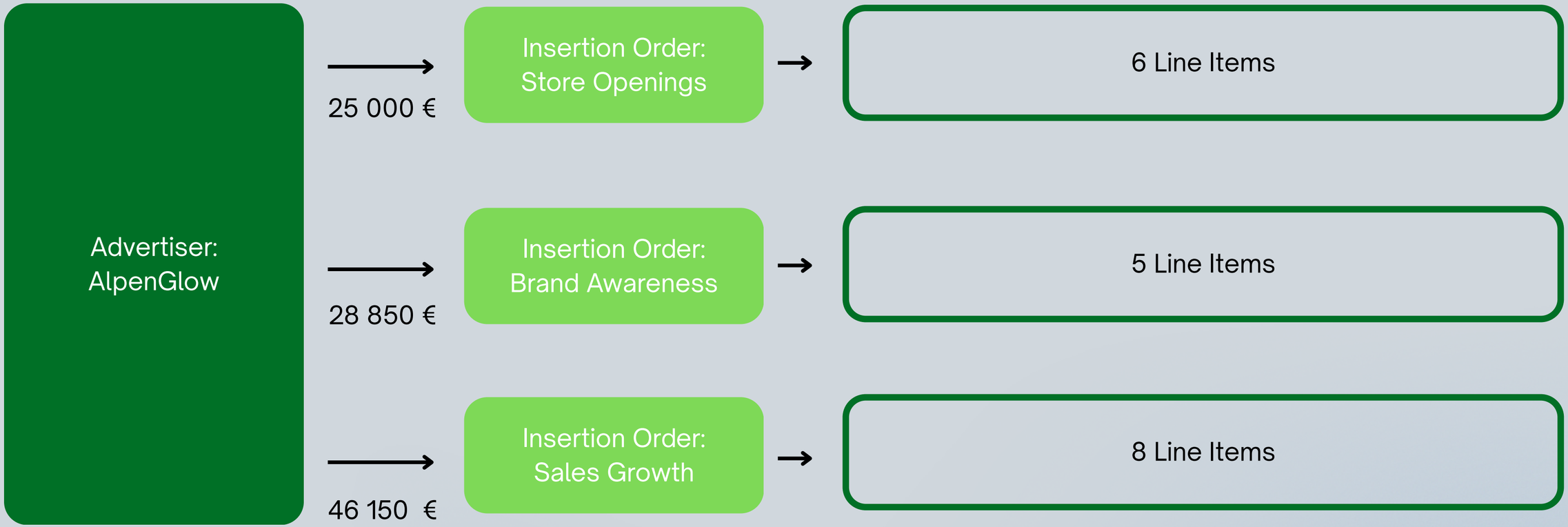


Summary

Timeline



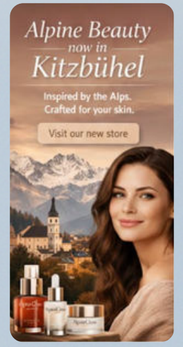
Brand Awareness:

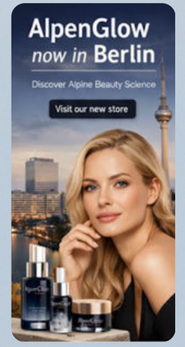
Video: 25th of May until 8th of June
Display: 1st of June until 30th of June
Lift premium brand positioning

Store opening

12th of May until 8th of June
Boost awareness and hype

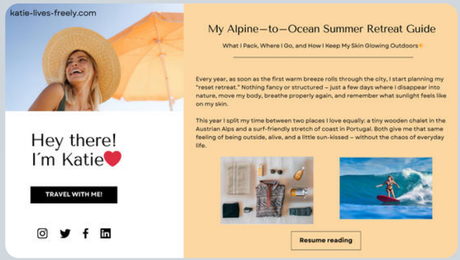
May — June — July





Sales Growth:

1st of June until 30th of June
Build a solid customer base



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Summary

Takeaways & Conclusions

Benefits of our solution

- We calculated the presumed number of conversions and impressions across the different campaigns and, based on that, set the budget
- We created high-quality creatives at a fraction of the cost
- We created an extensive campaign roadmap/timeline instead of one time advertisement
- We used relevant research to build our solution on, especially in the question of an improved sales funnel

Group learnings

- Paper magazine advertising is very expensive, and programmatic advertising is very cheap in comparison
- Benchmark research is quite difficult and can differ from reality - next time, the numbers should be based on historic numbers of previous campaigns
- We learned how to build a meaningful advertising narrative around multiple business goals



Disclaimer: LLM models such as Google Gemini and Perplexity have been used for market research, content generation and text polishing purposes.

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Thank you!

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Sources

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- **Slide 15**
  - https://www.adconversion.com/blog/youtube-ads-cost-benchmark#:~:text=Insider%20Benchmarks%20From%20%241%2C041%2C978%20In,30%20seconds%20of%20your
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- **Slide 18**
  - Role of Frequency and Timing in Retargeting
  - *The research is not unified on what the best time to retarget is – experiment and decide for your unique clients and their behaviour.
  - Signing up before shopping
- **Slide 20**
  - GARM
  - IAB Report
- **Slide 21**
  - FASTER CAPITAL
  - THE TRADE DESK