

# Digifish3

Broadway Retail Case Study



# Broadway Retail

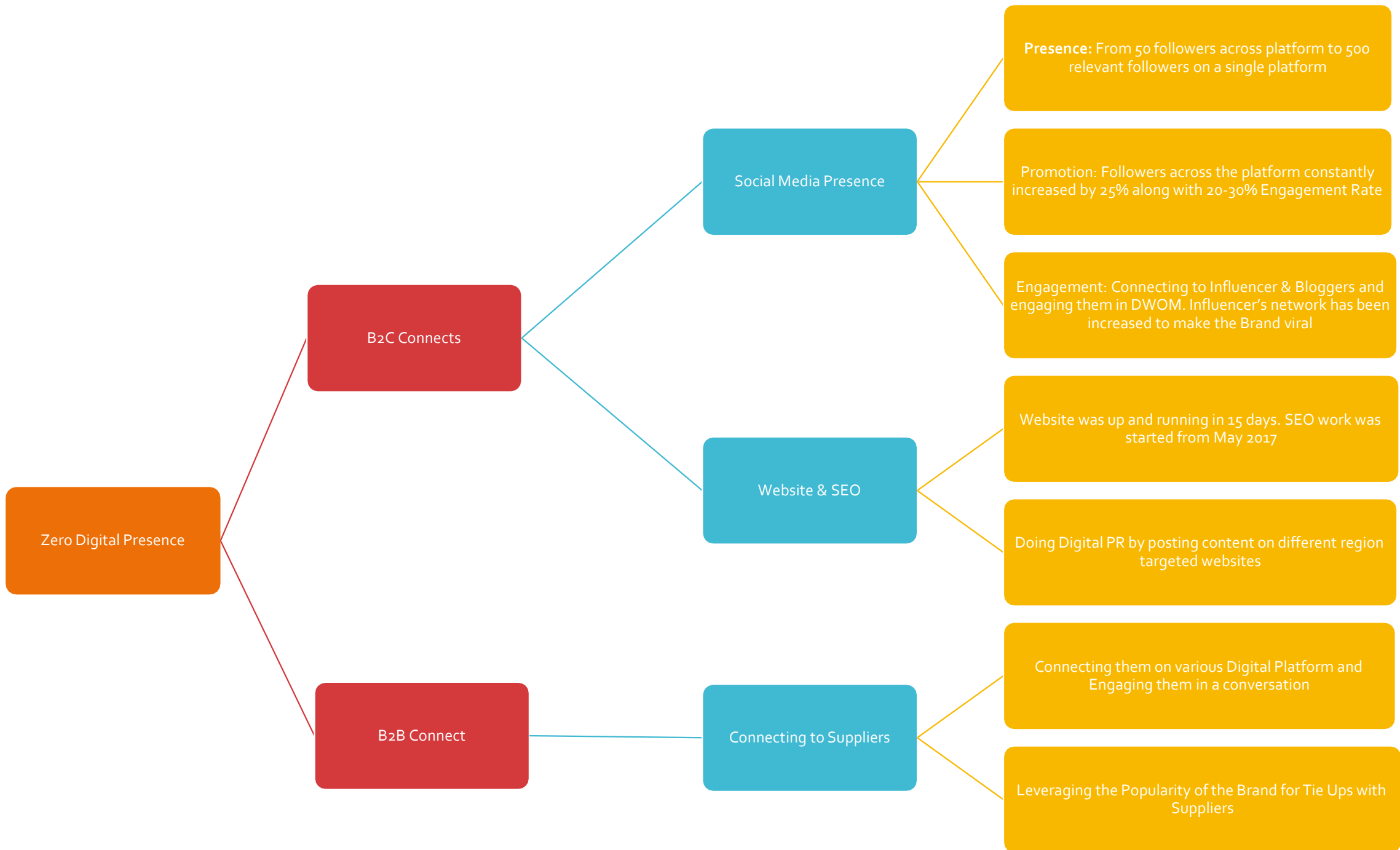


## Overview

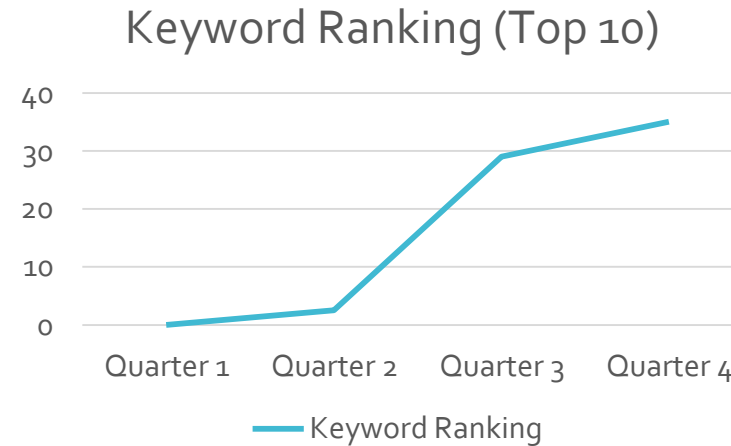
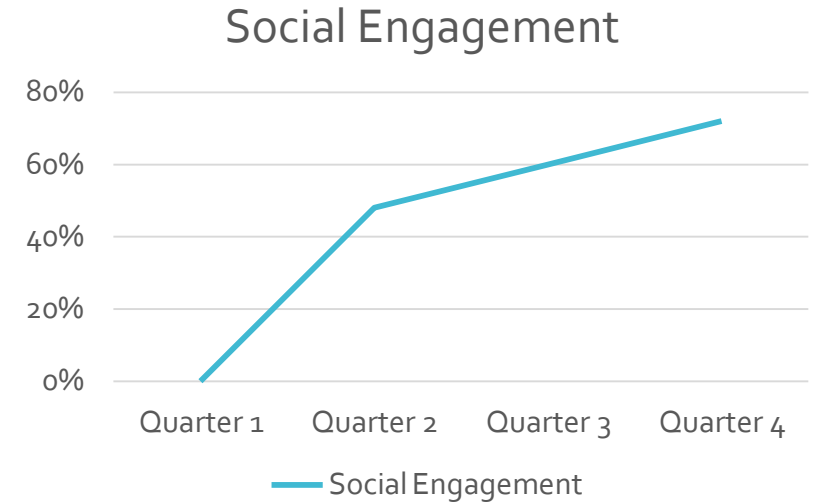
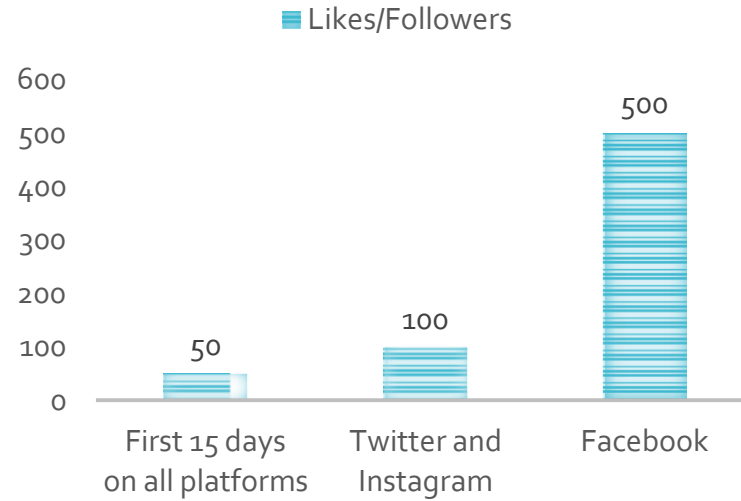
- Largest clothing factory outlet opening in Mohali.
- The store will have collection from over 17 globally recognized brands.

## 5 Key Expectations from Digifish3

- The Store was new in the market with no online presence.
- Major competitors like Nike and Puma factory outlets was the popular choice in the market for people to shop.
- Brand's expectation was to have an agency who can provide the brand the top ranking and popularity in the digital space with spectacular creatives and communication.
- Brand wanted to be the first choice of shopping in the local market with higher brand recall.
- Connecting with Suppliers online was another challenge in which Broadway Retail wanted the agency to support them.



# Digifish3 Deliverables



30K+ customers associated prior to opening of the store

Brand Followers are Constantly Increasing at the rate of 5-10% a week

Product showcase on Social Media Platform are getting people interested and considering buying them





**DIGIFISH3**  
Become Global Digitally