

Fjällräven

Retail

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Netflix Ads Inventory

How Fjällräven Raised Brand Awareness and Boosted Sales 34% with Microsoft Advertising

The goal

Hailing from the small town of Örnsköldsvik in Sweden, a place where mountains and forest meet the sea, Fjällräven is an outdoor clothing and equipment brand on a mission “to enable and inspire more people to spend time in nature.” When facing tough competition in Germany, Fjällräven aimed to increase brand awareness and consideration and get the word out about its durable, sustainable products. But in an increasingly complex advertising landscape, how could Fjällräven break through in one of its most competitive markets?

The solution

Fjällräven teamed up with marketing agency Precis Digital and Microsoft Advertising to launch campaigns in five key German cities. The team used a media mix that included social media, display, streaming, connected TV, online video, audio, and digital out-of-home advertising.

To tell Fjällräven’s story, interactive ads helped consumers learn more about the brand’s core values and love of nature. Meanwhile, video content explained just why Fjällräven products last so long, backing up its claims of superior durability. By running these ads on platforms that appealed to its target demographic, such as Netflix, Fjällräven’s marketing team was able to reach the right audience at the right time.

“Netflix’s high usage among our target audience of outdoor enthusiasts made it an ideal platform for Fjällräven. By leveraging ‘top 10 shows’ targeting, we ensured our brand appeared alongside premium, engaging content, reaching our audience effectively in a brand-safe environment.”

Sofia Borisova
Senior Media Strategist
Precis Digital

The results

The campaign showed extremely strong results across key metrics, with increases to brand awareness, consideration, and purchase intent rising above industry benchmarks. Fjällräven also significantly increased sales in its target market.

34%

Increase in sales in German market*

71%

Higher consideration via audio ads

*Across Globetrotter Stores



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