

marimekko®

Marimekko traces new patterns
in its nordic audiences

With Observify, Marimekko has:



Streamlined its social media monitoring - filtering Scandinavian languages, tracking relevant topics and gaining insights to act on



Gained a deeper understanding of its Nordic audience



Saved time by categorising users as fans and ambassadors, and identifying new affiliates with greater ease



TIMELESS DESIGN

The design house that put Finland on the map, Marimekko has enchanted the world since 1951 with its distinctive prints and vibrant colours. Today, Marimekko is a lifestyle brand renowned for fashion, accessories and homewares which blend form and function. It continues to inspire the world with an instantly recognisable aesthetic.

Marimekko develops classic products, designed to brighten up the everyday for users. The brand welcomed a new Creative Director in 2014, who is passionate about putting Marimekko's clothing line in focus.

Marimekko asked itself how Nordic consumers view the brand, and how to identify those elusive ambassadors who are great influencers, but also genuine fans of the brand. The company boasts a large fan base on Instagram, but as it turns out, its ambassadors are drawn to the brand for far more unexpected reasons.

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THE NORDICS - MINIMALIST OR COLOURFUL?

Observify's reports equipped Marimekko with fresh insights into one of their user groups. The brand found that several of their Scandinavian fans held vintage profiles, posting about Marimekko's classic, more colourful creations. The team had not come across this nostalgia-focused customer segment before; a discovery made easy thanks to the Observify tool. This insight created new opportunities to engage their vintage-hungry customers with the right approach.

Another observation for Marimekko was its customers' breakfast habits, shared via Instagram. Many of the brand's Nordic ambassadors posted their breakfast efforts using Marimekko's porcelain - particularly the black and white series Siirtolapuutarha by Maija Louekari.

This was indicative of a deeper trend, revealing that Nordic fans tended to have a huge interest in minimalist, black and white designs. This also applied to apparel, where Marimekko's fashion designs based on black and white prints were often highlighted and featured in blog and Instagram posts.

These invaluable insights helped Marimekko to keep managing their community simple. Defining and categorising fans and identifying suitable affiliates from their respective audience segments became possible, courtesy of Observify. Marimekko was able to validate their products' relevance for everyone in the Nordics. Regardless of whether they like pared back, black and white designs or colourful vintage classics, Marimekko's creative patterns are here to stay.



“Observify helps me to get an overall picture of our brand's social presence and perception. I like the flexibility of the tool and the ability to quickly gain an estimate of campaign performance.”



Therese Maurin
Marketing Director @ Marimekko

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