

Young Heads, Young Fashion, Young Image: Students Created C&A Campaign

Young heads, young fashion, young image. This was the motto under which the fashion label C&A collaborated with students from FHWien der WKW. The aim: to create a campaign that attracts young customers to C&A stores.

Vienna, June 13, 2019 – From February to May this year, FHWien der WKW became the center of a unique cooperation between a successful fashion company and campaign creators: The students of FHWien der WKW's Bachelor's degree program "Kommunikationswirtschaft" (Corporate Communication) were to develop an appealing campaign for the fashion label C&A in six groups. The aim: to attract young customers to the stores. Briefing, coaching of the lecturers, re-briefing as well as the development of measures and strategies took place as realistically as possible.

As a practice-oriented institution, FHWien der WKW pursues the goal of training students as realistically as possible. This was successfully achieved with this project: Following briefings, re-briefings and ongoing coaching sessions with the lecturers, the six groups each developed a communication concept as "agencies", which they presented to the company's Management Board at a final presentation on May 14, 2019. Gustav Steininger (Head of Regional Marketing AT & CEE) and Markus Krenn (Regional Merchandise Planner) were present at the briefing, re-briefing, interim presentation and final presentation. In addition, the cohort enjoyed the presence of C&A's Country Manager Austria, Boyko Tchakarov, who evaluated the final presentation of the "agencies" with his colleagues.

The students created content at agency level, was the general feedback. "In every presentation there were inputs that made us think and ideas that could be combined with each other", summarized a satisfied Gustav Steininger. A successful day – for the students, who could learn a lot from the project, and for the clients, who went home with valuable knowledge.

About C&A Europe

With around 1,500 stores in 18 European countries and around 31,000 employees, C&A is one of Europe's leading fashion retailers. Every day, C&A welcomes more than two million visitors to its European stores and offers fashion in good quality to its customers at reasonable prices for the whole family. In addition to the European branches, C&A is also represented in Brazil, Mexico and China.

Further information can be found at www.c-a.com.

FHWien der WKW

University of Applied Sciences for Management & Communication

FHWien der WKW has been Austria's leading university of applied sciences for management & communication for 25 years. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,800 Bachelor and Master students. Two thirds of our teaching staff have a background in business. Our programs are tailored to the needs of companies, optimally preparing our graduates – around 11,000 to date – for their future careers.

PRESS RELEASE



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