



Intimissimi entrusts Connexia with the evolutionary analysis of its social channels

The most glamorous brand of women's lingerie, nightwear and knitwear in the Siemens group has chosen the marketing and communication brand of the MarTech Company Retex for the analysis and strategic consulting of its social properties.

Milan, 24 June 2024 - [Intimissimi](#), the brand owned by **Oniverse** since 1996 and a leader in the lingerie market, at the end of a **tender** involving 3 players, has chosen **Connexia** for the strategic analysis and requirements of its social ecosystem.

The Connexia team started **by analysing the brand's social platforms** (Facebook, Instagram, X, YouTube, Pinterest, Snapchat, TikTok) in order to understand their actual performance. It then continued with **a competitor analysis** and **a qualitative-quantitative analysis** to gain an in-depth understanding of the audience, trends, new functionalities and the potential maximisation of the effectiveness of each channel. It then drafted a **summary document** with the findings and some suggestions for possible areas of improvement in terms of editorial content, formats, channels and workflows.

By supporting Intimissimi in the analysis of its social properties from an evolutionary and brand awareness perspective, Connexia will identify which levers are needed to increase the brand's relevance on social channels at an international level, aiming at an increasingly effective engagement of the younger generation and a wider cross-country audience. This analysis will allow Intimissimi to devise a more authentic and modern social communication strategy, which will, at the same time, successfully convey its very Italian character, product quality, design and attention to detail, all elements that have always distinguished the brand.



Credits

Chief Strategy Officer – Matteo Sbarra

Senior Brand Strategist – Chantal Cimmino

Content Experience & Digital Engagement Director – Angelo Bermani

Account Director – Margherita Punzi

Connexia

Connexia means creativity.

It means data-driven thought.

It means excellence in media management.

It means technological innovation.

And there's more. The Retex communication and marketing brand is, above all, about passion, ethical commitment, transparency and corporate social responsibility.

It is a multicultural and multidisciplinary team, with professionals who are capable of building and conveying brand values, but also of guiding digital transformation processes.

We devise and develop ideas suitable for all channels, without any fear of being measured by the effectiveness of each campaign.

Expect to work with us in a new way: together, for real, through continuous co-creation processes and experimentation oriented towards business and communication objectives. www.connexia.com

RETEX

Redefine the meaning of Retail: with this mission, Retex is the company that supports brands in digital transformation and innovation initiatives by combining technology, creativity and data. Founded in 2010, always attentive to issues of social responsibility and today a Benefit Company, Retex is guided by the passion and skills of more than 600 talents from 32 nations, to inspire and accelerate change in the world of brands and retail. www.retex.com