

## About Konstellation & Republica

Konstellation and Republica merged in September 2015. Republica was a successful 'one-stop-shop' working with a variety of retail clients from food to timber, kiosks and malls. Konstellation, a creative digital agency, had a mission to 'Move brands to new playgrounds'. It did this in award-winning style for clients such as Carlsberg, Lego and Wonderful Copenhagen; receiving a Cannes Lions award in 2014. Konstellation & Republica (K&R) is now a 'full experience' agency with 100+ global employees.

## "Experience per square metre"

The strategy and planning teams at K&R have to have a deep understanding of the latest consumer and retail trends. Peter Zimmermann, Retail Impact Director at K&R explains "You have to disrupt yourself every day and make insight a part of your job. My challenge is to bring new and exciting solutions to my clients. They always want to be the first to do something but they want global examples that this is a real trend not just a quick idea from my side." Bettine Ortmann, Chief Strategy Director at K&R adds, "Now that everything is becoming digital, retailers for example want our advice on how to invest in their retail stores. It's less about traffic and sales per square metre and more about experience per square metre and we have to work with the shop as a brand creator."

## "WGSN is a quick route to Insight"

WGSN is used for new business pitches, strategic planning and creative inspiration at K&R. Bettine explains "When I was head of trend processes at Ecco shoes, I got to know WGSN and I fell in love! I had to bring WGSN along to the agency world and it fits perfectly. It is now fully embedded in our planning department and we find a lot in the future of retail reports (we even hosted a successful WGSN seminar on these!) and consumer insight reports such as 'Mummy Tribes'. We also follow the latest trends on how to engage with consumers through channels like Instagram."

Peter adds, "We recently launched a clothing brand for 'tweens' and had to spend a lot of time researching their lifestyles and shopping behaviours before we could develop the name, style, storytelling and product design. Trends and consumer insight are a really important part of this type of project. We can't be everywhere so WGSN is a big help, a quick route to insight. The trends give us possibilities and solutions for a lot of different retailers and brands, helping them to invest in the future. As the trends are often grouped into clusters, I have a system to reflect on with my clients and pictures ready to present that would usually take me days to find."

## What does the future hold?

"We are starting to do a lot of pitches and what we find in WGSN as inspiration is a very important part of the process. It is helping us to win a lot more business."

