

# FIDENZA VILLAGE

- THE BICESTER COLLECTION -

# The Brief

Building a **Local** and **Regional** Brand Community for Fidenza Village;  
Develop a strategy to build emotional connection and loyalty among  
regional visitors through a sense of community.

Four pillars: Art, Music, Food and Sports

Budget: Zero based budget

How to solve this:

**Curiosity** is the spark that attracts people to Fidenza Village, turning **risk** into **opportunity**. It draws individuals who share values and passions, and community keeps them engaged. Fidenza Village becomes the place to connect, explore, and express shared interests in art, food, sport, music, and fashion, the **core pillars** of Fidenza Village.

Which leads us to the main concept....

COME IN  
CURIOS

# Strategy

The “distance” isn’t just physical. It’s psychological: time, effort, uncertainty.

## TENSION — INSIGHTS

It’s not the distance that is feared.  
**It’s the disappointment of a trip that wasn’t worth it.**

(The insights and tension were gathered from the first phase of qualitative and quantitative interviews carried out in the first phase of the project.)

# From a Place to BUY

Shopping was the first step, discovery followed.

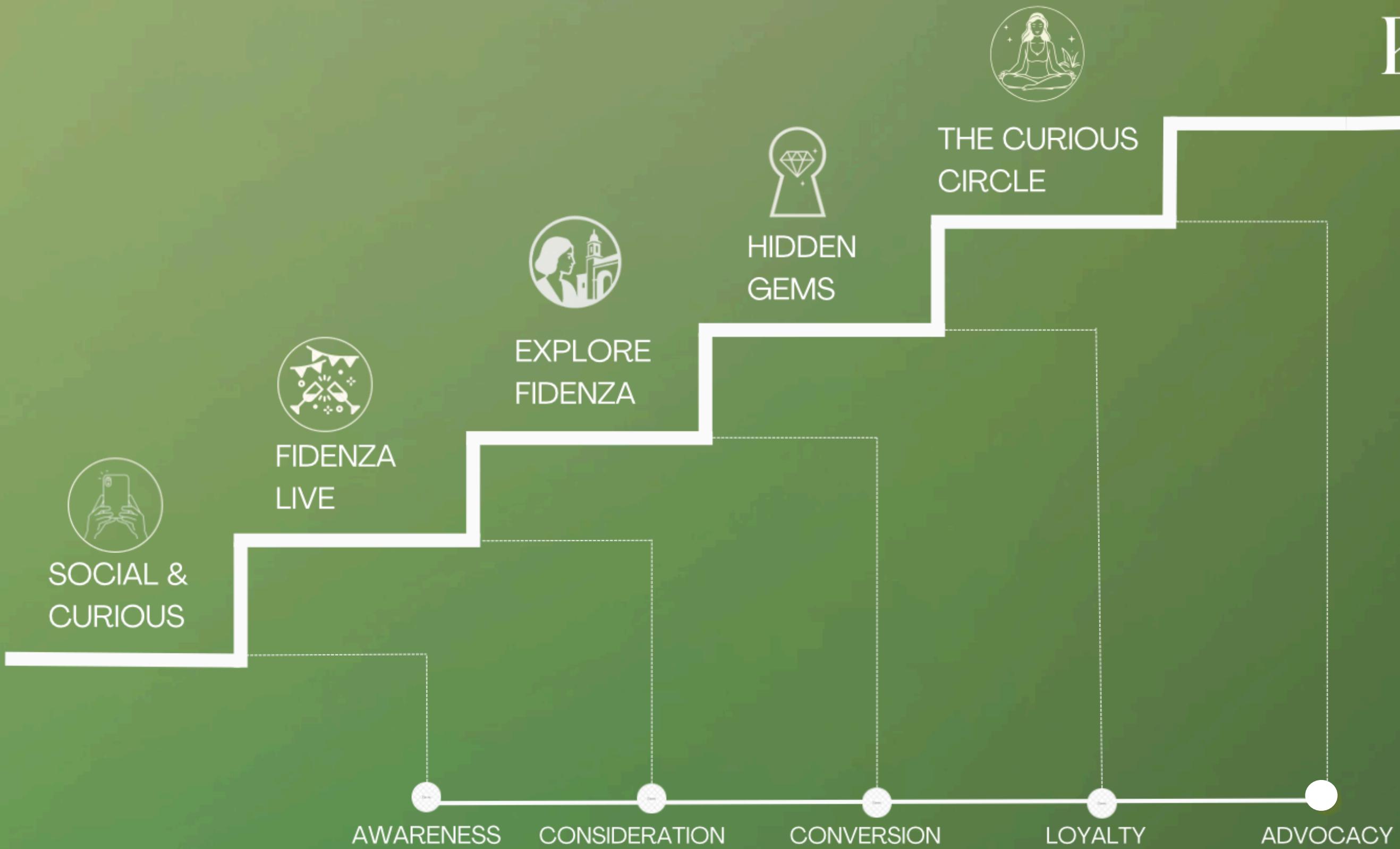


# To a Place to Be

A place where community, interests, and experiences come together, giving you a space to spend the day doing more than just shopping.



# Place To Buy



THE CURIOUS  
CIRCLE



HIDDEN  
GEMS



EXPLORE  
FIDENZA



FIDENZA  
LIVE



SOCIAL &  
CURIOUS

AWARENESS

CONSIDERATION

CONVERSION

LOYALTY

ADVOCACY

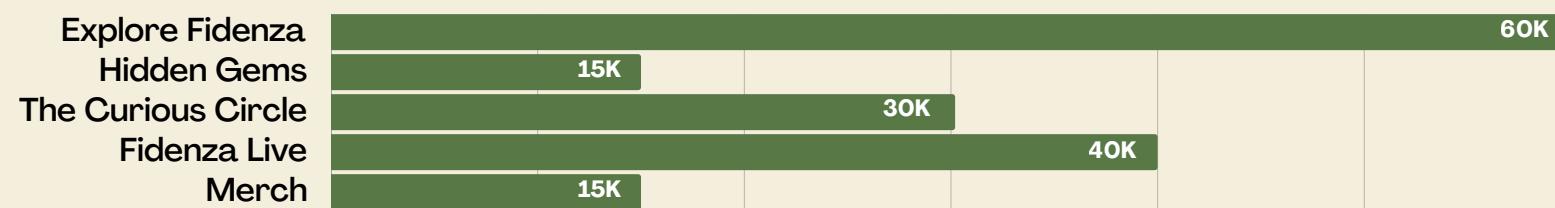
Road to  
The Place to  
Be

# Activation Summary

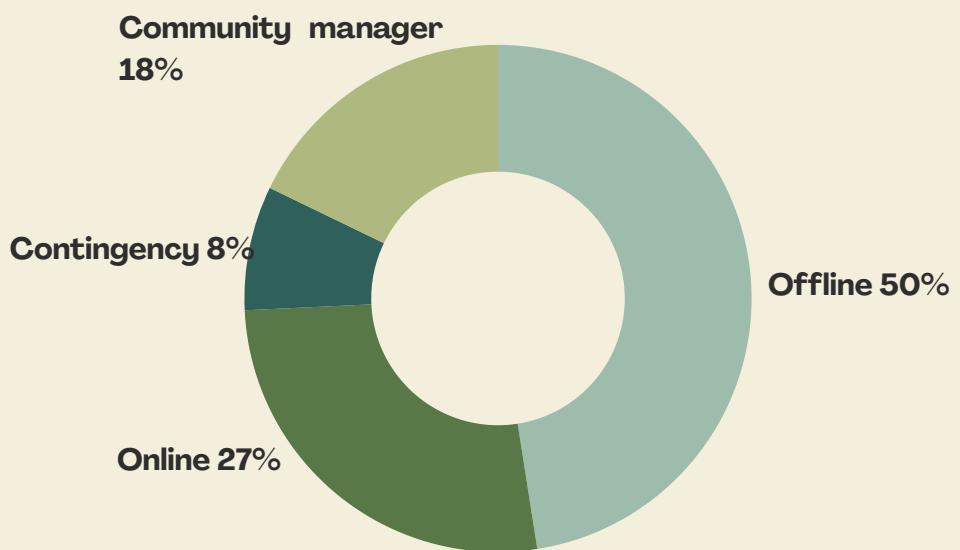
1. **Social & Curious** – A digital-first campaign showcasing Fidenza as a lifestyle destination where shopping meets culture, art, and entertainment. Through influencer collaborations and authentic storytelling, it boosts brand awareness, emotional connection, and community engagement.
2. **Fidenza Live** – Seasonal events blending Food, Music, Art, and Sport to create shared cultural experiences like Murder Mystery Dinners, Silent Discos, and Sip & Paint sessions, fostering belonging and repeat visits.
3. **Explore Fidenza** – A biannual festival turning the village into a playground of discovery through gamified participation (Fidenza Passport), workshops, and local collaborations that build community engagement.
4. **Hidden Gems** – A treasure-hunt activation integrating digital rewards and in-store surprises to encourage exploration, repeat visits, and sustained curiosity.
5. **The Curious Circle** – Exclusive small-group masterclasses across the four pillars, deepening brand loyalty through premium, hands-on experiences such as wine tastings, wellness talks, and creative labs.

# Budget

## Offline



## Online



BUDGET GRAND TOTAL

**335k**

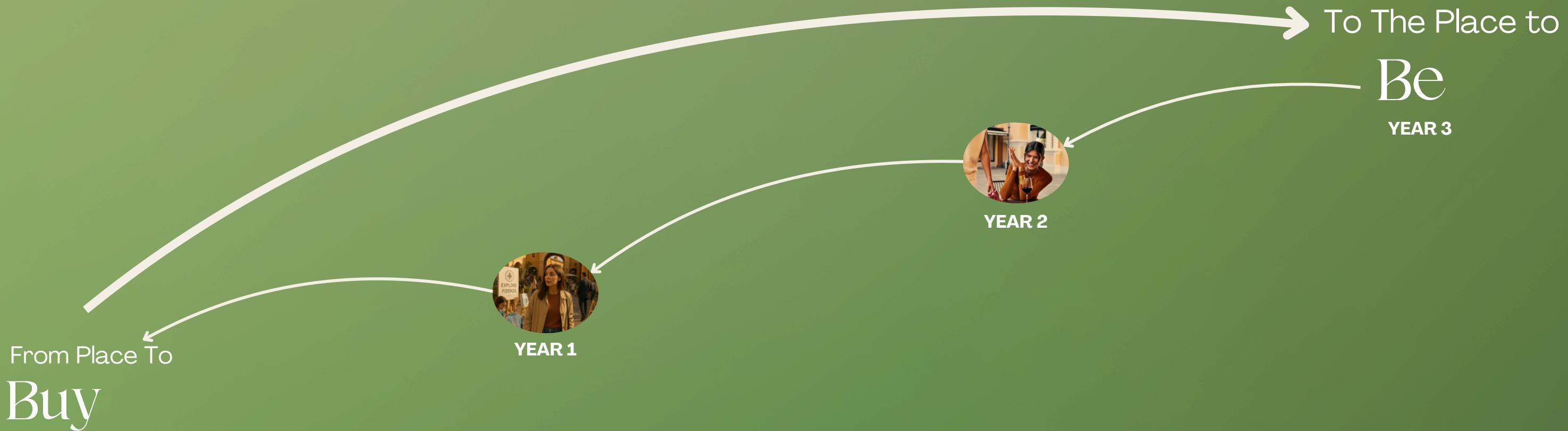
# Financial Impact & ROI of the Strategy

TERM	VALUE
Marketing strategy expenses	€335k
Number of visitors before the strategy	3m
Increase in visitors	+15% → 450k
Average annual spending per visitor (before)	€100
Average annual spending per visitor (after)	€110
Goal	Break-even + 20% profit margin

MARGIN  
21%

ROI  
24%

# Conclusions



## A multi-year journey

Building a strong and loyal community takes time. Our plan is structured **across 3 years**, ensuring **continuity** and **sustainable growth**.

## Community building through curiosity

Guided by qualitative and quantitative insights, we identified **curiosity** as the **key entry point** to engage people and foster authentic **connections**.

## Experience-Driven Pillars

The **Four Pillars** bring communities together through shared experiences, strengthening Fidenza Village as a destination for connection and growth.

## From Buying to belonging

Fidenza will continue to offer shopping and dining experiences, while introducing a new profit model that **drive engagement** and facilitate **cross-selling**.