

CASE STUDY: MÖWE



Established in 2003, Möwe (formerly known as Aerogaz) has grown into a trusted name in home and kitchen appliances, known for delivering reliable quality and innovation. Evolving with the times, the brand reimagined itself as Möwe to meet the needs of the modern smart home. Today, Möwe offers a range of sleek, IoT-enabled appliances designed to enhance safety, convenience, and control in everyday living. From intuitive cooking solutions to smart home integrations, the brand bridges tradition with cutting-edge technology. Backed by decades of industry experience, Möwe continues to lead the way in shaping the future of home living—where innovation, functionality, and style come together seamlessly. With a focus on user-centric design, Möwe is committed to redefining everyday routines through smart, connected living.

Our Approach:

- ✓ Brand Strategy Development – Crafting a refreshed identity and vision aligned with business goals.
- ✓ Brand Identity & Portfolio Development – Creating a distinctive identity and cohesive portfolio to reflect brand values and offerings.
- ✓ Marketing & Digital Transformation – Strengthening global presence and strategy through the development of digital assets.

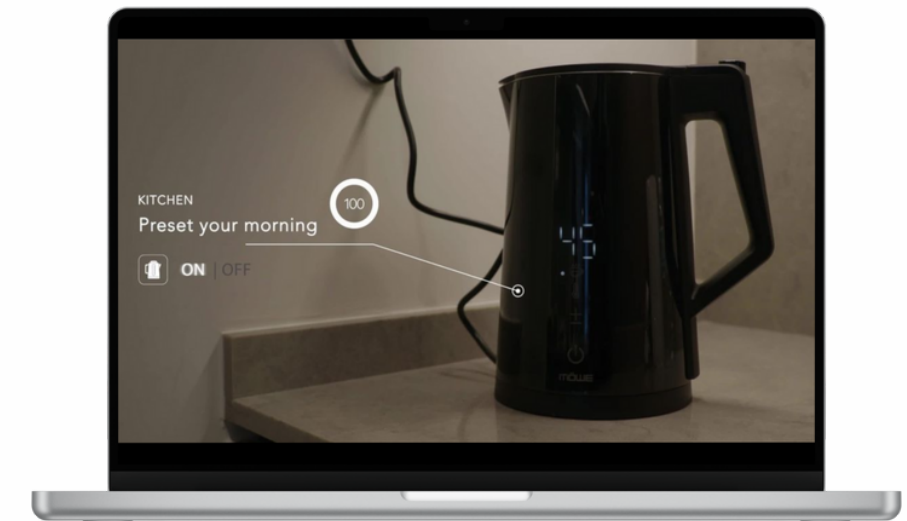
Möwe is focused on expanding its smart home appliance range with even more advanced IoT features, tailored to modern living needs. The brand is committed to enhancing customer experiences through connected technology and aims to continue leading innovation in creating safer, smarter, and more convenient home environments.



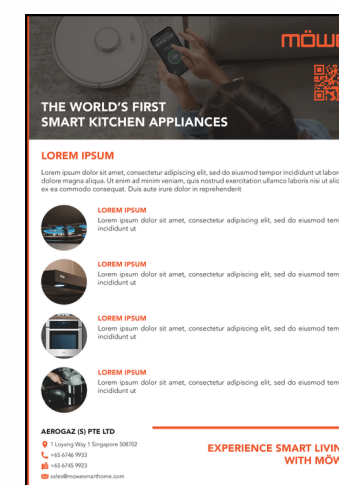
Banners



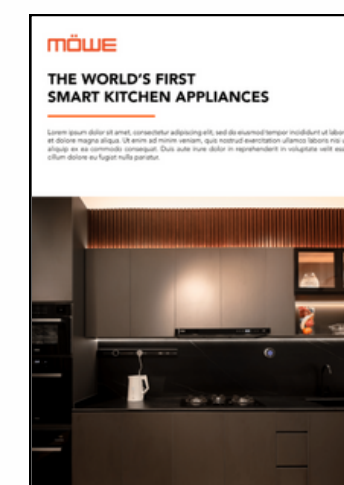
Catalogue



Video



Flyer



Brochure



Social Media Posts

