

Press release

Pitch Success: Westwing Drives International Expansion with Mediaplus Group

Following a multi-week pitch process, Westwing has appointed Mediaplus Group to handle media strategy, planning, and buying for Germany, and the newly launched UK market. With this move, Westwing, one of Europe's leading platforms for interior design, continues to expand its international brand presence. The first joint campaign, built around a social-first approach, will launch this autumn.

Munich, 11 June 2026 — Westwing continues to accelerate its growth trajectory. The Home & Living retailer is already active in 23 European countries, with around two million orders processed in 2025 alone. Following its launch in the UK at the end of February, the company is now taking the next step in its international expansion strategy, supported by an experienced agency partner: Mediaplus Group has won the multi-market pitch, with Mediaplus UK managing all media activities in the UK.

“With Mediaplus, we have found an agency partner that strategically supports our international growth ambitions. We see significant potential in the combination of brand building, performance marketing, and AI-based media planning to further strengthen our market position and establish Westwing as a premium design brand in the UK as well,” **says Andrea Gercken, Director Brand Marketing at Westwing.**

This autumn, Westwing and Mediaplus Group will launch a new premium campaign targeting design-oriented lifestyle audiences with a strong affinity for quality and brands. The media strategy is based on data-driven analytics approaches and AI tools from the Serviceplan Group's House of AI, which provide key social listening insights into target audiences, brand perception, and purchase barriers within the premium segment. Based on these insights, Mediaplus Group analyses consumer attitudes and behavioral patterns before a campaign goes live and develops robust impact and scenario forecasts across the entire media planning process. In the UK, the focus is on brand building through premium out-of-home activations on high-impact sites, including the Piccadilly Lights, to strengthen the connection to Westwing's quality product offering and drive brand salience.

“Westwing represents a clearly defined premium positioning within the European Home & Living market. Establishing this premium mindset effectively in new markets is a key priority for us. In Germany, the focus is on activation and performance, while in the UK the priority is strong brand building,” **adds Michael Daubner, General Manager at Mediaplus.**

ABOUT WESTWING

Westwing, Europe's #1 Beautiful Living e-commerce company, is present in 23 European countries and generated gross merchandise volume (GMV) of EUR 507 million in 2025. As Europe's premium one-stop destination for design lovers, Westwing offers a unique brand experience with a curated assortment of the Westwing Collection and third-party brands. Its integrated platform combines the Shop, Daily Specials, Stores, B2B Services (Westwing Business), and the Westwing Design Service. The Westwing team works together toward a shared purpose: "Excite people to create homes that unlock the full beauty of life." Founded in 2011, Westwing is headquartered in Munich and has been listed on the Frankfurt Stock Exchange since October 2018.