



Case Study Disney Content Creation

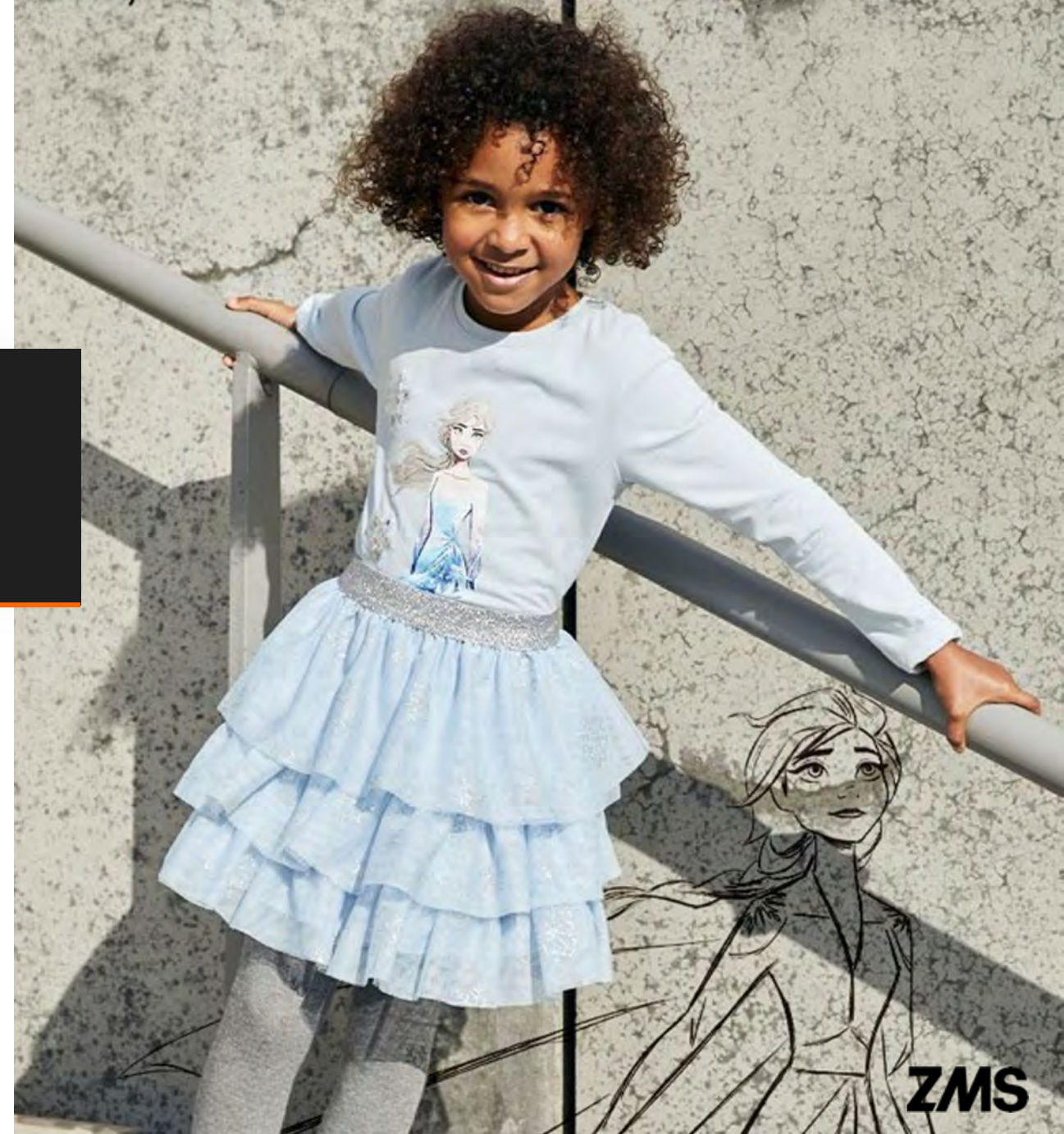
ZMS Zalando
Marketing
Services

Case Study: Build Brand Awareness Disney Content Creation

The Challenge

To raise awareness for both Mickey and Frozen collections, Disney chose ZMS Creative to produce images for their upcoming Zalando campaign.

- Create brand awareness around the multi-brand collections for both Mickey and Frozen.
- Target Kids category buyers with inspiring imagery and engage them with the products.
- Increase Product Detail Page Views and ultimately sales for Disney products.





How Disney used ZMS Creative to produce engaging content

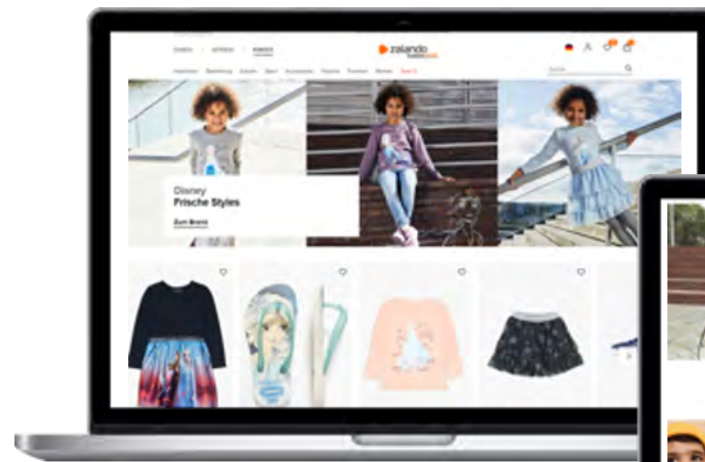
The Solution

In line with Disney's visual language and shaped to their target group, ZMS Creative produced a range of product images for both Mickey and Frozen collections.

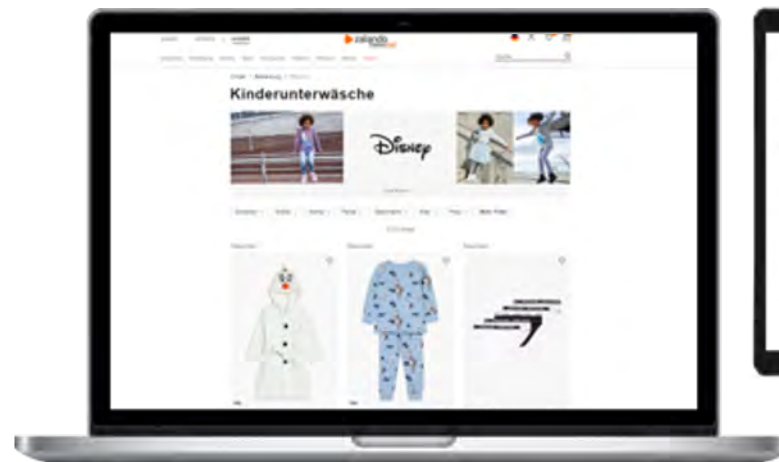
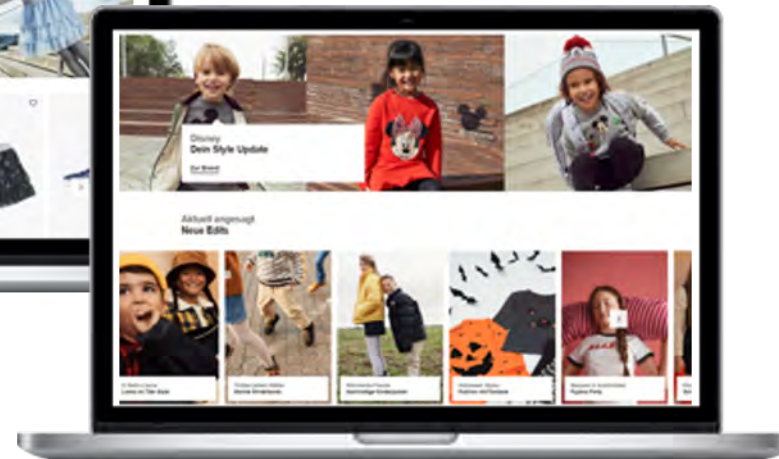
- The content was created with the e-commerce purpose in mind, presenting inspiring full looks.
- Images were converted into different assets to be used in Disney's Zalando campaign.



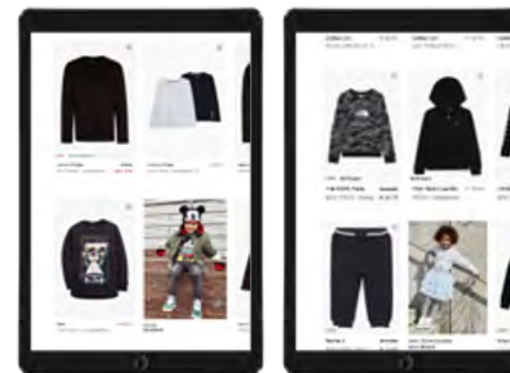
Strong placements on Zalando to raise awareness



Kids Homepage



Category Ad



In-Catalogue Teaser



- CTRs on all advertising formats outperformed ZMS benchmarks, resulting in a high number of Product Detail Page views, showing great user engagement
- Good campaign performance secured additional organic visibility across Zalando

Get in touch with us: zms@zalando.de



Campaign Results

> 4%

CTR on
Homepage
Teasers

608%

Uplift in PDP Views
compared to
before campaign

37%

Uplift in conversion
from PDP Views to
Add-to-Basket

ZMS