



Case Study Nike #Playinside

ZMS Zalando
Marketing
Services

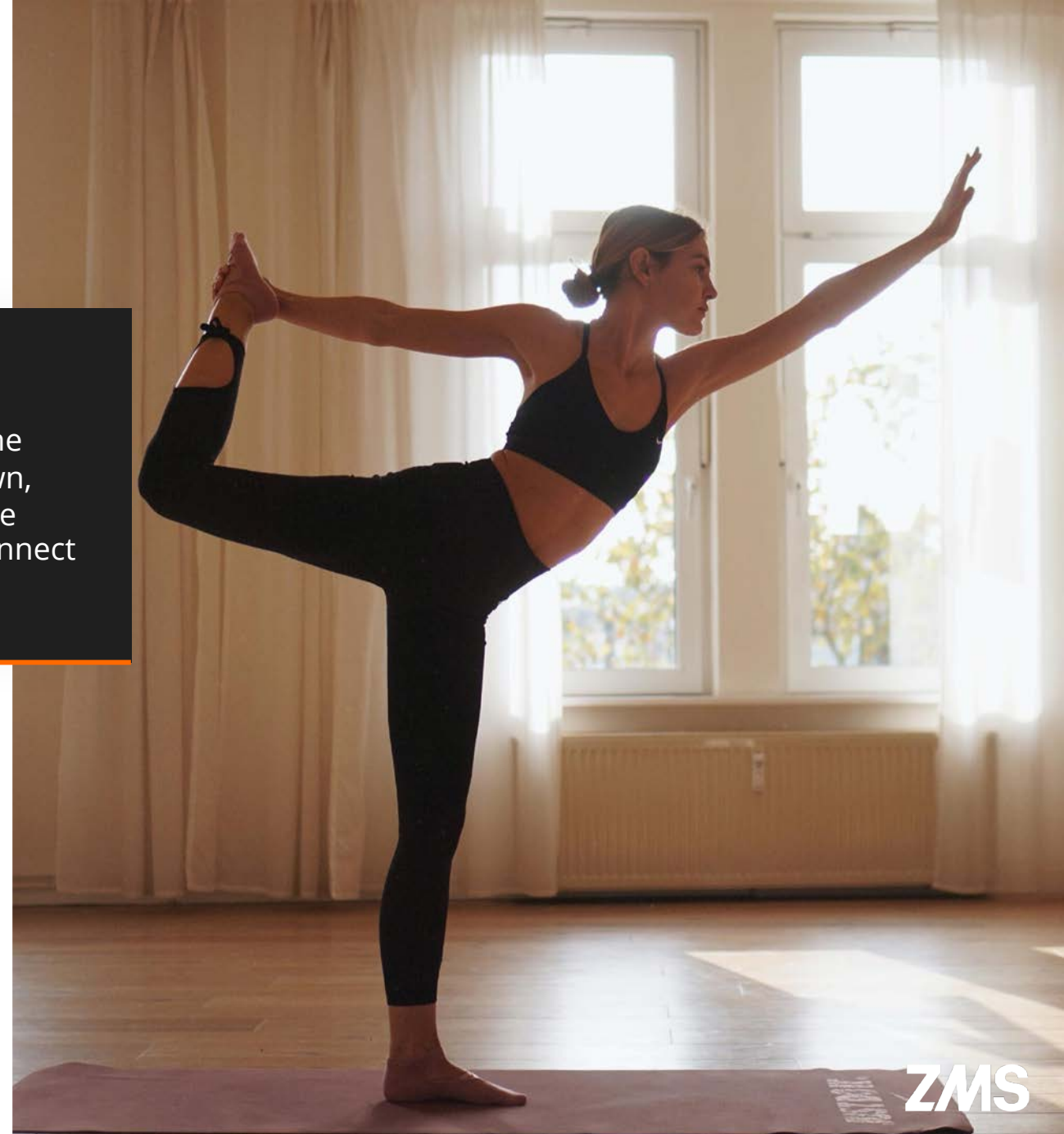
ZMS x Nike

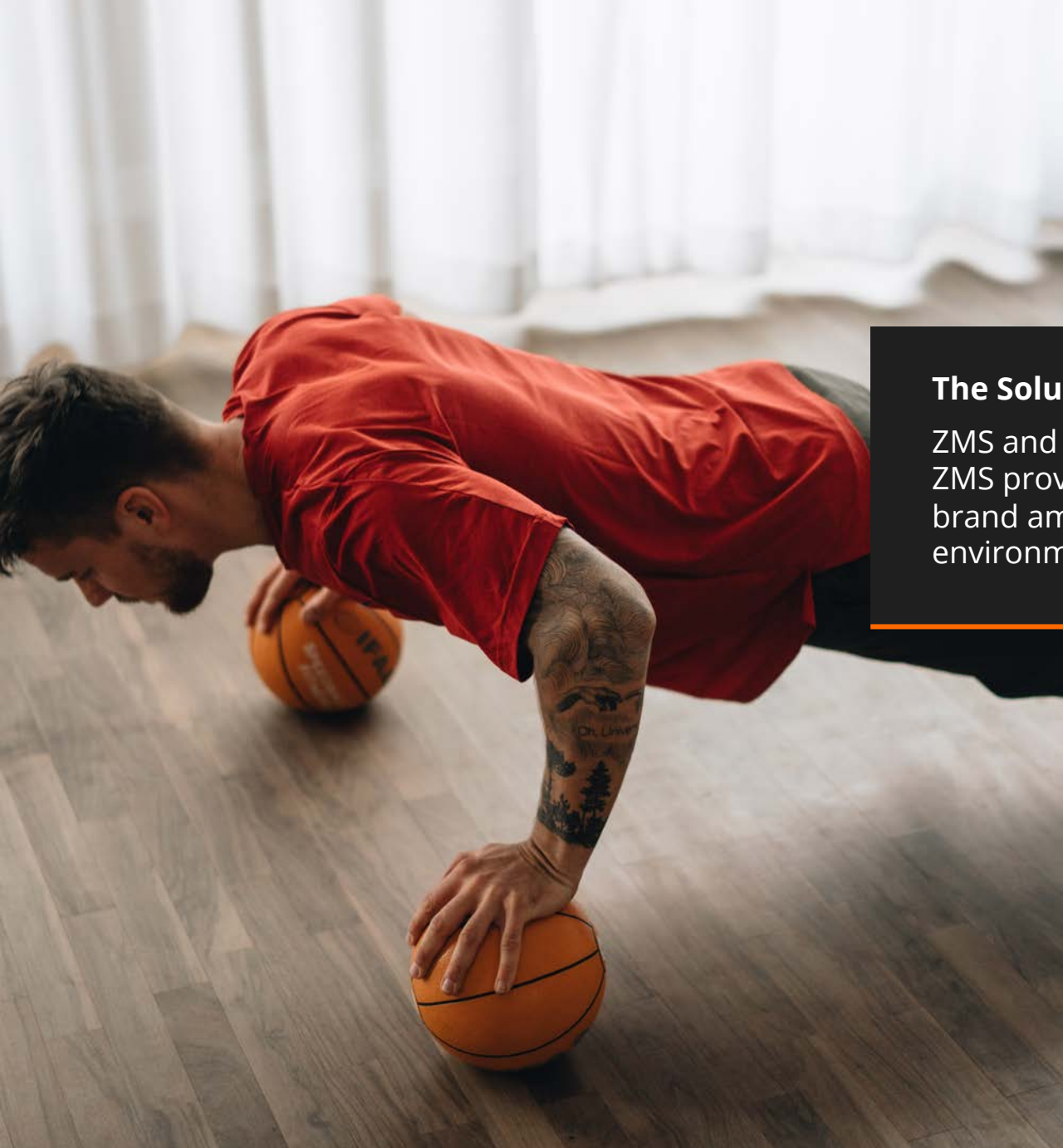
Tell a relevant Story

The Challenge

To make the most of the current consumer demand, with the world paused due to Covid-19 and within a week of lockdown, Nike took a stand and encourage consumers to stay at home while using the power of sports to empower oneself and connect with others, while staying active.

- Inspire and enable the French and German consumer to play inside, adapt to the situation and stay active despite the current limitations
- For that, Nike partnered with Zalando to amplify their #Playinside message





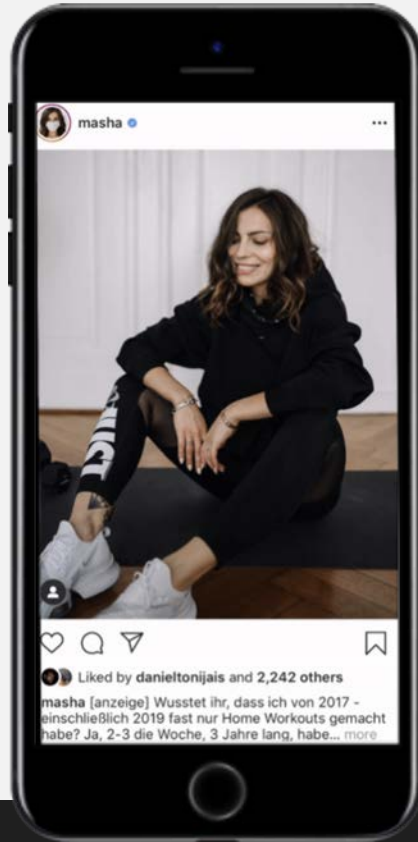
How ZMS amplified Nike's #Playinside message

The Solution

ZMS and Nike partnered up to bring the #Playinside campaign to life. ZMS provided interaction with Zalando consumers through Collabary brand ambassadors and a takeover on Zalando's onsite and social environments.

- Nike took over Zalando's Social Media channels
- Homepage Takeover and dedicated Landing Page on Zalando Website and App in Germany and France
- Sports Newsletter sent out across Zalando's 17 markets

Brand ambassadors created a community in isolation



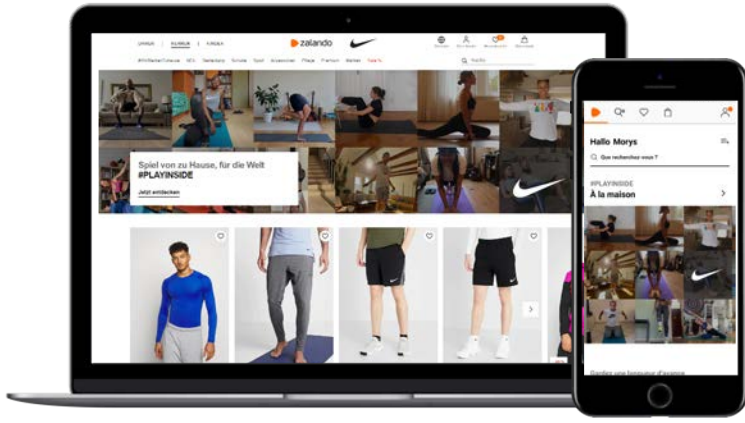
Masha
Influencer/Blogger
223K followers



Daniel
Former Pro Footballer/ Model
436K followers

Lead brand ambassadors provided tips and inspiration to their followers, adding their voice to the global campaign and inviting consumers to stay active at home in the form of challenges, live workouts and Q&A.

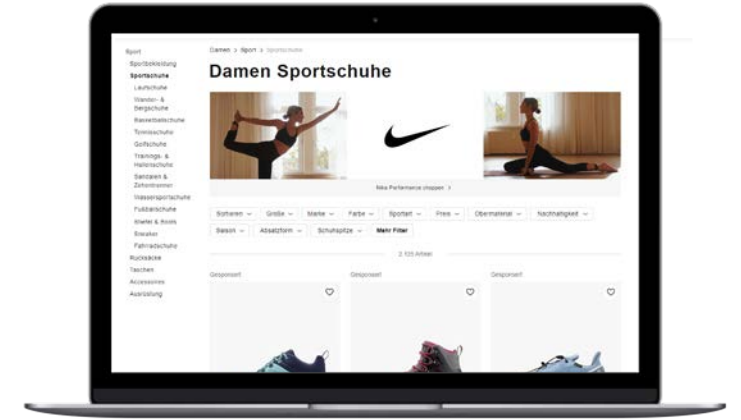
- Lead female ambassador Masha led a live Q&A session around wellness and how yoga empowers her and brings her peace
- Lead male ambassador Daniel hosted a live workout and Q&A session



Homepage Teaser



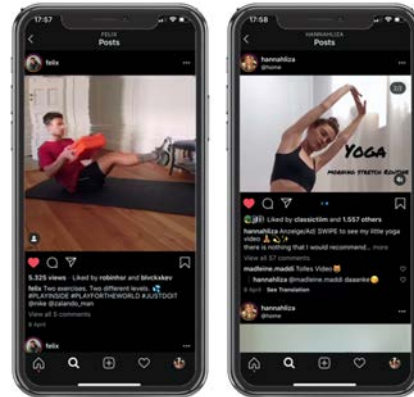
Engaging content across Zalando channels



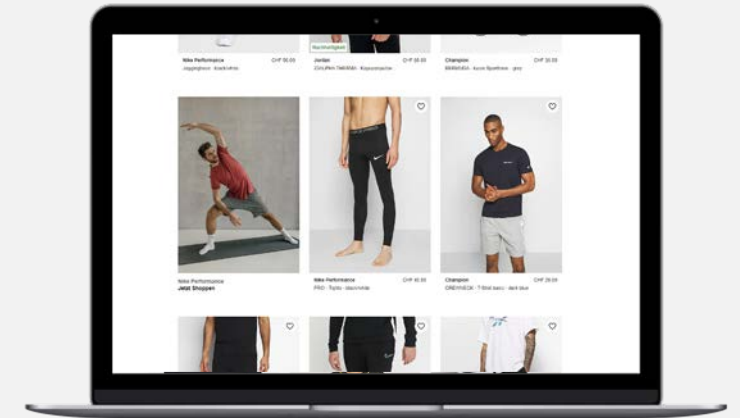
Category Ad



Weekly IG-Live Workouts



Instagram Posts



In-Catalog Teaser



Successfully delivered message across Zalando customers

- Zalando consumers interacted on average 3x more with the content and 21% longer compared to the benchmark
- Higher purchase intent with an increase of items added to the shopping cart or wish list after interacting with the campaign
- Successfully created and captured demand within the Zalando audience

Get in touch with us: zms@zalando.de

Top-Line-Results:

1.7M

Homepage Impressions

808k

Unique Views

68K

Homepage Clicks

12k

Live Session Viewers

31%

Sell Through Uplift Yoy

+21%

Click Through Rate (Nike benchmark)

ZMS