



Case Study Clinique ID

Case Study Branding Clinique ID Product Launch

The Challenge

The campaign should introduce the Clinique ID range to the Zalando audience in an easy, playful, but explanatory way - by creating awareness among the targeted customer group and increasing the sell-through of the products.

- ▶ Clinique ID is a new hydration system that takes personalized skin care to the next level. Aiming at offering a solution for every skin concern, it is a revolutionary product, but also calls for a more detailed explanation.
- ▶ To introduce the product range to the Zalando customers, ZMS created a holistic campaign that ran across seven European countries and exceeded expectations on all fronts.

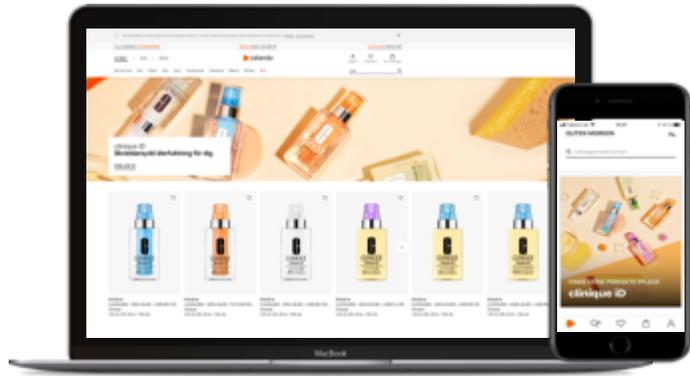


How Clinique raised awareness for a new product

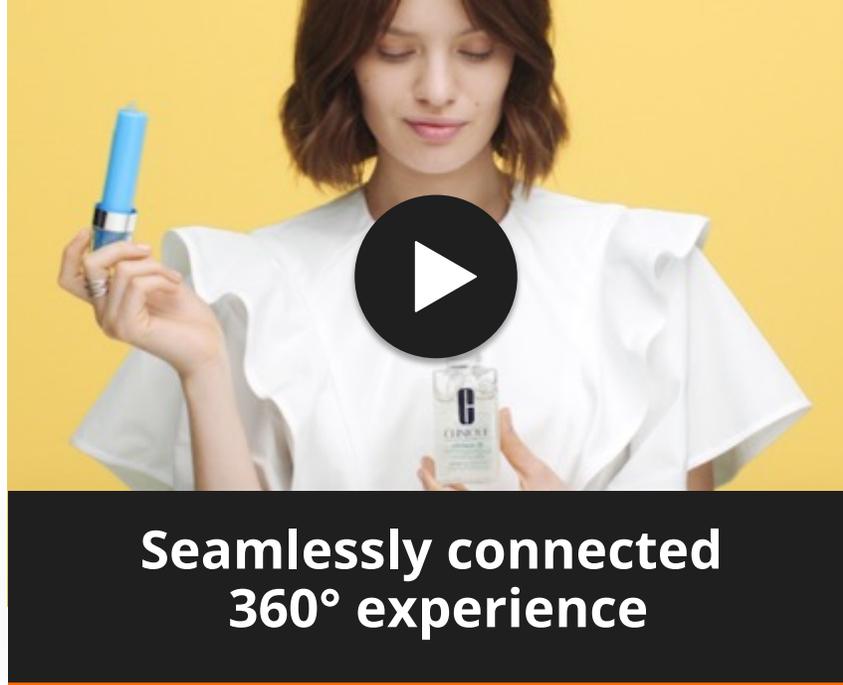
The Solution

Leveraging the 360° offer, different teams across ZMS were involved in the planning, preparation and delivery stages of the campaign.

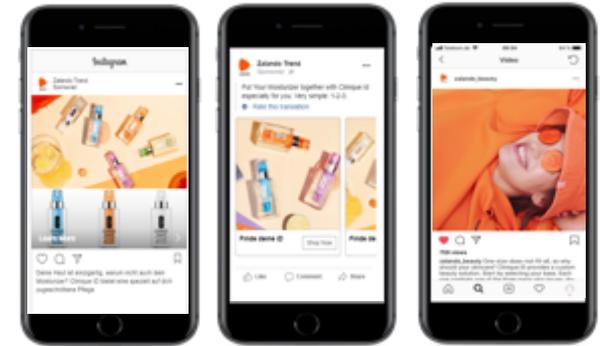
- ▶ **Consumer Insights** set the foundation for the campaign strategy by running a deep-dive analysis of the beauty customers behavior and combining it with Clinique's own brand DNA.
- ▶ **ZMS Creative** developed and produced the visual concept of the product explanation as an overarching approach with a strong focus on video content, ranging from banner creation to landing page and product detail page design.
- ▶ The **media strategy** involved prominent placements on Zalando and Social Media, targeting relevant audiences across seven campaign countries.



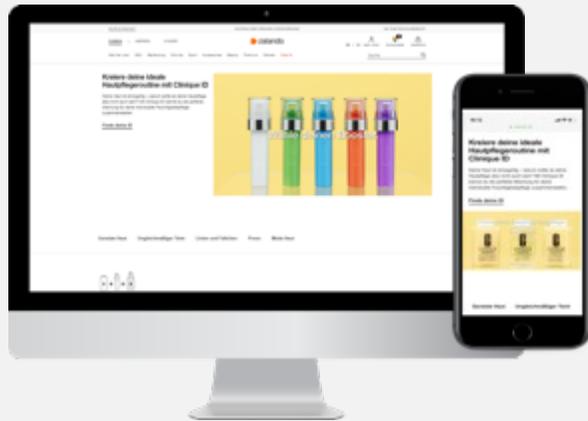
Prominent Ad Placement in the Zalando Shop



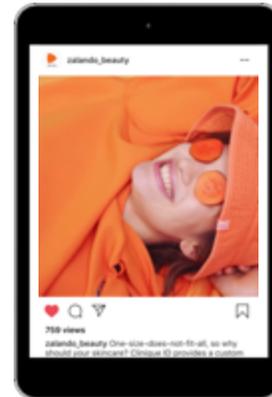
Seamlessly connected 360° experience



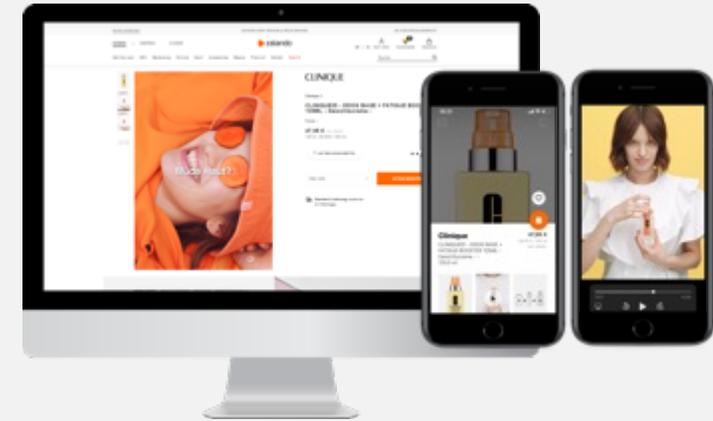
Social Media Ads



Customized Landing Pages including exclusive video content



Organic Content on Zalando Social Media



Product Detail Pages with Explanatory video content

Impressive reach and high user engagement

With more than 30M ad impressions, the campaign generated an impressive reach across all marketing channels, which in turn resulted in an increase in brand awareness and user engagement.

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The landing page with the interactive product selector decreased the bounce rate significantly by 1/3, and sales were boosted by +185% in comparison to the period before the campaign.

>35M
Unique users reached by the campaign

>212K
Product views generated

+185%
Uplift on Clinique ID product sales

