



Case Study

ZMS x Estée Lauder
Companies “Good Times
Unwrapped”

GOOD TIMES
UNWRAPPED

ZMS Zalando
Marketing
Services

Estée Lauder Companies x ZMS

Gifting inspiration during beauty's peak season

Leading up to Cyber Week and the Holiday season of 2020, Estée Lauder Companies (ELC) wanted **to inspire new and existing customers** with gifting ideas through an emotional creative concept. In addition, their aim was **to drive sales during the highly competitive time** of the year.

Objectives

- ✓ Drive **brand awareness and engagement** for ELC Portfolio and Beauty Category on Zalando in 10 different markets
- ✓ **Recruit new and younger Gen Z** consumers
- ✓ Drive visibility and **sell-through during key shopping moments**

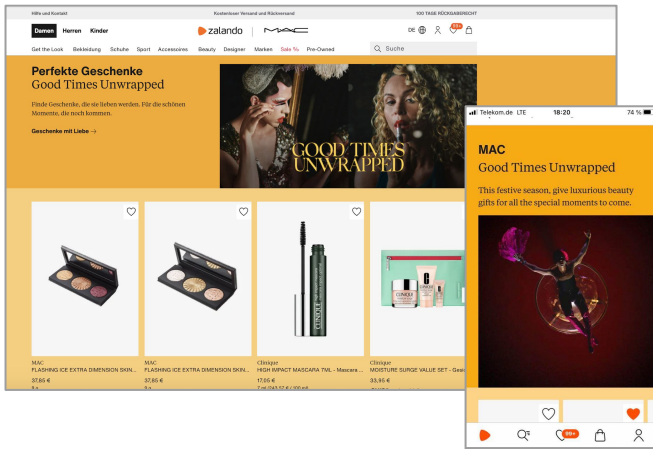
Elevating an exclusive gifting collection with an emotionally driven 360° campaign

Together with ZMS, ELC created a **unique creative concept** in a cinematic look and feel that was backed by a **full-funnel media plan**. Together with Zalando, **two exclusive products** were created.

Execution

- ✓ The creative concept and storytelling of the campaign **was based on research data** that revealed consumer behavior insights during the time of Covid-19 pandemic
- ✓ **The concept was utilized across multiple touchpoints** using a high amount of creative image and video assets to maintain continuous customer engagement
- ✓ **Full funnel approach** including onsite and offsite visibility



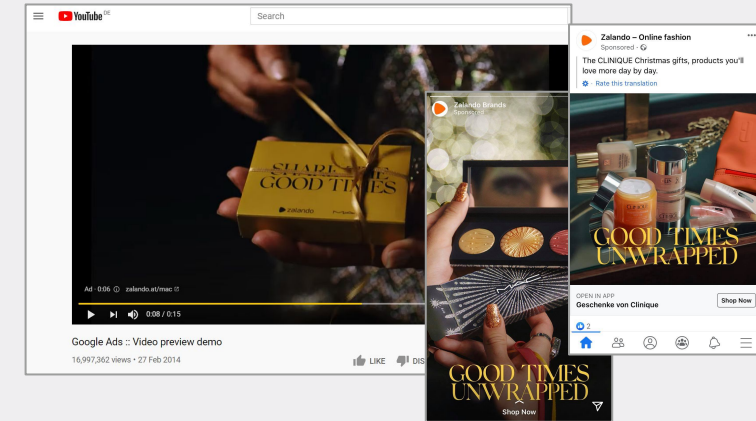


Onsite awareness & engagement

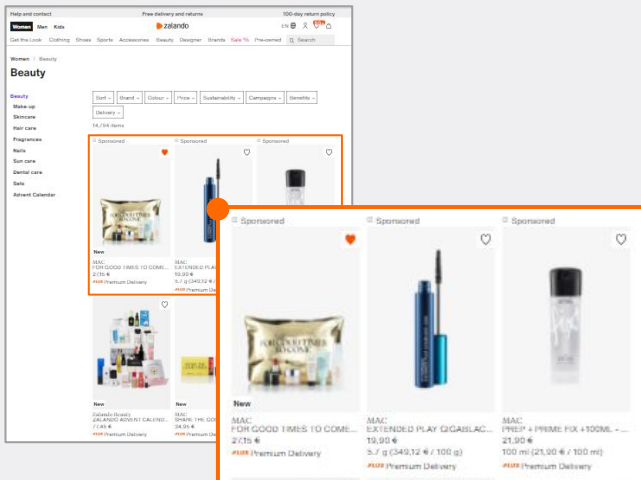
- Homepage & Category Takeovers
- Video Teaser
- Catalog Teaser & In-Catalog Ads

Offsite awareness

- Instagram & Facebook Ads
- Online Video Ads



Integrated 360° media experience across multiple channels

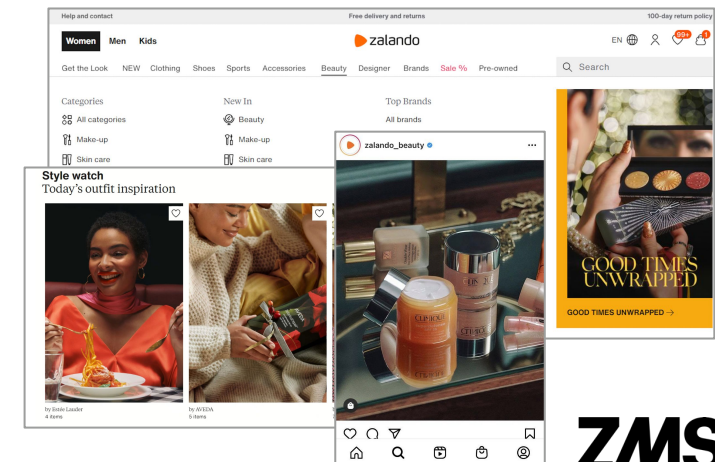


Onsite Performance

- Sponsored Products

Organic placements

- Gifting Hub
- Navigation Overlay
- Zalando Youtube and Zalando Beauty IG post
- Daily Style Watch



Campaign Evaluation Study to unveil **the impact of the branding assets**

The campaign was **strongly focused on awareness-building brand assets**, so ZMS Insights created a Campaign Evaluation Study, **proving the overall impact on ELC's brand building** by measuring campaign recognition and the likeability of the creative assets.

The results of the study showed high recognition and likeability of the assets, and also a positive impact on ELC's brand attributes. The results were **particularly good in the key target group of Gen Z beauty buyers**.

ELC achieved outstanding results during the biggest commercial period of the year for beauty

The campaign succeeded in all KPIs defined -
from upper-funnel branding to lower funnel performance objectives.

Campaign Evaluation Study showed a **high level of campaign recognition**, especially among the younger audience, where also **over 70% said they liked the campaign elements**.

Campaign **achieved a great uplift in new customers**. Share of the important target group of **Gen Z buyers grew by 26%**.

Increase in PDP views showed great interest towards products, leading to **great sales results and growth in GMV**. In addition, the exclusive beauty gift set was **sold out in just 2 weeks**.

>516M
media impressions

77%
campaign recognition
in Gen Z audience*

+130%
increase in new
customers**

+119%
increase in PDP views**

+130%
GMV growth YoY

*ZMS Insights Campaign Evaluation Study 2020, age group 16-24 **vs. previous period