



Case Study

ZMS x Karl Kani
“Digital Future”

ZMS Zalando
Marketing
Services

Karl Kani x ZMS

Leveraging influencers to expand brand story

Streetwear brand Karl Kani was launching a new cutting-edge collection and their challenge was **to expand from the brand's original hip-hop heritage story** making the brand image timeless. After some promising performance focused approaches, they were keen to try out new marketing strategies with ZMS and open up avenues for a wider audience.

Objectives

- ✓ To visually represent and position the assortment **in a street style context by leveraging influencers**
- ✓ Create **awareness and effectively communicate** the selection to a broad audience

Integrated 360° campaign strategy driven by **influencer-based storytelling**

Together with ZMS, Karl Kani took a 360° marketing approach, extending an influencer campaign from Instagram to Zalando in order **to extend the native inspiration and engagement on social media onto a fashion platform.**

Reinforcing this approach, **the content created by 13 influencers was also used for other onsite and offsite placements**, e.g. Homepage Teaser, a Custom Landing Page and Zalando's Instagram channel.



Authenticity-based approach to influencer marketing

By leveraging the influencer marketing insights and expertise of **ZMS**, Karl Kani was able to get access to creators that fit best the brand image and had an authentic communication.



Optimal influencer size selection

Macro & micro influencers were selected to create a combination of high reach and community building



Brand fit & authenticity

Important prerequisite was that influencers were **genuinely interested in wearing Karl Kani**



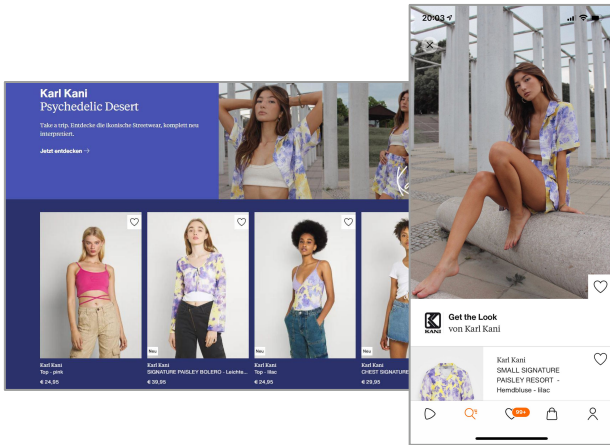
Supporting a long-term approach

Influencers were given the **freedom to interpret** collection in their own unique way, supporting long-term relationship with brand



ZMS industry experience

ZMS onboarded more influencers than promised, highlighting their **great negotiation skills**



Onsite awareness & engagement

- Homepage Teaser
- In-Catalog Ad
- Branded Outfits

Offsite awareness

- Zalando Instagram channels
- Collection Ads (FB & IG)



Integrated 360° media experience across multiple channels

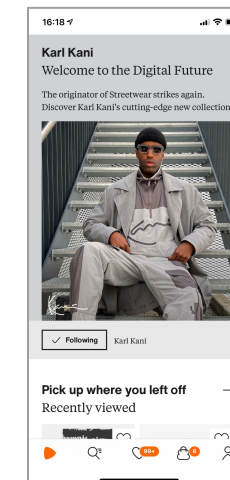


Influencer activation

- IG posts and stories on influencers' channels

Organic placements

- Custom Landing Page



Karl Kani achieved great results by putting the emphasis on **authentic storytelling** and by **staying true to its values**

With the 360° campaign, Karl Kani managed to achieve high reach within wide audience that supported their ultimate goal.

The average **engagement rate of influencers' IG posts was extremely high**, meaning the community loved the images and left a lot of likes and comments on the posts.

The **CTR for App Homepage Teaser was way above the benchmark**, showing that the content created by influencers worked also extremely well onsite Zalando.

The influencer posts got a great amount of organic visibility through additional unpaid post and regrams which helped **to achieve a very high ROI**.

~10M
ad impressions

>3.4M
influencer impressions

~14%
CTR for app homepage
teaser

>8%
influencer IG post ER

248%
ROI

“

We hadn't done a campaign like this before with ZMS - previous campaigns had been performance-driven and this was our first 360° campaign where we were really setting the focus on branding and on authentic storytelling. We wanted to move away from more commercial initiatives and tell the story of Karl Kani, not just looking at the brand's deep streetwear heritage but also looking to the future and the timelessness of our collections.”

“

No brand, no matter what their size, should ever try and be something that they are not. Stay true to the brand, to the message, and to the values, and build up your story from there. The people you collaborate with should fit to what your brand image is and to what your heritage is. Don't change your image based on fickle trends.”

- **Khaled Sufi**

Team Lead Marketing, Karl Kani

