Case Study
ZMS x Karl Kani
“Digital Future”
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
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.

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**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.
Integrated 360° media experience across multiple channels

Onsite awareness & engagement
- Homepage Teaser
- In-Catalog Ad
- Branded Outfits

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

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 ROII.

~10M ad impressions

>3.4M influencer impressions

~14% CTR for app homepage teaser

>8% influencer IG post ER

248% ROII

Results
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