Case Study
ZMS x Reebok
“Come Grow With Us”
Reebok’s challenge was to be recognized for their efforts in sustainability by creating an emotional connection between consumers and the brand’s ambition. Also, to educate consumers about how Reebok is solving the sustainability crisis and how they can be part of the solution.

Objectives

✓ To drive awareness of their cross category campaign including both sports and lifestyle focused sustainable products amongst Zalando’s audiences in a creative, transparent and honest way

✓ To create a unique creative concept and campaign that are adaptable to all media channels and touchpoints
Unique creative concept adaptable to all media channels and touchpoints

Together with Reebok, ZMS came up with a unique creative concept and campaign that supported both the sustainability message and the product visibility of the [REE]Grow collection. The campaign was launched as a part of Zalando Brand Days and the assets created were used on multiple media channels and touchpoints.

Creative concept

- With the “Come Grow with us” concept, ZMS wanted to reach out especially to Gen Z and Millennial consumers and invite them to rise up to the sustainability challenge in a joint effort with Reebok
- The core of the visual idea were the performance artists that connected with nature using their body
Strategic campaign set up tailored to maximize brand awareness

To ensure a seamless user journey, all campaign elements were highly integrated and the channel strategy was specifically designed to drive storytelling and funnel consumers through to deliver onsite conversion.

**Campaign set-up**

- The campaign was integrated to Zalando Brand Days and was live during weeks 38-41 in 2021
- The campaign consisted of a wide mix of onsite and offsite media channels, including various organic placements
- Majority of the budget was focused on awareness formats, performance driving Sponsored Products were used to additionally boost the product sales
- Continuous optimisation was done to achieve best results
**Integrated 360° media experience across multiple channels**

**Onsite Awareness**
- 24H Homepage Teaser video
- Homepage Teaser
- In-Catalog Teaser & Catalog Ad

**Offsite Awareness**
- Spotify Audio
- Paid Social (FB, IG & Snapchat)
- Youtube Bumper Ads
- Influencer activation

**Onsite Performance**
- Sponsored Products

**Organic Placements**
- Custom landing page
- Daily Style Hub
- Sneaker & Streetwear corner
- Overlay Teaser
- Newsletter
- Organic post on Zalando’s IG channel
Despite the complexity of the sustainability topic, Reebok was able to achieve great results.

- Campaign created high awareness and reached over 12.2 million unique users, across different touchpoints.
- Although sales was not their ultimate goal, the campaign achieved great sales uplift of 76%, surpassing the benchmark of 30%.
- The campaign was highly noticed among new customers, 48% of purchased customers were new to Reebok.

- >98M impressions
- >12.2M unique users
- up to 76% uplift in items sold*
- 48% purchased customers were new
- >773K PDP views

*The uplift is % of campaign attributed items sales during one campaign week compared to the total (campaign + organic) sales