



Case Study
ZMS x Reebok
“Come Grow With Us”



ZMS x Reebok

Driving through the sustainability message

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



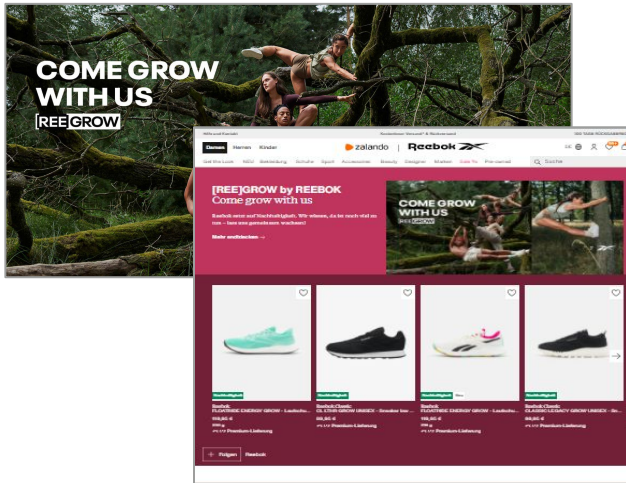


Strategic campaign set up tailored to maximize brand awareness

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

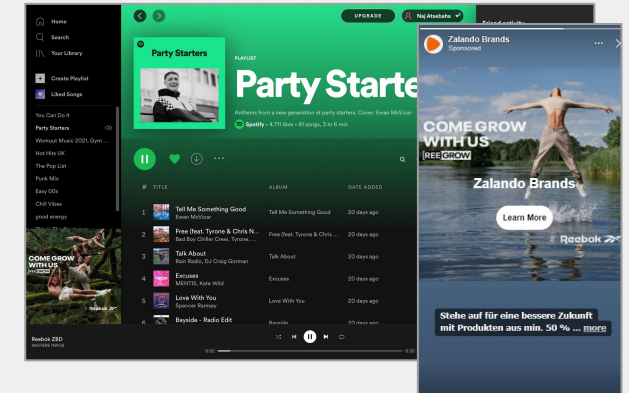


Onsite Awareness

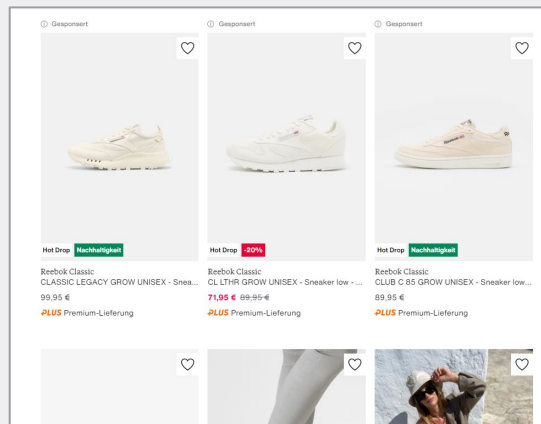
- 24H Homepage Teaser video
- Homepage Teaser
- In-Catalog Teaser & Catalog Ad

Offsite Awareness

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



Integrated 360° media experience across multiple channels

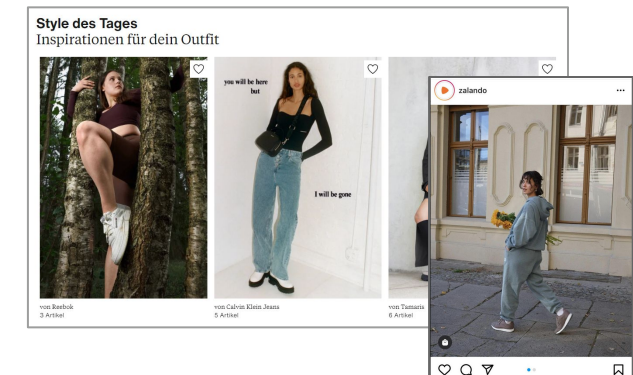


Onsite Performance

- Sponsored Products

Organic Placements

- Custom landing page
- Daily Style Hub
- Sneaker & Streetwear corner
- Overlay Teaser
- Newsletter
- Organic post on Zalando's IG channel



Reebok successfully raised the awareness of their **sustainability message** and gained significant **sales boost**

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 customers who purchased 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