



Case Study
ZMS x DORINA

ZMS Zalando
Marketing
Services

A woman with long dark hair, smiling, is posing behind sheer, light-colored curtains. She is wearing a peach-colored two-piece bikini. Her arms are raised, and she is looking down towards her hands.

ZMS x DORINA

Driving brand awareness during the holiday season

DORINA is a brand for women seeking fashionable, comfortable, quality lingerie, swimwear and loungewear. They joined Zalando four years ago but their success on the platform really skyrocketed after teaming up with ZMS 2020. While DORINA had already run successful performance campaigns, **they knew their brand awareness on the platform was low and wanted to change that.**

Objectives

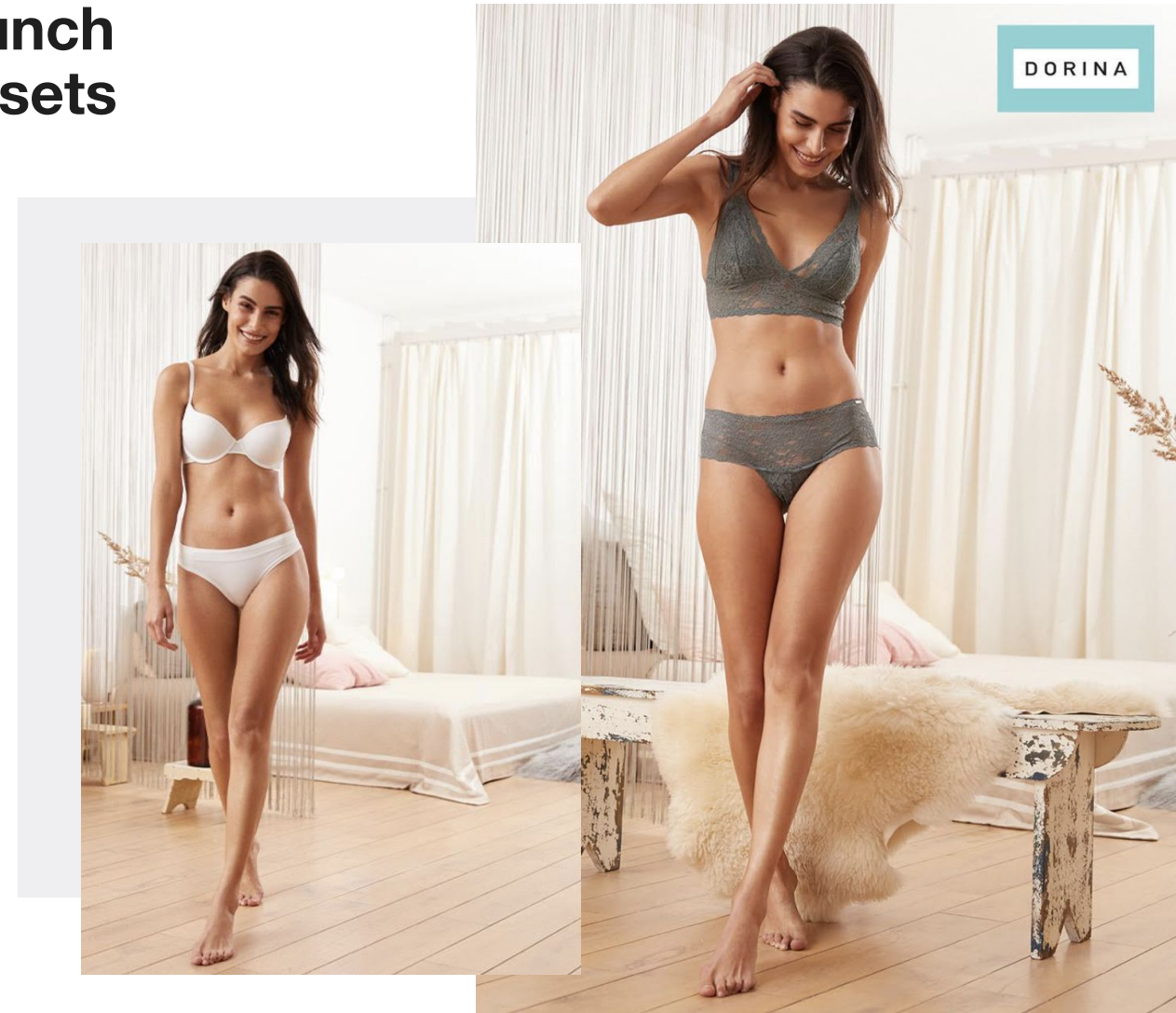
- ✓ **To drive brand awareness** in order to get visibility and catch interest
- ✓ **Convince their main target group** of 20-35 year old women of their products and price-points

Strategic approach to campaign launch timing with customized creative assets

DORINA launched its branding campaign during the 2021 Holiday gifting moment and **was able to benefit from increased visibility on Zalando and integration into the Gifting Hub**. DORINA relied on ZMS Creative's expertise in creating visually compelling campaign materials.

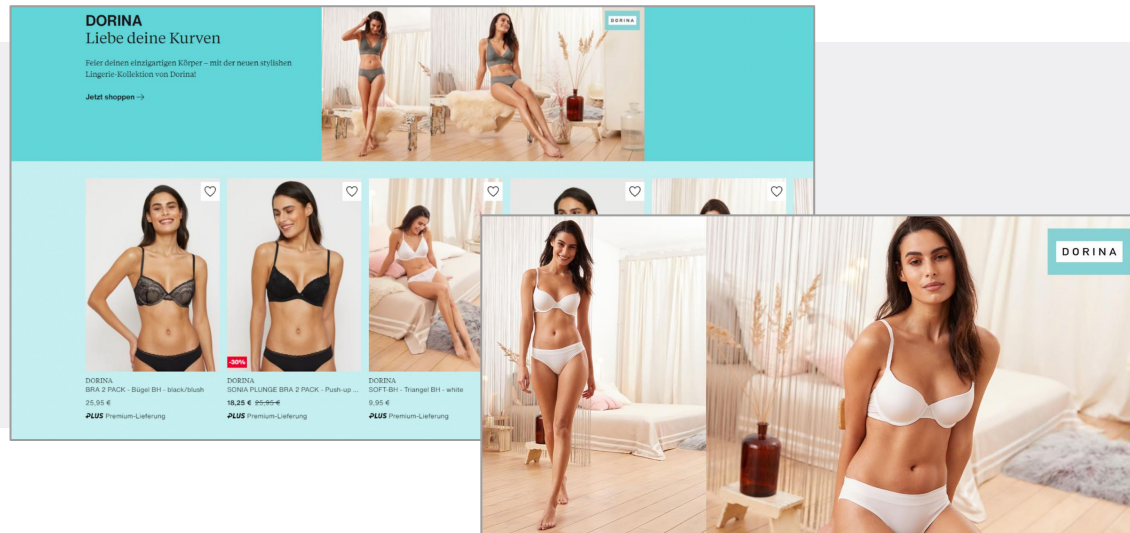
Execution

- ✓ Campaign launch **was aligned with Zalando's commercial calendar** which made it possible to feature hero SKUs in an interactive and engaging gift finder
- ✓ To reflect their target group, **images were shot in modern apartment settings suggesting luxury as well and coziness**
- ✓ The campaign included **prominent placements on Zalando Homepage and Catalog pages** that led to **elevated Styled PDPs** which followed the campaign look and feel



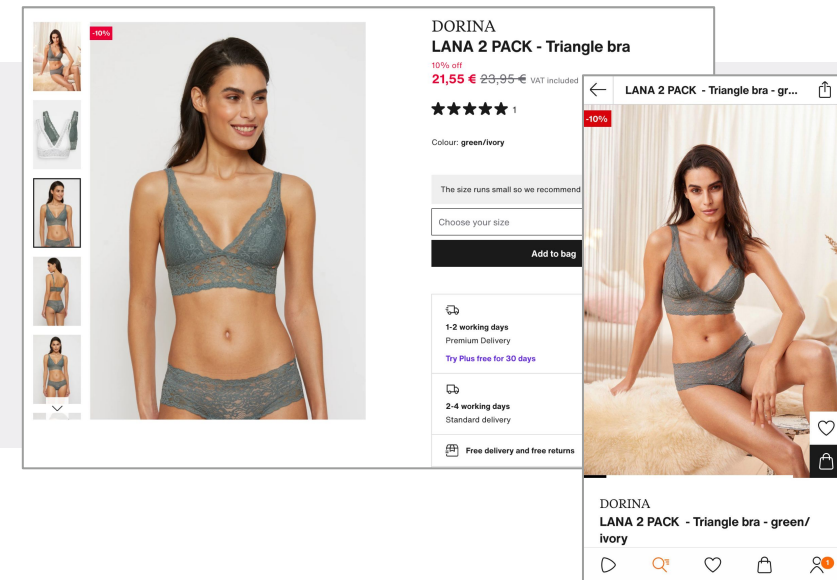
Prominent onsite awareness placements to captivate customers' attention and drive them down the purchase funnel

Homepage Teaser & Catalog Teaser



High awareness onsite formats to push brand message

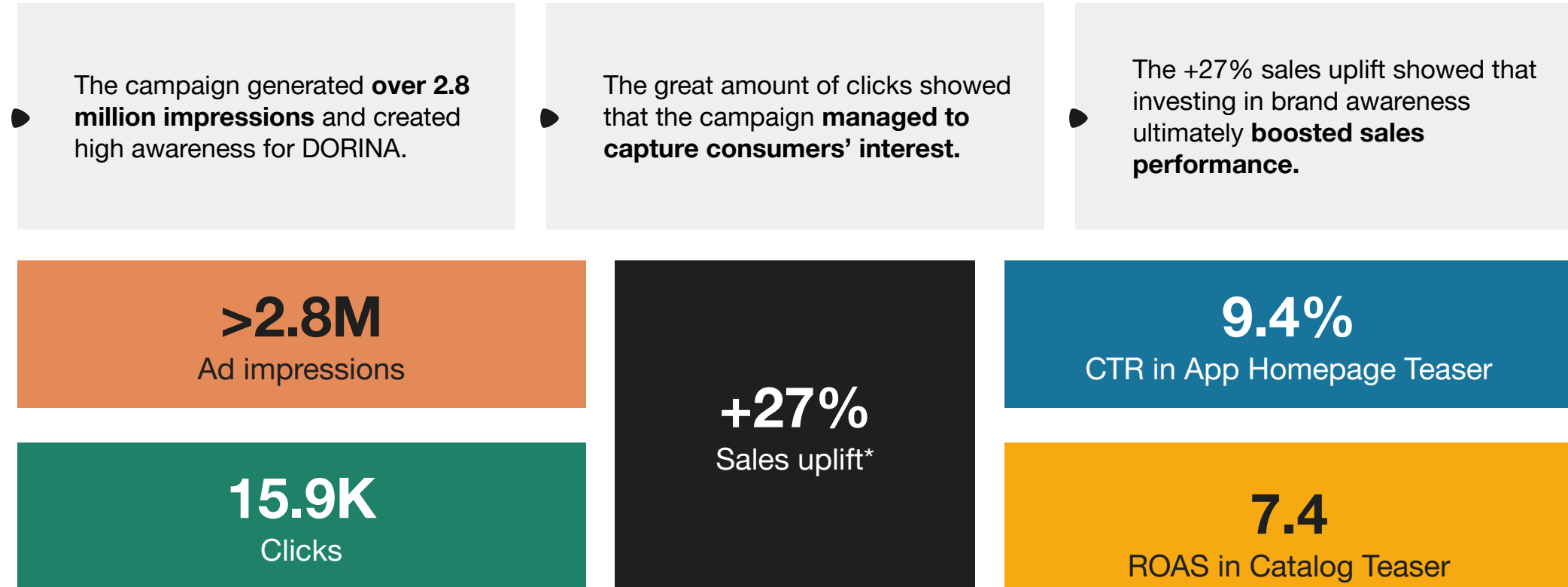
Styled Product Detail Page



Style inspiration through elevated PDPs

DORINA successfully **increased their brand awareness** and inspired consumers, ultimately positively impacting sales

DORINA's campaign outperformed on branding KPIs and created a great sales uplift



*across from three campaigns