



Case Study  
**ZMS x Mammut**  
“Together for Glaciers”

**ZMS** Zalando  
Marketing  
Services

## ZMS x Mammut

### New collection launch with a sustainability mission

Mammut has established a strong reputation as one of the globally leading alpine brands, making high-performance climbing and outdoor equipment. Mammut has been a Zalando partner for over 10 years and collaborates regularly with ZMS. With the “Together for Glaciers” campaign they sought to raise awareness for their new hiking collection and motivate customers to consume less and use their products for longer.

#### Objectives

- ✓ **Raise awareness** for its new fall hiking collection and around sustainability
- ✓ Bring the #togetherforglaciers movement to life in **a creative and engaging way by working with influencers**

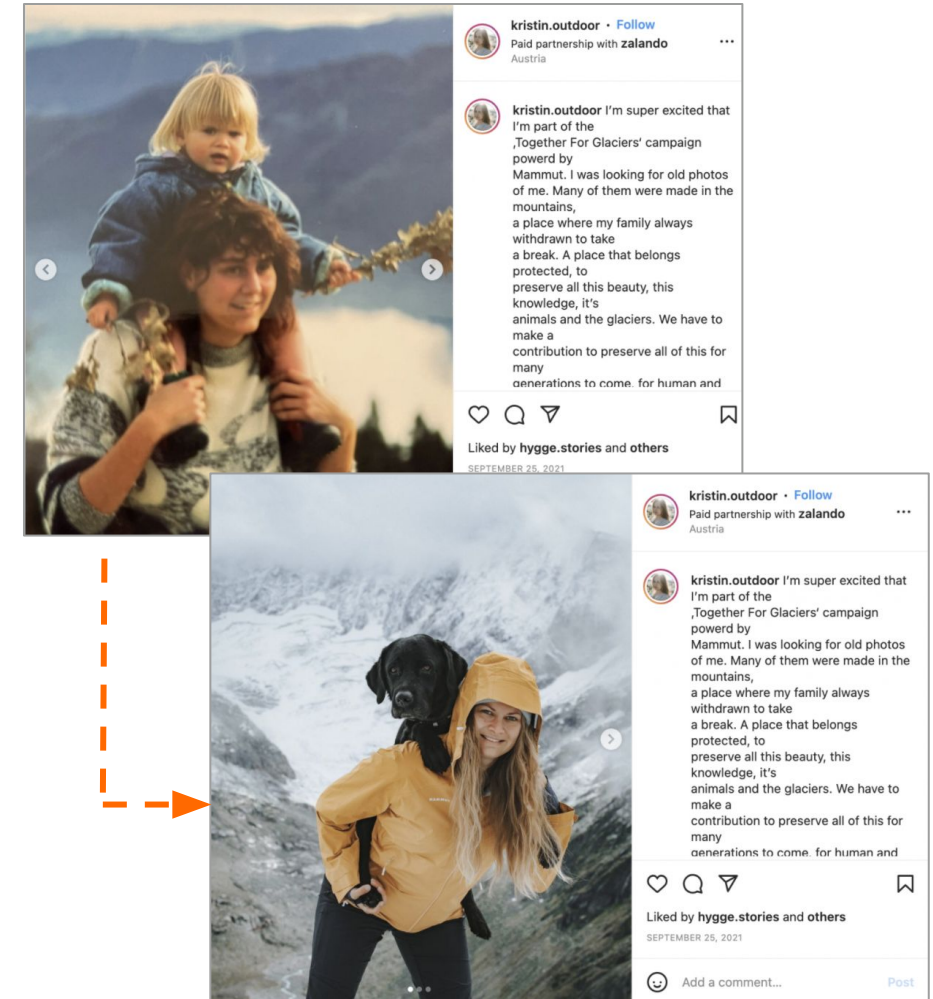


# Leveraging influencer content to bring the campaign message to life

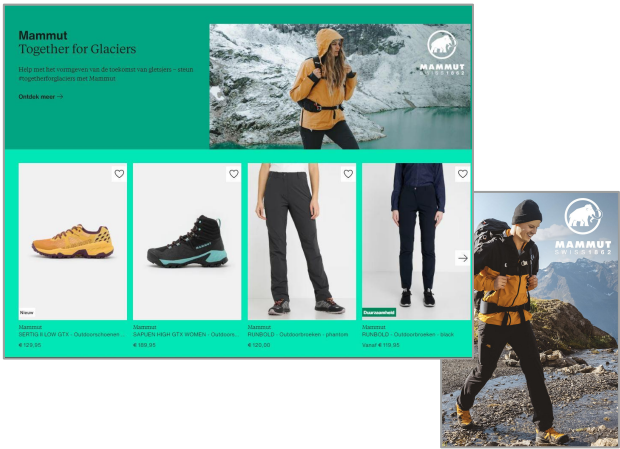
Together with ZMS, Mammut executed a creative and engaging 360° campaign. Six carefully selected influencers were chosen to revisit their favourite hiking spots to recreate treasured photos featuring hero products from the new collection. Hashtag #togetherforglacierson was added to encourage consumers to visualize their own first contact points with nature, those which shaped their passion for the outdoors - while at the same time demonstrating how certain landscapes and areas have been impacted by climate change.

## Execution

- ✓ The campaign was targeted to **Germany, Switzerland, Austria, Poland and the Netherlands during weeks 38-43 in 2021**
- ✓ The campaign was visible in multiple branding focused ad placements **onsite and offsite Zalando**, performance focused Sponsored Products were used to additionally boost sales of the new collection
- ✓ In addition, Mammut optimized their visibility by leveraging Zalando's newly launched **Outdoor Hub**



Instagram content by [@kristin.outdoor](https://www.instagram.com/kristin.outdoor)

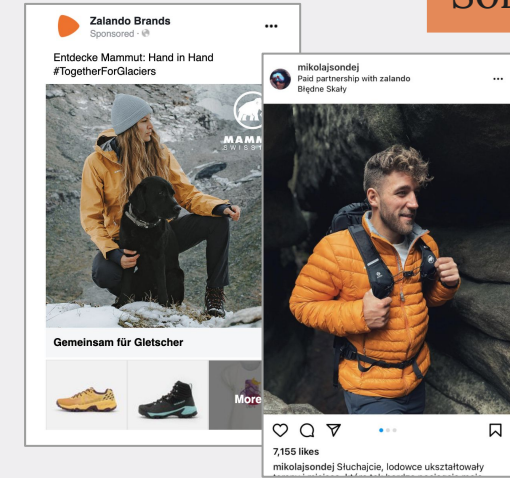


## Onsite Awareness

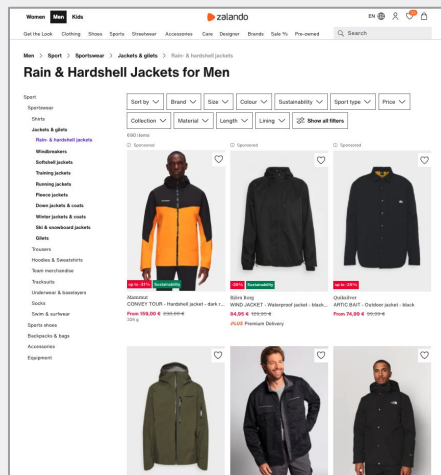
- Homepage Teaser
- Catalog Teaser & In-Catalog Ad

## Offsite Awareness

- Paid Social (FB & IG)
- 18 IG Posts and 18 IG Stories on Influencers' channels



# Integrated campaign execution across multiple touchpoints

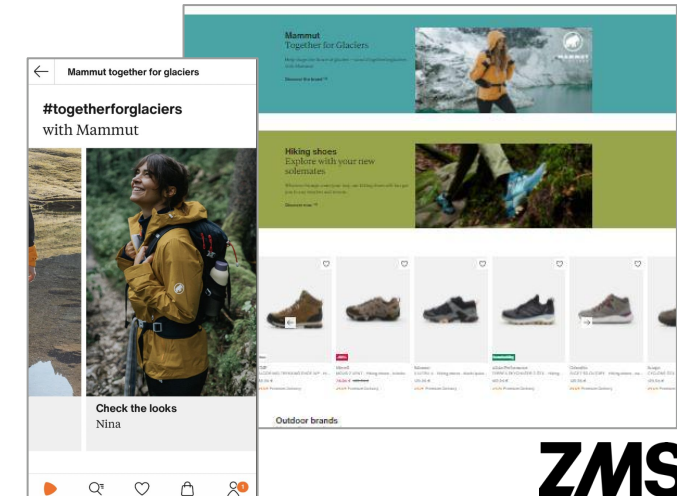


## Onsite Performance

- Sponsored Products

## Onsite Experience

- Customized Landing Page
- Outdoor Hub visibility



# Influencer campaign driven by a strong creative concept

By leveraging the influencer marketing insights and expertise of **ZMS Creative**, Mammut was able to get access to creators that fit best their brand image and create a concept that also worked best with Zalando audience



Concept building  
& creative strategy  
creation

ZMS used their experience from the industry and creation of multiple creative strategies to build a concept that would also resonate best with Zalando audience



Data-driven approach to  
find influencers with the  
best brand fit

ZMS used a data-driven approach empowered by the Collabary Platform to find the right influencers with best brand fit



Campaign look & feel  
linked to Mammut's  
brand identity

ZMS made sure that the campaign's look and feel was linked to Mammut's brand identity and the content had an authentic touch



Supporting the 360°  
approach onsite & offsite  
Zalando

ZMS took a 360° approach to define how the influencer content was integrated to Zalando's onsite placements to support the offsite elements

# Mammut successfully **created high awareness and engagement,** ultimately positively impacting sales

The campaign showed great results from upper funnel to lower funnel KPIs

Campaign achieved >30.8 million Ad impressions and over 1 million influencer IG Post impressions, **creating very high visibility for the sustainability message and the new collection.**

Influencers' posts resulted in **engagement rates above our benchmarks** and the onsite engagement resulted in an **increase in Brand Home followers and Article Views.**

Even though the main objectives were branding focused, the campaign managed to also **boost sales performance which led to an accelerated NMV growth.**

**>31.9M**  
Total impressions

**12.7%**  
Average influencer IG Post ER\*  
+9.7% above benchmark

**+42%**  
NMV (before returns)\*\*

**+123%**  
Increase in Brand Home followers\*\*

**+139%**  
Article Views\*\*

\*average impression based engagement rate \*\*during campaign vs. same time before campaign