



Case Study
ZMS x Tommy Hilfiger
Holiday 2021

ZMS Zalando
Marketing
Services

A young man and woman are sitting in the back of a car. The man is wearing a tan Tommy Hilfiger jacket over a black and white striped shirt. The woman is wearing a black and white checkered Tommy Hilfiger jacket over a black and white striped shirt. They are both looking out the window.

ZMS x Tommy Hilfiger 360° holiday season campaign to increase brand consideration

Tommy Hilfiger offers high quality fashion across the women's, men's and kids' categories. Leading up to the holiday season in 2021 they sought to extend and amplify their global holiday campaign on Zalando to increase brand consideration and ultimately have a positive sales impact on all categories.

Objectives

- ✓ **Increasing brand consideration** on the Zalando platform
- ✓ **Amplifying, extending and emotionalizing** their global holiday campaign with their strategic partner, Zalando

Integrated campaign message **backed up by a full-funnel media strategy**

Tommy Hilfiger teamed up with ZMS to create a 360° branding and performance campaign, including influencer marketing. The message behind the campaign was that the holidays are a time that evokes meaning in diverse ways for people from multiple cultures, generations and places. Therefore the campaign tagline “Holiday like..” encouraged consumers to consider what the holidays look like for them, sparking a conversation in an emotive way.

Execution

- ✓ The campaign ran in DACH, Poland and the Netherlands **during December 2021**, targeting mainly Gen Z and Millennial consumers
- ✓ **Majority of the budget was spent on awareness and engagement placements**, performance placements were added to further drive users down the purchase funnel
- ✓ In addition to Tommy Hilfiger’s global campaign assets, **image and video materials captured in an influencer event were used on paid social placements**



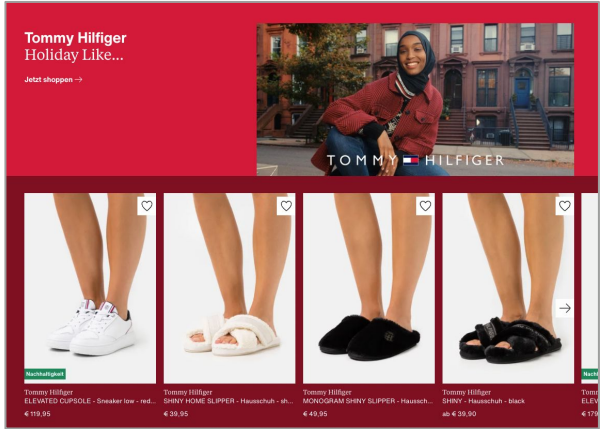
Influencer activation to amplify the campaign message and shine a light on different perspectives

Tommy Hilfiger leveraged ZMS Creative's expertise to create an influencer marketing campaign that fit seamlessly to the campaign concept. In collaboration with I-D Germany, ZMS and Tommy Hilfiger created an event around the holidays, in which they invited several influencers to an interview about what the holidays mean to them. The content was captured and promoted on paid social through Zalando and I-D Germany, as well as through influencer's own channels.

Execution

- ✓ **20 influencers** were chosen for the campaign, including a mix of few macro influencers with 500K to 1M followers and smaller ones to amplify the message
- ✓ **Influencer event** with I-D Germany around the holidays
- ✓ **Video and image coverage of the event** was integrated to campaign media strategy





Onsite Awareness & Engagement

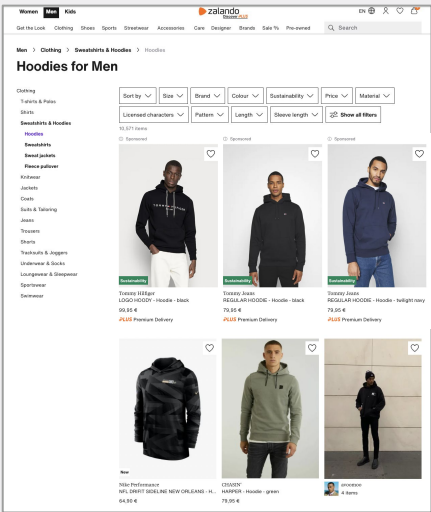
- Homepage Teaser
- Catalog Teaser & In-Catalog Ad

Offsite Awareness & Engagement

- FB & IG Collection and Dynamic Ads
- Youtube Trueview and Bumper Ads
- Influencers' channels



Integrated campaign execution across multiple touchpoints



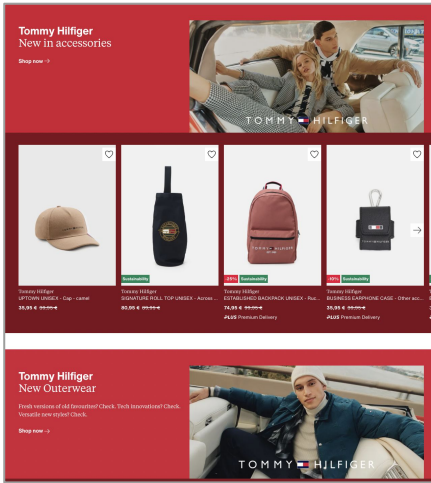
Onsite Performance

- Sponsored Products

note: example mock-up, not the actual ad

Onsite Experience

- Customized Landing Page



Tommy Hilfiger successfully **increased awareness and consideration**, ultimately positively impacting sales

The campaign managed to succeed from upper funnel to lower funnel KPIs

Campaign achieved almost 60 million Ad Impressions, **creating very high visibility for the campaign.**

The high amount of PDP Views and Offsite Clicks from paid social showed **great level of brand and product consideration.**

Even though the campaigns' main objectives were branding focused, **the campaign managed to also create great sales impact.**

59M

Ad impressions

>560K

Offsite Clicks

3.2M

Product Detail Page Views
(25% above benchmark)

8.3

ROAS
(35% above benchmark)

“

“With Zalando it's always a team effort to activate and connect with the customer. This was really a great job from ZMS' side because they proposed to us a thorough breakdown on how we should execute the media strategy to amplify the campaign, ensuring our goal of increasing brand consideration was met.”

- Lesly Kartolo

*Senior Manager Digital Marketing,
PVH (parent company of Tommy Hilfiger)*

