



Case Study
ZMS x HUGO
Coachella 22

HUGO x ZMS

Rebranding campaign targeted to a Gen Z audience

HUGO is HUGO BOSS' Gen Z-focused label, and it's having a huge impact online. HUGO chose ZMS exclusively as its partner of choice for the brand's major campaign at Coachella Festival 2022, inviting to the HUGO House, in the largest social-first approach in the brand's history with a variety of influencers.

Objectives

- ✓ **To increase awareness** for the brand amongst the target audience, Gen Z, within the target market, Germany
- ✓ Ultimately **drive consideration and sales** of the HUGO products

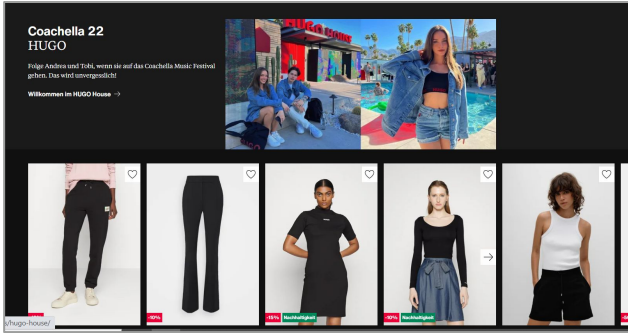
Influencer led 360° campaign around the Coachella festival

The Coachella campaign was HUGO's biggest activation with Zalando to date, and included a thoroughly developed creative concept led by influencers and designed to go hand-in-hand with a well-developed media approach.

Execution

- ✓ The campaign ran **during 22 April and 18 May 2022 in the German market**
- ✓ **Two highly engaging influencers** were invited to attend the HUGO house at the Coachella Festival
- ✓ Campaign **comprised of three phases** and each phase had a specific strategy linked to the campaign's main objective
- ✓ Content created by the influencers **was used in several touchpoints onsite and offsite Zalando creating a 360° campaign experience**



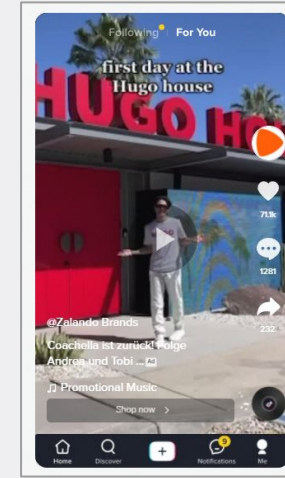


Onsite ad placements

Content created by the influencers was leveraged in multiple onsite ad formats **combining both brand message and products**

Offsite ad placements

TikTok, Snapchat and FB/IG ads were used to **further reach the targeted Gen Z audience** and boost engaging content



Integrated 360° media experience across multiple channels

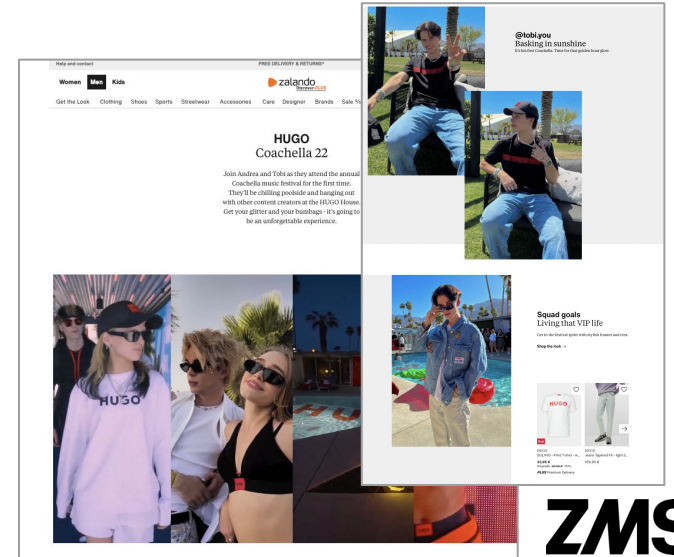


Influencer marketing

Two influencers were chosen to **create hype around the event and capture engaging content** that made the audience feel that they were part of the moment

Onsite Experience

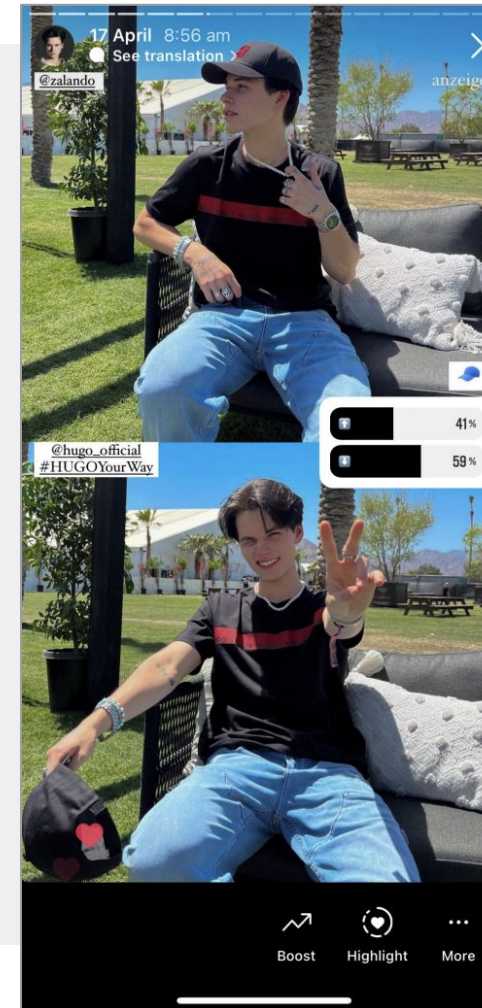
The influencer campaign was extended on Zalando **with a dedicated Landing Page** for the festival, displaying content produced by the influencers with shoppable looks



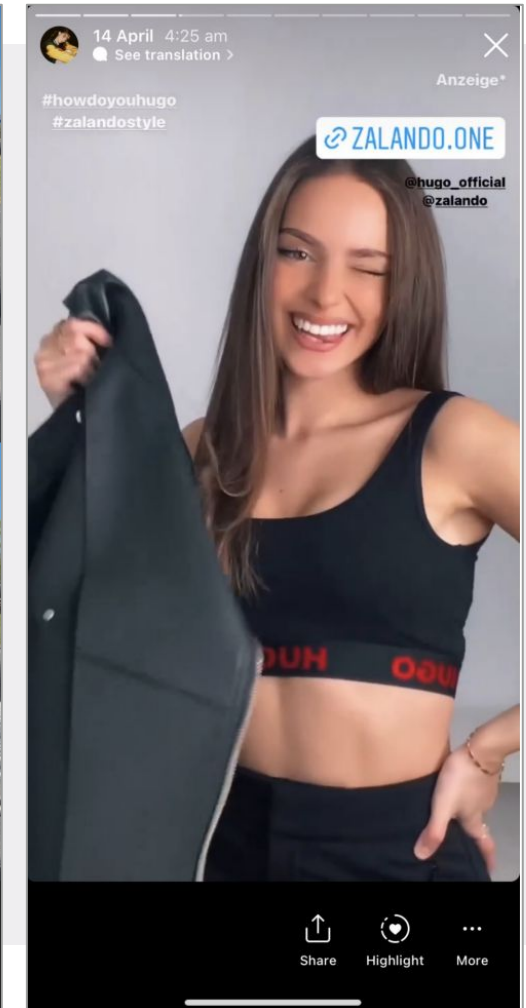
Authenticity-based approach to influencer marketing

Through **two specially selected influencers**, Tobi You and Andrea Subotic, ZMS expanded HUGO's reach through the German market and generated interest and curiosity around the brand.

- Influencers were asked to produce three posts, four stories and two IG Reels and TikTok videos, **providing ample visibility in the German market and creating buzz throughout Europe and North America too**
- **A hugely important factor for HUGO was authenticity** → ZMS made sure that the selected influencers fit the brand's DNA, were creating engaging and authentic content, and had a solid and loyal audience
- The influencers **were allowed to choose their looks themselves** which was a great way to really up engagement with the collection and increase consideration with the target audience
- As a results, the influencer marketing campaign created in total of **3.4 M impressions, over 300K reactions and +89% engagement rate for IG posts**



Tobi You



Andrea Subotic

Three-phase campaign approach with tailored media selection

01	02	03
Teasing	HUGO House at Coachella	Post event recap
The influencers started by teasing the upcoming event to their audience , sharing that they were to attend the coolest festival globally with HUGO and engaging with their community by asking them to vote for their favorite pieces.	The influencers captured content from different festival activities and at the HUGO House , they engaged with their audience by asking for opinions about style and make-up, as well as leading a Q&A about the event.	Influencers did wrap-ups of the event and asked their audience to rate their looks at the festival (in order to showcase HUGO's products), as well as a Q&A about the HUGO House and the whole experience.
Media Placements	Media Placements	Media Placements
✓ Posts on influencers' own channels	✓ Posts on influencers' own channels	✓ Posts on influencers' own channels
	✓ Onsite Ads: <ul style="list-style-type: none"> Category Takeover Sponsored Products Homepage Teaser Catalog Ads In-Catalog Ads 	✓ Onsite Ads: <ul style="list-style-type: none"> Homepage Teaser Sponsored Products
	✓ Offsite Ads: <ul style="list-style-type: none"> TikTok Snapchat Facebook/Instagram 	✓ Offsite Ads: <ul style="list-style-type: none"> TikTok Snapchat Facebook/Instagram

HUGO achieved great results by delivering a creative concept and media strategy **around the Coachella Festival**

With this campaign, HUGO marked its presence amongst **the German Gen Z** audience and delivered great results from upper funnel to lower funnel KPIs

The campaign created high amount of impressions that **secured visibility and brand awareness before, during and after the Coachella Festival**

The great number of Clicks and PDP Views showed **a high level of consideration towards HUGO brand and its product assortment**

Uplifts in the Conversion Rate and Items Sold (Category Takeover) **proved success also in the lower funnel KPIs**

>32M

Media impressions

+19%

Uplift in Conversion Rate*

440K

PDP Views

334K

Clicks

+82%

Uplift in Items Sold for the Category Takeover**

*compared to same time previous year **Click attributed sales