



## Case Study

ZMS x Lacoste

Big Bang

## Lacoste x ZMS

### Impressive 360° campaign to drive both awareness and performance

Lacoste has been collaborating with Zalando since 2013, and working with ZMS since 2019. In Q1 2022 they collaborated with ZMS to support the launch of their new collection and created a multi-faceted campaign centered around a touching coming of age narrative.

#### Objectives

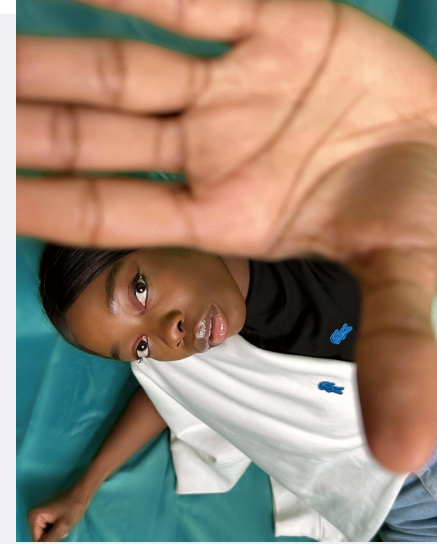
- ✓ Drive **brand awareness and engagement** around Lacoste Big Bang collection and fashion-sport vision
- ✓ **Attract and engage Gen Z consumers** while leveraging a halo effect on millennials
- ✓ Drive **visibility and sell-through**

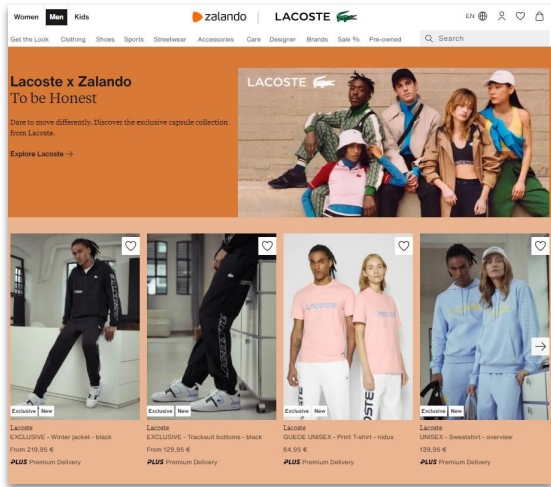
## Unique creative concept utilized across multiple touchpoints

ZMS Creative developed a unique concept entitled “To Be Honest.” Here, an exciting coming of age story is told through the eyes of “Honest”, the story’s protagonist. This story was then amplified through video and static media placements that created an impressive 360° campaign.

### Execution

- ✓ The campaign ran **from mid-February to mid-March 2022, and was live in 9 markets**
- ✓ Lacoste went for a **full funnel approach with onsite and offsite channels** included, as well as booking prominent Homepage & Cross-Category placements
- ✓ Using a phased approach, ZMS broke Lacoste’s strategy down into **three major campaign stages**
- ✓ **Influencer marketing campaign** was included as a part of the activation



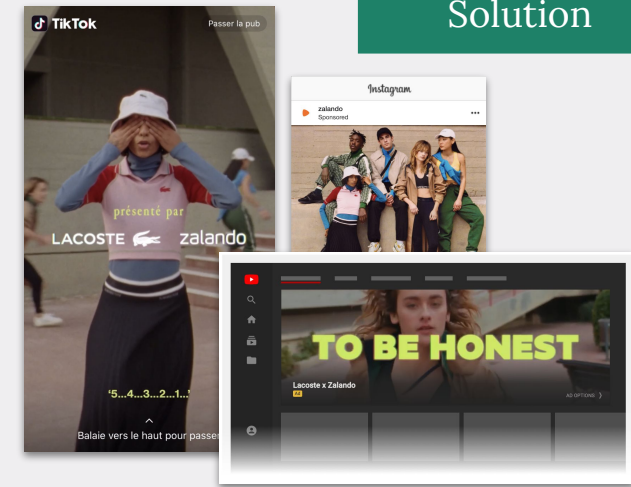


## Onsite awareness & engagement

- Homepage Teaser (inc. exclusive Takeover)
- Catalog Teaser
- In-Catalog Ads

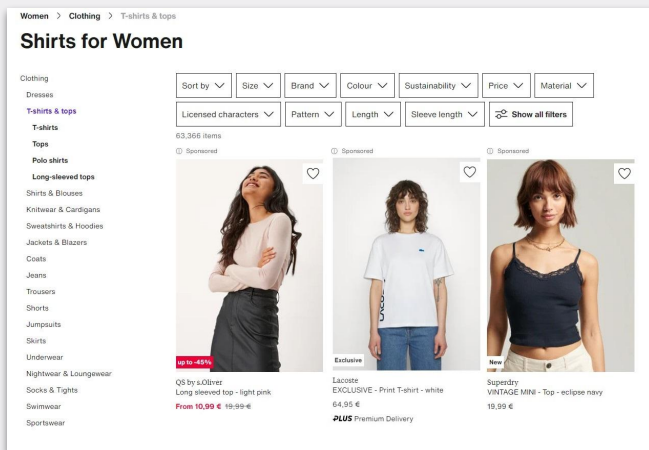
## Offsite awareness & engagement

- Social Ads including Meta (FB&IG), Youtube, TikTok and Snapchat
- Ads through SLEEK, Vogue & Fräulein
- Influencer's social posts



Solution

# Integrated 360° media experience across multiple channels

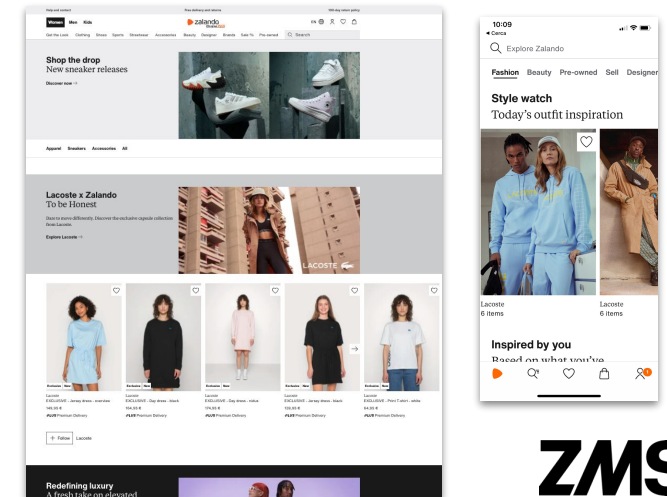


## Onsite Performance

- Sponsored Products

## Onsite Experiences & Organic visibility

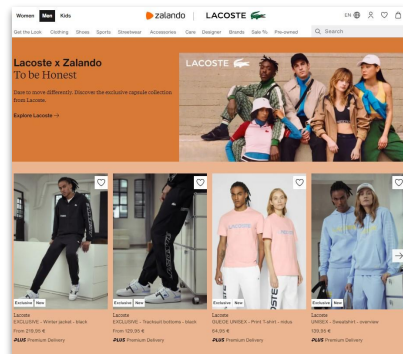
- Streetwear Themed Brand Homes
- Newsletter
- Daily Style Watch



ZMS

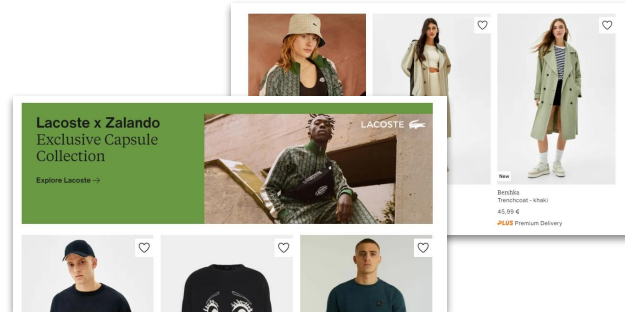
# Three phased campaign approach with tailored media selection

**EXCITE**  
21.02 - 15.03



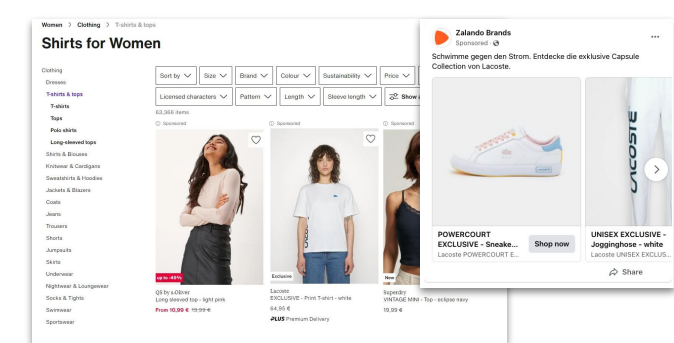
In the first phase, **the goal was to create maximum awareness**. One of the biggest activities was Lacoste's takeover of the Zalando homepage and logo. Social media was also leveraged to ensure maximum exposure to the target audience.

**ENGAGE**  
24.02 - 15.03



In the second phase, the goal was to **re-engage Lacoste's target audience to connect on a more detailed level** with the products in their collection. The ad placements used were Homepage & Catalog Teasers, In-Catalog Ads and product focused Social Ads.

**COMMIT**  
21.02 - 15.03



In the third phase, the goal was to **drive purchase intent** through seamless on-and-offsite experiences to showcase the collection and convert consumers. Sponsored Products and Dynamic Social Ads were important tools to achieve this.

# Lacoste pulled off an incredibly **impressive 360° campaign** and **achieved great results**

Lacoste's full funnel approach led to successful KPIs from awareness to performance

The campaign **created high awareness, and the great number of clicks** showed relevance in both creative assets and product assortment.

**Offsite channels** were an integral element in supporting especially the awareness goal ( >40% of impressions came from social formats).

Lacoste **achieved continuous weekly sales and volume growth** during the campaign and outperformed its peer group.

**>306M**  
Media impressions

**8.4K**  
New customers

**>3.6M**  
Clicks

**2.1M**  
PDP Views

**3.7**  
ROAS