Rituals has been on Zalando since 2018. In 2020, the brand began collaborating with ZMS in order to increase brand awareness and grow its customer base.

The Rituals in-store experience is captivating, immersive and highly sensorial. The challenge was to take the elevated, experience-led customer journey and bring it to life on Zalando.

**Objectives**

- To bring the customer experience to life on Zalando.
- To further grow Rituals on Zalando and engage Zalando customers with the brand.
Creative concept focusing on joyful self-care moments

Together with ZMS, Rituals digitalized the customer experience through evocative storytelling and visuals that unlocked the essence of the brand and its philosophy of self-care by turning everyday routines into more meaningful “Small Moments of Joy”.

Execution

✓ ZMS came up with a creative concept which involved including highly sensorial image and video content on a customized Landing Page

✓ 9 month media activation from November 2020 to July 2021

✓ Media strategy: always on visibility for both branding and performance

✓ Additional campaigns were activated during key commercial moments including Gift Finders
Media strategy built around **key commercial moments**

**Holidays 2020**
A **Gift Guide landing page** was created to showcase Rituals' beautiful gifting content and assortment. To enable an engaging user journey on Zalando, various ad types were used along the customer shopping funnel.

**Valentine’s Day 2021**
High visibility was secured within the **Zalando Valentine’s Day Hub** to maximize reach during this commercial event. Various ad types were used along the customer shopping funnel.

**Earth Week 2021**
To foster Rituals' sustainability efforts and mission, they highlighted the **refill products in their assortment**, and encouraged customers to make **more conscious choices**. A special landing page was created to convey this message, and educate customers.

**Mother’s Day 2021**
A **Gift Finder landing page** was created to reduce the complexity of gift shopping, and help the customers find the **perfect gift for their mother**. High visibility was secured within the Zalando Mother’s Day Hub, to maximise the reach during this commercial event.

**Always on Performance & Branding campaigns throughout the 9 months**
Three campaign elements enabled a **continuous visibility and seasonal relevancy**

1. **Always-On** Branding
   - **Run time:** 9 months
   - Assets by ZMS Creative
   - **Ad placements:**
     - Homepage Teasers
     - Catalog Teasers
     - In-Catalog Ads

2. **Always-On** Performance
   - **Run time:** 9 months
   - **Ad placements:**
     - Sponsored Products

3. **Commercial Moments** Branding
   - **Holidays, Valentine’s Day, Earth Week & Mother’s Day**
   - Assets by Rituals
   - **Ad placements:**
     - Homepage Teasers
     - Catalog Teasers
     - In-Catalog Ads
Rituals gained more than **53K new customers with its 9 month plan**

Rituals’ full funnel approach led to successful KPIs from awareness to performance

- Rituals aligned its marketing strategy with the **Zalando commercial calendar**, making the most of the increased traffic on the site at these times.
- Rituals recreated its sensory and educational in-store experience with **creative assets** and a **Landing Page**.
- Rituals ensured they were covering the full customer funnel from **branding to performance** with various ad formats.

**Results**

- **152M** Impressions
- **1.7M** PDP Views
- **53K** New customers
- **7.2%** Avg. CTR on App Homepage Teasers
- **29** Avg. ROAS on Sponsored Products

*add to cart to items sold