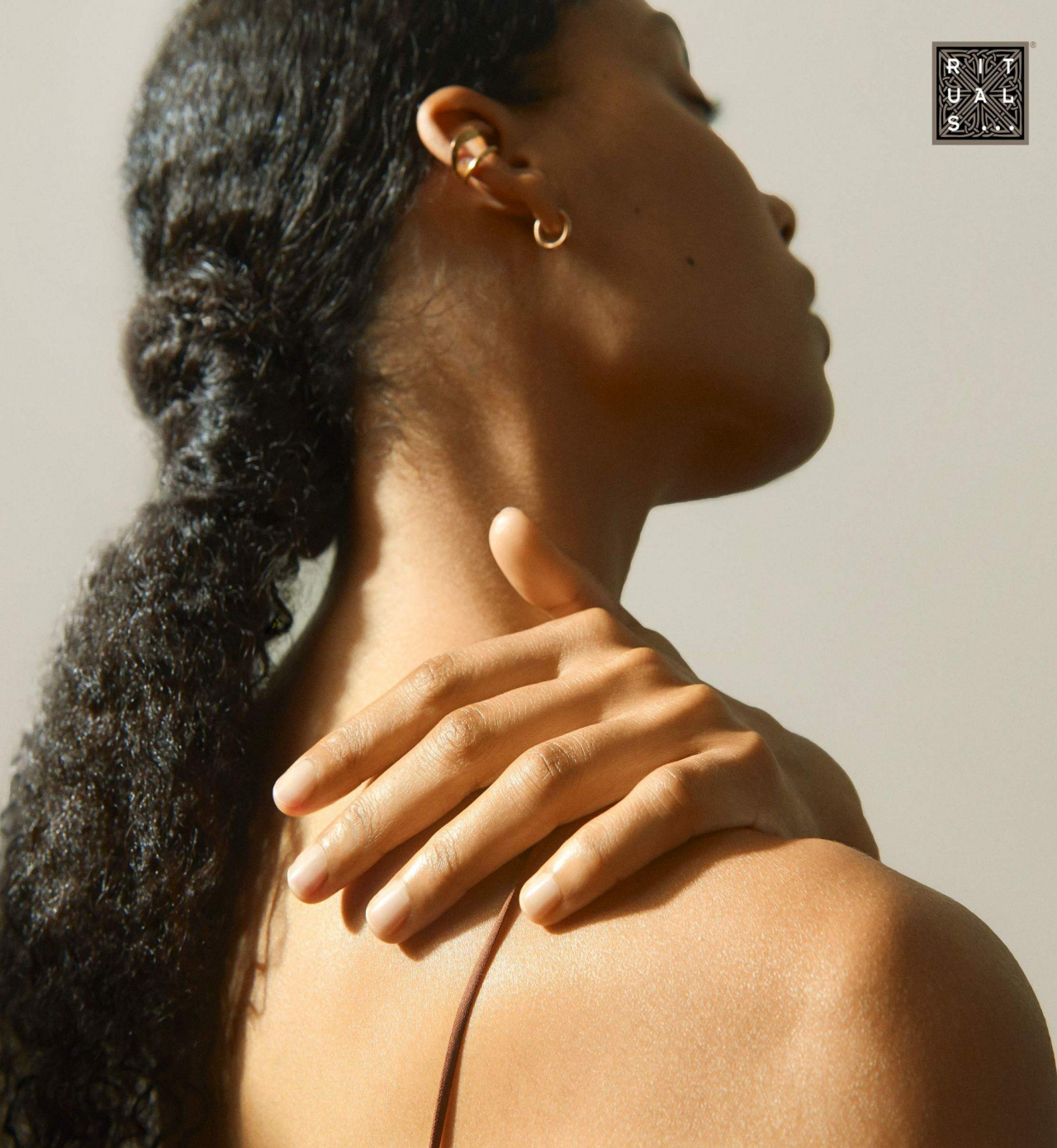




Case Study

ZMS x Rituals|

ZMS Zalando
Marketing
Services



Rituals x ZMS

Digitalizing the in-store experience with a 9 month activation plan

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

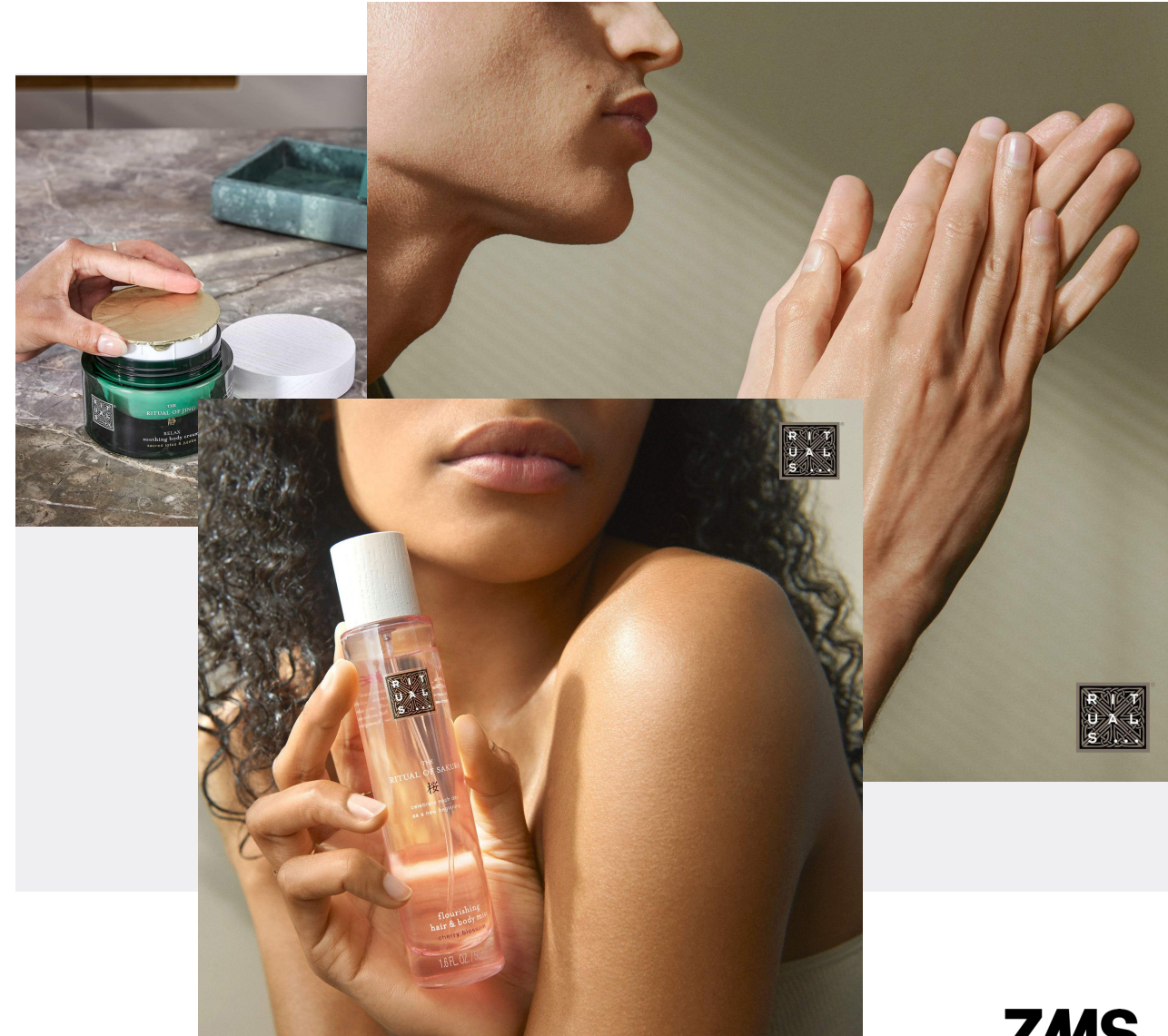
- ✓ To bring the customer experience to life on Zalando.
- ✓ To further grow Rituals on Zalando and engage Zalando customers with the brand.

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.

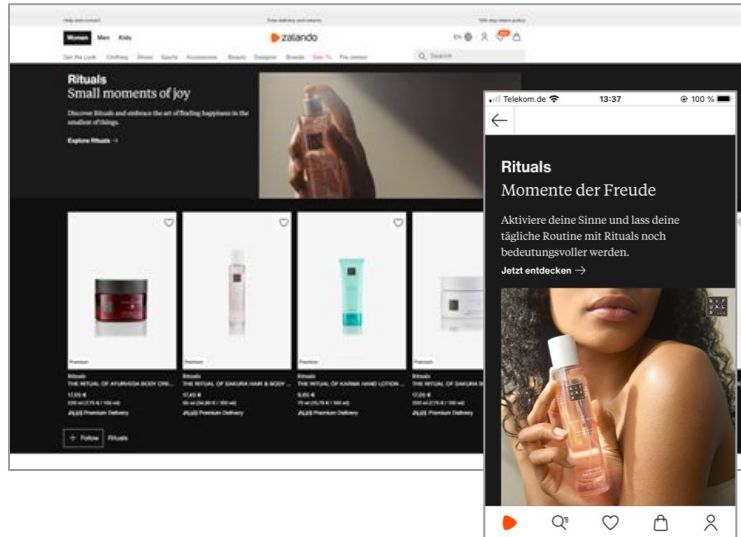


Mother's Day 2021

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



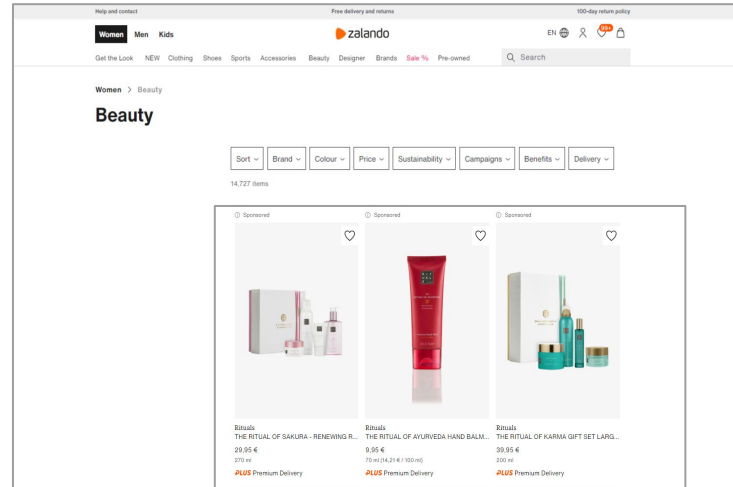
1. Always-On Branding

Run time 9 months

Assets by ZMS Creative

Ad placements:

- Homepage Teasers
- Catalog Teasers
- In-Catalog Ads

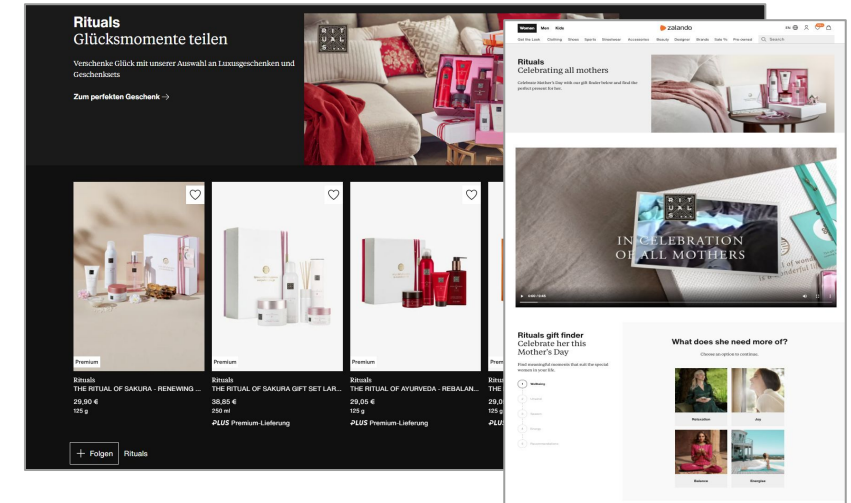


2. Always-On Performance

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.

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