



Case Study
ZMS x ASICS
Paris Marathon 2021

ZMS Zalando
Marketing
Services

ZMS x ASICS

Local influencer campaign to reinforce running DNA and category leadership

ASICS, founded in Japan in 1949, offers a wide range of sportswear and sports footwear for the active and health-conscious consumer. Leading up to the Paris Marathon in 2021, ASICS teamed up with ZMS to create an influencer marketing campaign that would follow the influencer's journey as they train for the Marathon with ASICS running community manager and create awareness in the French market.

Objectives

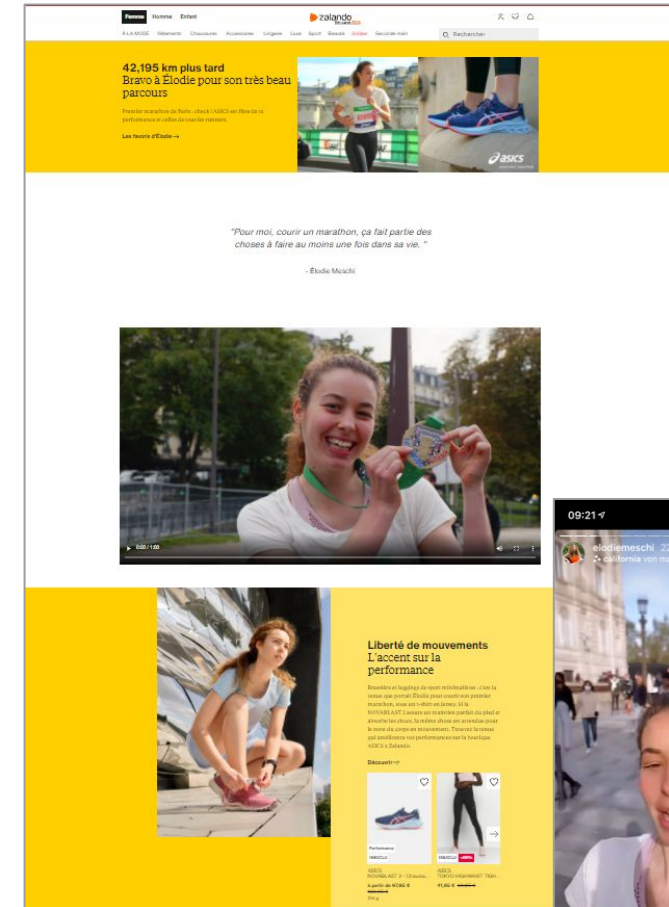
- ✓ **Reinforce ASICS leadership and running DNA** while enabling Zalando credibility in the running territory that speaks to **the French female runner**
- ✓ **Find an influencer that is relevant to its target audience** and create campaign content with an emotional and personal feeling

Engaging influencer concept covered on multiple touchpoints

Together with ZMS, ASICS chose a French influencer Elodie Meschie for their campaign and followed her running journey as she sought to challenge herself with her first ever marathon. Each step was documented as she trained with ASICS running community manager. Through the content on Social Media and onsite, ASICS guided and inspired consumers to challenge themselves with their own marathon goals.

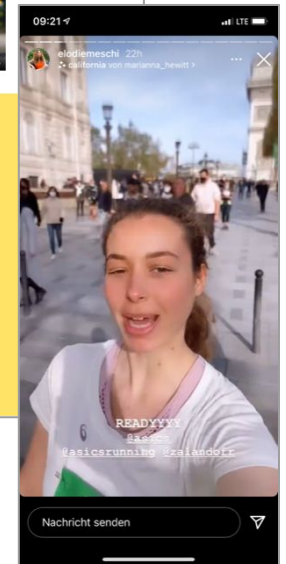
Execution

- ✓ The campaign was targeted to the **French market during weeks 36-49 and split into four phases.**
- ✓ The campaign was covered **on prominent onsite ad placements** including a Marathon Hub landing page. **Offsite visibility** included Paid Social and coverage on Elodie's own channels. **Organic coverage** included posts on Zalando France IG page and on ASICS' social channels.
- ✓ The key products boosted in the campaign were **the NOVABLAST™ 2** shoe and one additional product chosen by the talent herself, the **GEL-KAYANO™ 28** shoe.



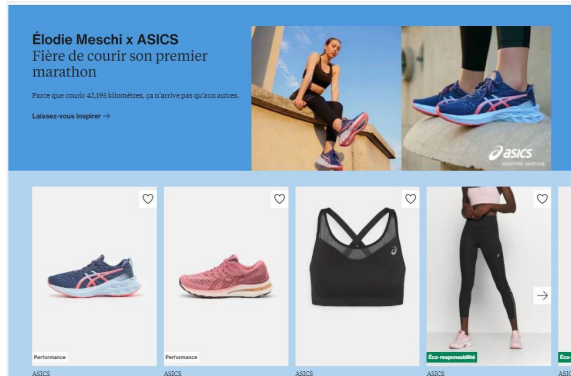
Marathon Hub page on Zalando

Post on Elodie's Instagram channel



Integrated campaign execution combining onsite and offsite placements

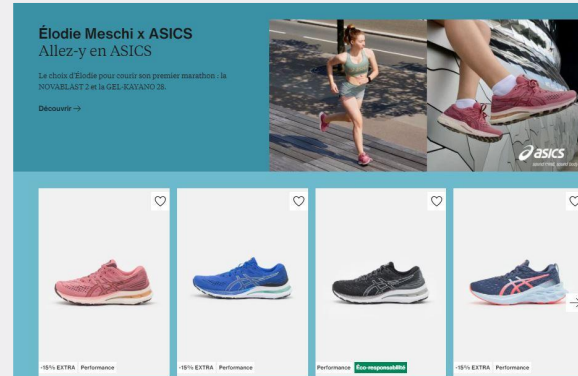
The campaign was split into four phases in an integrated way that created a seamless user experience through Elodie's marathon journey



01 Introduction

The audience was encouraged to follow the running journey of Elodie Meschie, as she was looking to challenge herself with her first ever marathon.

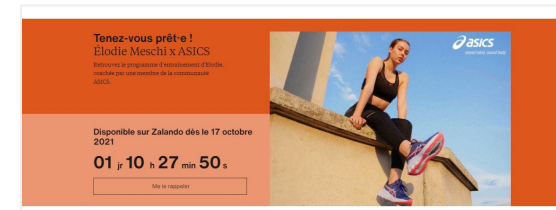
Ad placements: Homepage Teaser, Catalog Teaser, In-Catalog Ads



02 Mentorship

Each step of Elodie was documented as she was trained by an ASICS running community manager.

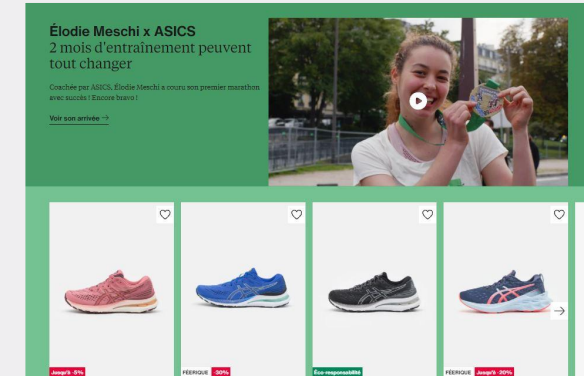
Ad placements: Homepage Teaser, Catalog Teaser, In-Catalog Ads



03 Training & countdown

The landing page featured a countdown timer to the marathon including access to Elodie's training plan, designed by her ASICS coach.

Ad placements: Homepage Teaser, Catalog Teaser, In-Catalog Ads, Countdown Teaser



04 Recap of the marathon

The whole marathon experience was documented and covered in multiple touchpoints which provided a celebratory culmination.

Ad placements: Homepage Teaser, Catalog Teaser, In-Catalog Ads & Paid Social Ads

ASICS achieved **high visibility, consideration and increase in market share** within their target audience

ASICS used the Paris Marathon as an excellent anchor for their campaign and achieved great results

ASICS' campaign **achieved 5.8 million Viewable impressions** and created a high visibility in the French market within the female audience.

The great amount of views on both the Marathon Hub landing page and Product-Detail-Pages indicated a high level of brand consideration.

During the campaign period, ASICS **increased their Market Share and achieved a Conversion Rate** that outpaced their peer brands.**

5.8M

Viewable impressions*

Increase

in Market Share and
Conversion Rate**

30.8K

Landing Page Views

6.1%

CTR (Countdown Teaser)

82K

PDP Views

*excluding organic traffic & Elodie's own reach **France, women only

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“For a technical running brand that creates products to help customers achieve a 'sound mind in a sound body', celebrating success together means everything. It was impressive to see how the initial idea developed into a whole story. This was due to excellent cooperation, as well as to ZMS' understanding of its partners and customers and the clear goal of wanting to create something meaningful. We wanted to tell a story that connects the digital to the physical world and we were able to do just that, helping Elodie achieve her very personal goal. Telling this story through this lens, really helped us target a specific market where we wanted to increase brand visibility and performance.”

- Manuel Meyer

Zalando Account Director at ASICS



One Pager

ZMS x ASICS

Local influencer campaign to reinforce running DNA and category leadership

ASICS achieved high visibility, consideration and increase in market share within their target audience of French female runners

Challenge & Objectives

- ASICS sought to **reinforce their leadership and running DNA** while enabling Zalando credibility in the running territory that speaks to the French female runner
- They wanted to **find an influencer that is relevant to its target audience** and create campaign content with an emotional and personal feeling

Solution

- Together with ZMS, ASICS chose a French influencer Elodie Meschie for their campaign and **followed her running journey as she sought to challenge herself with her first ever marathon**
- The campaign was **split into four phases and covered onsite and offsite Zalando** on multiple placements ensuring they reached their target audience



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in Market Share
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