

Case Study ZMS x FLO





FLO x ZMS Influencer campaign through Collabary

FLO wanted to introduce both their brand Lumberjack and Kinetix as active brands on Zalando by leveraging influencer content.

The aim of the campaign was to showcase and position the new Lumberjack & Kinetix assortment in an urban-nature context by utilizing a select group of young adult influencers.

Objectives

✓ Create Engagement & Awareness



Using Influencers to effectively communicate the brand's story

FLO wanted to position their brand well with a dynamic and energetic story. This was achieved by deciding on products to be promoted, what influencers to work with and selecting which creatives would be posted on Instagram.

They selected 11 young adult influencers communicated the product selection to a broad audience.

FLO leveraged the following **ZMS** Services

✓ Collabary



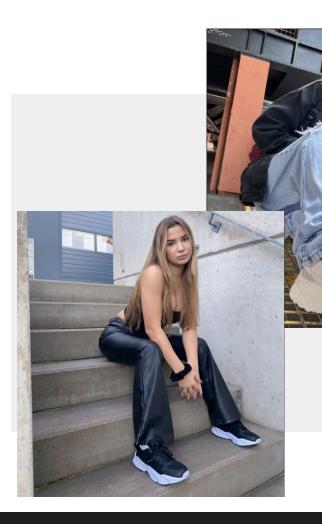
Campaign highlights



112K
Reactions

687k
Influencer Reach

Nearly all KPIs were above benchmark, which meant the campaign was a huge success for FLO



ZMS