



Case Study

ZMS x FLO

ZMS Zalando
Marketing
Services



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

800K

Impressions

112K

Reactions

687k

Influencer Reach

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



ZMS