Case Study

ZMS x GAP
Since 1969, Gap has led its business by celebrating individuality and diversity, and by treating all people with respect, dignity and fairness. However, there was a perception that GAP’s efforts and dedication to the LGBTQI+ Community weren’t as visible in Europe as in North America, and they sought to change this with their campaign on Zalando.

**Objectives**

- Showcase GAP’s commitment to diversity and inclusion and **raise brand awareness & evolve brand perception in Europe**
- Create an authentic campaign to give iconic individuals a platform to amplify their voices and inspire **their audience to interact with the campaign in a meaningful way**
Creative concept based on individuals’ stories

GAP worked with ZMS Creative to develop a campaign concept where older members of LGBTQI+ community could share their Untold Tales Of Pride.

With its creative concept, GAP:

✓ Gave a platform to members of the LGBTQI+ community who might be less visible in 2021
✓ Managed to create an integrated story visible on multiple channels onsite and offsite, and to amplify the individuals’ messages
Overview of the campaign placements

Onsite placements
- Various product and story assets lead customers to a campaign landing page.

Out of Home
- Prominent placements showcasing Juan Carlos and Dr. Michela across Berlin.

Offsite placements
- Facebook, Instagram and Youtube
- Homepage placements in Mannschaft & Queer.De.

Landing Page
- Showcased the full interviews of the hero talents
- Performance layer ensured that products were included in each of the storylines.
GAP created an impactful campaign achieving significant reach and increasing their new customer growth

- **44M** Impressions
- **+25%** Customer Growth (significant growth in 25-34 demographic)
- **+125%** Uplift in new Brand Followers on Zalando

With their campaign, GAP achieved all objectives specified in the campaign brief and also received a lot of positive feedback from customers.