

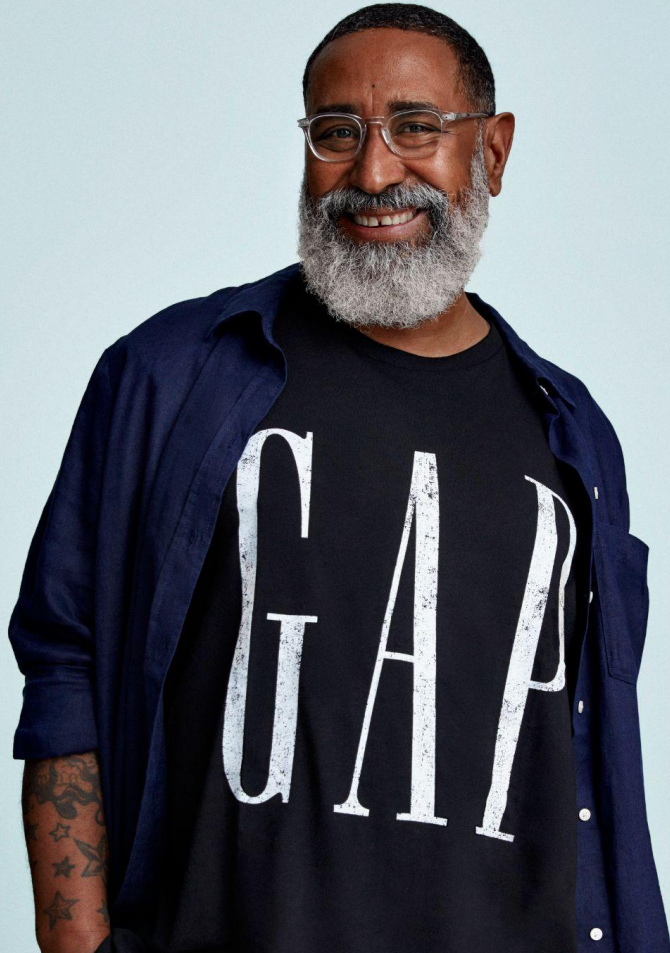
GAP



Case Study

ZMS x GAP

ZMS Zalando
Marketing
Services



GAP x ZMS

Untold Stories of Pride

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

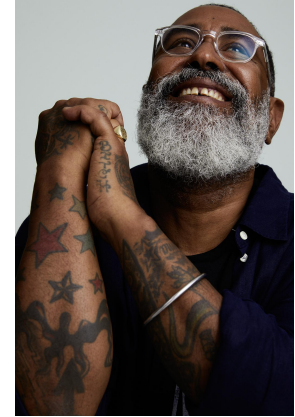
- ✓ Showcase GAP's commitment to diversity and inclusion and **raise brand awareness & evolve brand perception in Europe**
- ✓ Create an authentic campaign to give iconic individuals a platform to amplify their voices and inspire **their audience to interact with the campaign in a meaningful way**

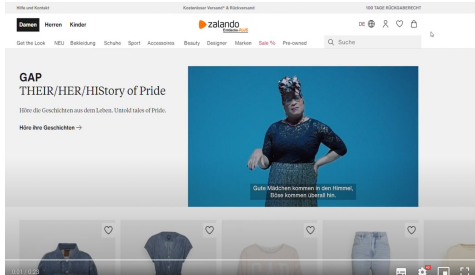
Creative concept based on individuals' stories

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





Onsite placements

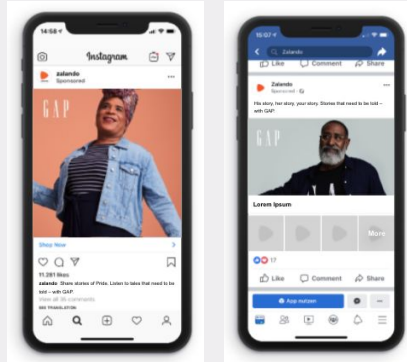
- Various product and story assets lead customers to a campaign landing page.

Out of Home

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



Overview of the campaign placements

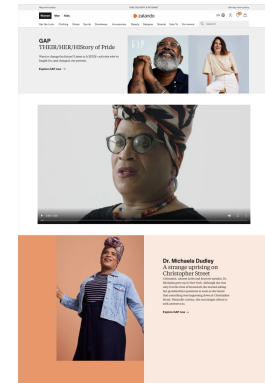


Offsite placements

- 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

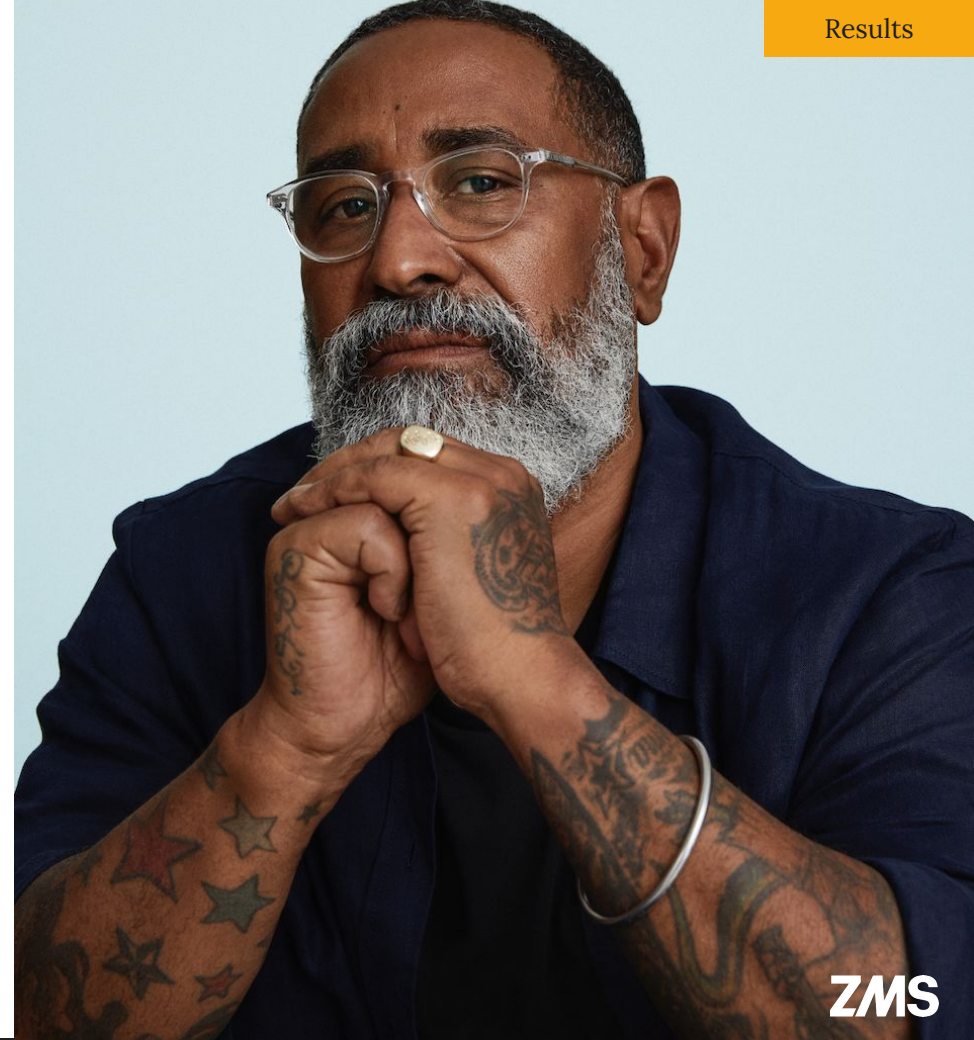
+125%

Uplift in new Brand
Followers on Zalando

+25%

Customer Growth
(significant growth in
25-34 demographic)

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



ZMS