



Case Study

ZMS x adidas Originals

ZMS Zalando
Marketing
Services

adidas x ZMS

Be The Inspiration



Through a ZMS Insights survey, adidas discovered that although adidas' customers care deeply about sustainability, they really struggle to translate their values into actions when they go to stores or shop online.

Objectives

- ✓ Enabling self-expression, attracting and engaging Gen Z consumers who share the same values
- ✓ Ultimately drive sell-through of shared sustainable FTW SMUs

From data to insights - adidas' strategy to successful campaign launch

First adidas teamed up with ZMS Insights, making use of the **ZMS Insights Dashboard & Zalando Attitude Behavior Gap Report**. After this, with the help of ZMS Creative and ZMS Media, they created a 360 campaign, driven by the data.

Based on the valuable insights they got, adidas:

- ✓ Curated their sustainability assortment taking into consideration the seasonality aspect to empower consumer choices
- ✓ Had a media plan split in 2 phases - “Launch” and “Gifting”.
- ✓ Focused on a specific multi-faceted communication approach connecting Gen Z with the people surrounding them



By diving deep into past performance, **adidas** ensured the creatives would resonate with the target audience

+300M

Media Impressions

+51M

Engagements (x2 more than industry benchmark)

10%

more purchases during the campaign from the Gen Z audience vs average audience

Clear insights from the consumers resulted in high engagement

