Case Study
ZMS x Levi’s®
501™ jeans
Levi’s® has a long and extremely influential history in the denim category, and are certainly experts when it comes to creating a strong brand, and iconic pieces. In order to keep the 501™ fresh and relevant, Levi’s® teamed up with ZMS to create a four and half months long branding campaign.

**Objectives**

✓ Drive awareness and consideration for the iconic 501™ jean, by educating and inspiring customers about this fit

✓ Keeping the 501™ iconic by involving well sought out influencers highly relevant to the target audience
Campaign **combined onsite and offsite visibility**, together with influencer activations

Levi’s® launched the campaign together with ZMS in February 2022 with a special collection planned around the birthday of the 501™ jean, May 20. The target audience was mostly Gen Z, with a stronger focus on women. ZMS helped Levi's® to derive that this was the brand’s most suitable target group by leveraging aggregated insights into its European customer base.

**Execution**

- The campaign ran **during 1 February and 24 June 2022 in Levi's® primary and strategic markets**
- Campaign **comprised of four phases** and each phase had a specific strategy linked to the campaign’s main objective
- Inspiring brand content was used in **several ad placements onsite and offsite Zalando**, supplemented by **performance focused Sponsored Products ads and influencer activation**
**Four-phased campaign approach**

To enable the best strategy for campaign phases, Levi's® dug into the data and tailored the stages of their campaign to reach the right audience in the right places. Every phase was optimized one by one depending on the former stages’ performance.

<table>
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<tr>
<th>Pre-launch</th>
<th>Launch</th>
<th>Sustain</th>
<th>Extend</th>
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<td>The “Pre-launch” started on the first of February and focused initially 100% on female customers. In terms of media placements, Levi’s® booked a Homepage Teaser, Catalog Teaser, In-Catalog Ad, and Sponsored Products onsite, and Facebook and Instagram ads offsite.</td>
<td>Then in March the “Launch” phase began in which Levi’s® increased their budget for a few days. This time the target audience was split 70% female customers and 30% male. Levi’s® kept up all the media placements it had already booked and added a Homepage Takeover and Category Takeover.</td>
<td>At the end of March, the “Sustain” phase kicked off with only performance placements booked onsite, and continued advertising on Facebook and Instagram.</td>
<td>Finally the “Extend” phase encompassing the 501™ day brought the campaign to a close through May and June. Here the target audience was split between 60% female and 40% male, with the same media placement intensity as the first “Pre-launch” phase.</td>
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Integrated campaign execution across multiple channels

Onsite ad placements

501™ content was leveraged onsite Zalando, combining both branding and performance focused ad placements. Takeover placements were used to benefit from an exclusive, competition-free environment.

Offsite ad placements

Instagram Stories and IG/FB Link Ads were included to create additional awareness outside Zalando and bring back existing customers with a specific targeting strategy.

Influencer marketing

Four content creators were asked to embellish the 501™, keeping the iconic style the key piece of the look. In total of 6 IG Posts, 11 IG Stories and 2 IG Reels were posted to create awareness and engagement.

Onsite Experience

Customized Landing Page was created to gather inspirational image and video content, including different styles and product links to discover more and enable click to purchase.
501™ Day special activations on May 20

501™ Day influencers

For the 501™ day event, Levi’s® leveraged their long time collaborator Hailey Bieber, as well as the slightly edgier Peggy Gou, and then also Markus Ruschford for his sporting commitment as a footballer as well as community involvement to help promote the jean. These three influencers were chosen with care to represent various personas within the target audience.

Special collection

Levi’s® also added a special collection featuring 501™ pieces with an edgy approach on May 20 available only on its own website and Zalando. This was a zPlus campaign, meaning that zPlus customers who’ve signed up for early access and premium shipping were able to shop the collection before anyone else.
Levi’s® executed a successful campaign around its classic 501™ jean, creating both **high awareness and sales increase**

With this campaign, Levi’s® succeed in creating authentic content for their iconic product, and delivered great results from upper funnel to lower funnel KPIs.

The campaign created high amount of impressions that secured visibility and brand awareness throughout all four campaign phases.

The great number of Clicks and Engagements showed a high level of consideration towards Levi’s and 501™ collection.

Conversion Rate that exceeded benchmarks and great ROAS level proved success also in the lower funnel KPIs.

- **>87M** Media impressions
- **>1M** Clicks
- **>11%** Conversion Rate*
- **5.2M** Engagements
- **11** ROAS

*Items Sold/Clicks