



Levi's®



Case Study

**ZMS x Levi's®**

501™ jeans

**ZMS** Zalando  
Marketing  
Services

The logo features the word "Levi's" in white on a red rectangular background, followed by the number "501" in a large, white, outlined font. A red cursive script "Jeans" is written across the bottom of the "501".

Levi's® 501<sup>®</sup> Jeans



## Levi's® x ZMS

### Branding campaign for the iconic 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.



### Pre-launch

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.

### Launch

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.

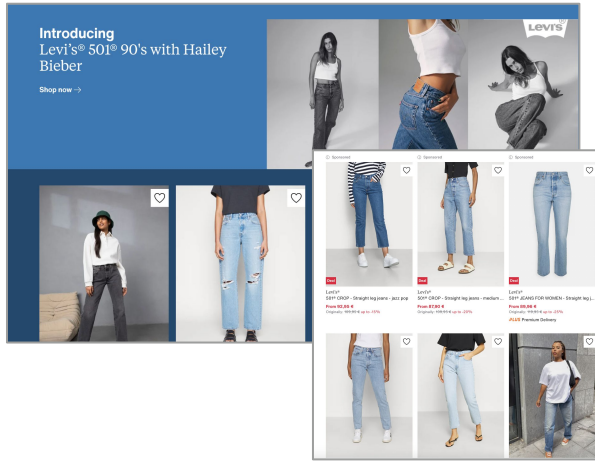
### Sustain

At the end of March, the “Sustain” phase kicked off with only performance placements booked onsite, and continued advertising on Facebook and Instagram.

### Extend

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.





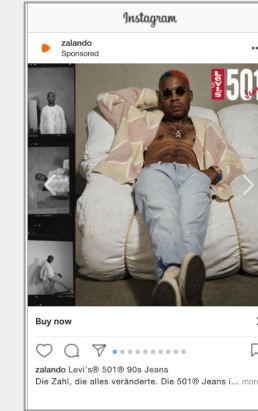
note: example mock-up, not the actual ad

## Onsite ad placements

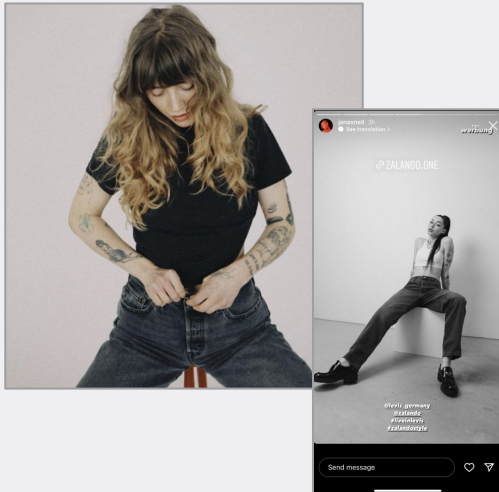
501™ content was leveraged onsite Zalando, combining both branding and performance focused ad placements. Takeover placements were used to benefit from an exclusive, competition-free environment.

## 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.



# Integrated campaign execution across multiple channels

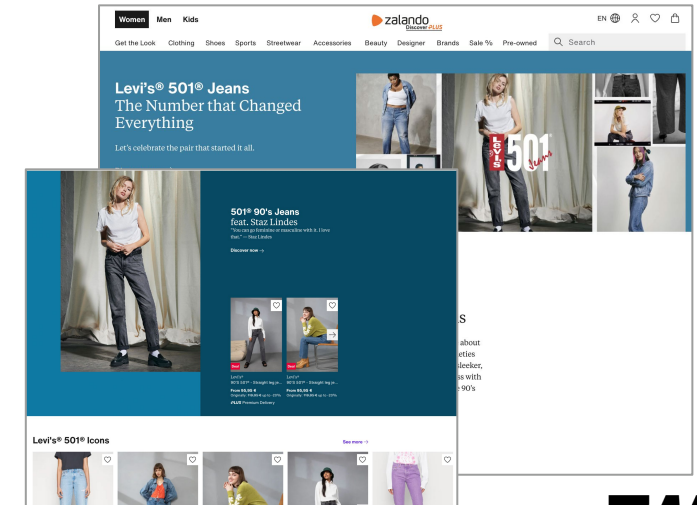


## Influencer marketing

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

**>11%**

Conversion Rate\*

**5.2M**

Engagements

**>1M**

Clicks

**11**

ROAS

\*Items Sold/Clicks