



Champion®

## Case Study

**ZMS x Champion**

Be your own Champion

**ZMS** Zalando  
Marketing  
Services



## Champion x ZMS Inclusivity led campaign to increase brand awareness

Champion wanted to be the front runner of strengthening the streetwear category on Zalando and connected with ZMS to create a 360 degree campaign. For this campaign, Champion wanted to work with individuals from collectives that stand for inclusivity, and with people who play by their own rules, thus the “Be your own Champion,” campaign was born.

### Objectives

- ✓ **To increase awareness and brand heat for Champion** by engaging and connecting with an audience of young men and women
- ✓ Establishing Champion as **a cool, stylish and iconic streetwear brand.**

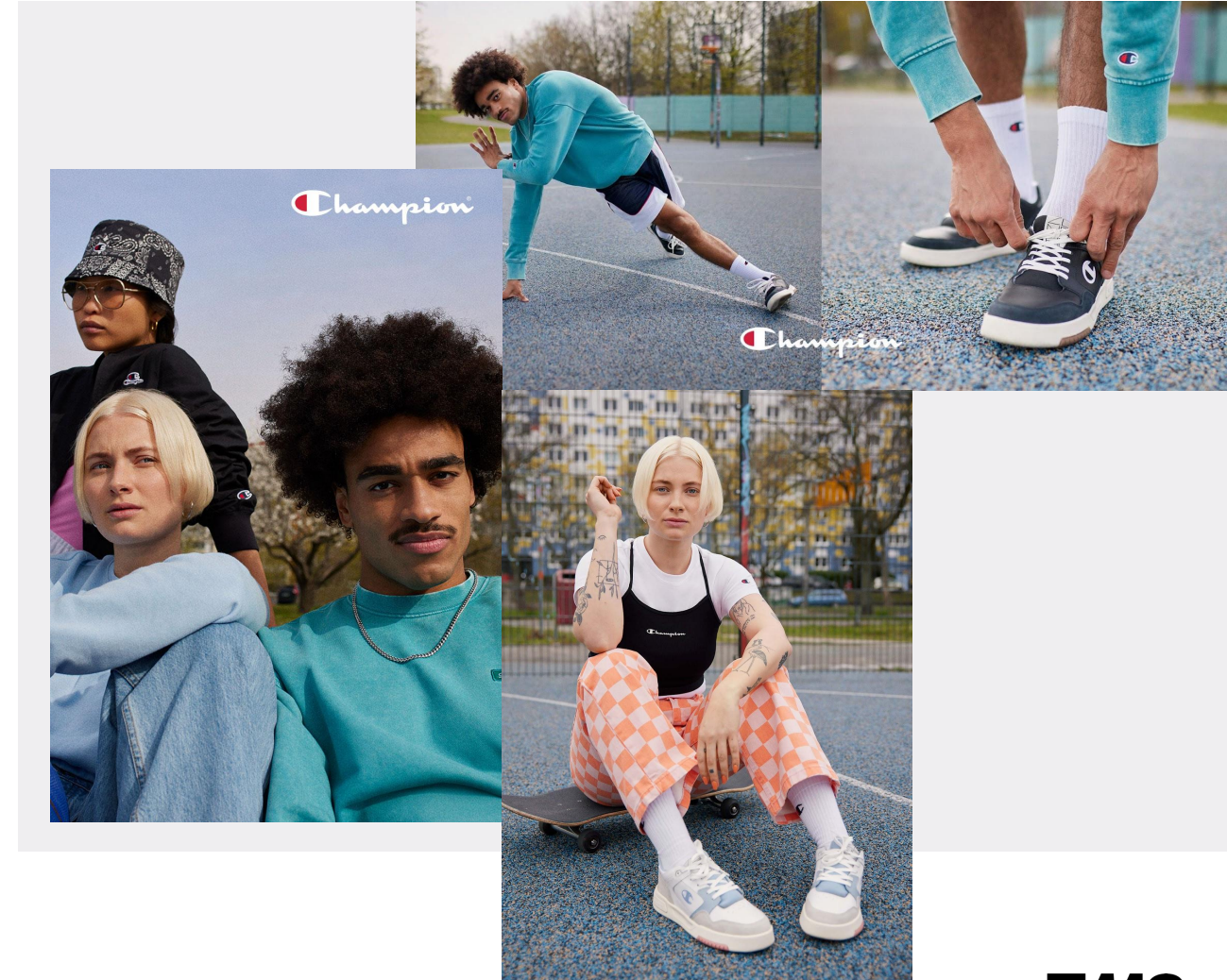


# Creative Streetwear campaign celebrating individuals from different backgrounds

Champion worked together with ZMS to find individuals from collectives and groups of people who are making a positive impact on their environment and who play by their own rules and are their own champions. From this inspirational idea, ZMS and Champion came up with a comprehensive plan, including a two-phased media activation on multiple touchpoints.

## Execution

- ✓ The campaign ran **between 20 May and 16 June 2022** in **DACH, France, Italy and Poland**
- ✓ Creative content was used in **several ad placements onsite and offsite Zalando**, including a digital out-of-home in Germany
- ✓ Included **an Influencer activation at MELT festival** with four carefully picked content creators



## Two campaign phases to support the same objective



### Phase 1: Streetwear Creative + Media Campaign

*Based on the unique concept, ZMS Creative produced beautiful campaign images and created a full Zalando customer journey through onsite placements, Offsite Paid Social, and also booked digital Out Of Home in Berlin, Cologne and Hamburg.*

- Activation**
- One-day Top Banner Takeover
  - Homepage Teaser (still & video), Catalog Teaser & In-Catalog Teaser
  - Offsite: Social: Paid Social & digital OOH

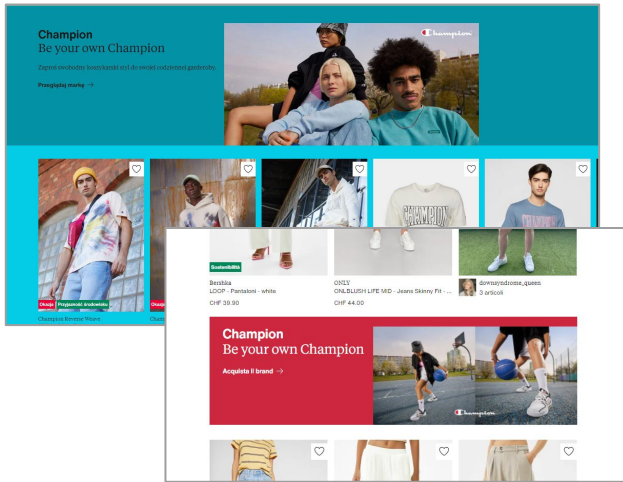


### Phase 2: Influencer Activation at MELT

*In June, Diverse influencers from the Streetwear community with an audience of young men and women in their early 20s went to MELT, produced ad hoc content and shared the buzz around the festival through their social channels.*

- Activation**
- A total of 21 IG posts (image & video) and 6 TikTok videos were posted
  - Zalando's Social Media team also came to the festival and posted IG Story content, giving the brand extra organic visibility via @zalando\_street





## Onsite ad placements

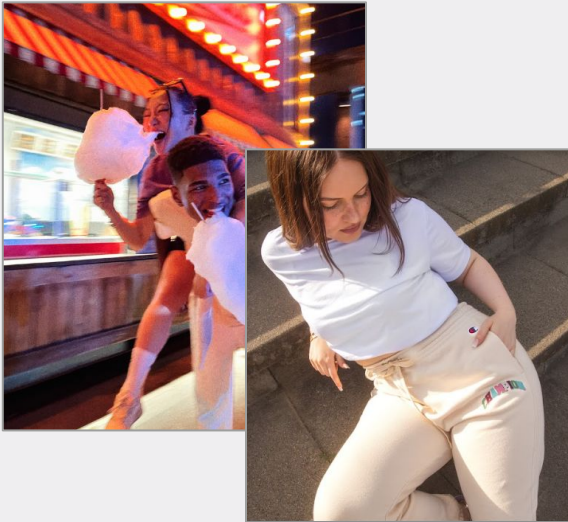
Campaign was activated onsite on Zalando, combining both branding and performance focused ad placements. Top Banner Takeover placement was used to benefit from an exclusive, high impact awareness.

## Offsite ad placements

Instagram & Facebook Carousel, Collection and Link Ads and TikTok Ads were included to create additional awareness outside Zalando. Digital OOH was used in Germany.



# Integrated campaign execution across multiple channels

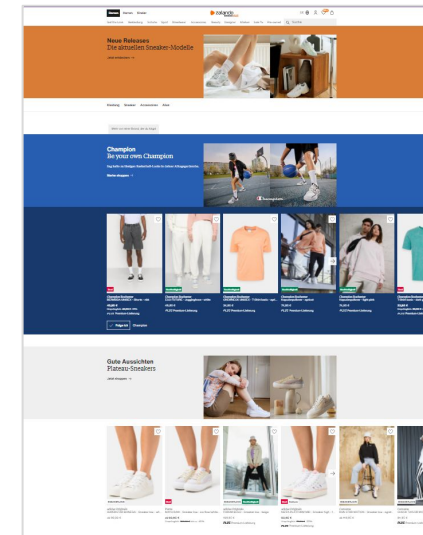


## Influencer marketing

Four content creators produced content at MELT Festival through Instagram and Tiktok. The content produced by MELT Influencers was also used on branding placements onsite Zalando.

## Onsite Experience

Campaign was also featured in Zalando's Streetwear hub including inspirational style content and product links to discover more and enabling click to purchase.



# Champion successfully **increased their brand awareness**, ultimately leading **to a 126% increase** in Sold Items

With this campaign, Champion succeeded in creating high awareness and brand heat with a cool and stylish approach.

The campaign created a high amount of impressions that **secured visibility and brand awareness throughout the campaign period.**

The great uplift in PDP Views showed a **high level of consideration towards Champion's focus products**, ultimately leading to a notable sales uplift.

Influencer content was highly engaging: Some **TikTok videos went viral leading to very high ROII** and the **CTR in onsite branding placements was +67% above the benchmark.**\*\*\*

**>61M**

Media impressions

**>35M**

Social Media Impressions

**126%**

increase in Sold Items  
for focus SKUs\*

**177%**

uplift in PDP views for focus SKUs\*

**2000%**

ROII\*\* in TikTok

\*compared to time before campaign \*\*Return On Influencer Investment = Media value in relation to the campaign budget (Percentage of profit generated by every euro invested in influencer marketing)

\*\*\*compared to Champion's 2022 branding campaigns)