



Case Study

ZMS x Crocs

“The Classic Crush”
zPlus campaign

crocs™

Crocs x ZMS

Creating hype around an exclusive collection

In June 2022, Crocs released their first Zalando exclusive collection and gave an Early Access possibility for zPlus members. The aim of the campaign was to create hype and demand around the “The Classic Crush” unisex collection before the launch and drive sell-out during Early Access.

Objectives

- ✓ To create **brand awareness and heat** through high impact placements
- ✓ Ultimately **drive product sell-out and increase revenue share** among younger customers

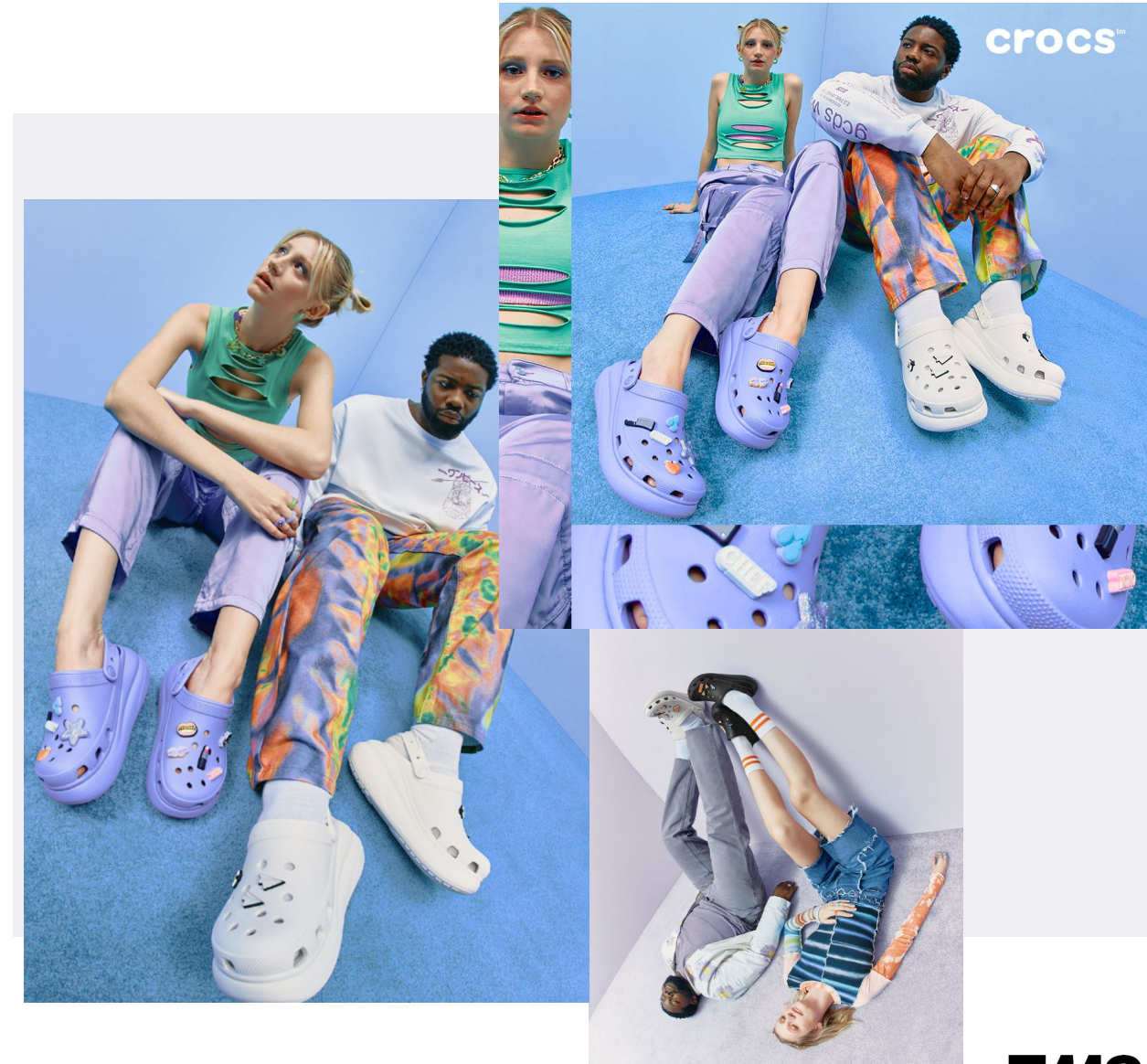
ZMS

Building a full user journey onsite and offsite Zalando through influencer led content

For this special activation, Crocs teamed up with ZMS Creative, and carefully picked a diverse group of six authentic influencers to showcase the product by curating their own special Jibbitz Packs that represented their self-expression and identity. This influencer led content was then used in all campaigns assets, including images and a hero video.

Execution

- ✓ The campaign ran **between 24 June and 30 June 2022** in DE, FR, NL, IT and CH, **targeting zPlus members and zPlus eligible customers.**
- ✓ Two-phased campaign was live on several **onsite and offsite ad placements.**
- ✓ **Dedicated Landing Page** with two influencers, @trixigiese and @kidlonni, and **Styled PDPs*** continued the storytelling until the point-of-sale.



Phase 1: Build Up

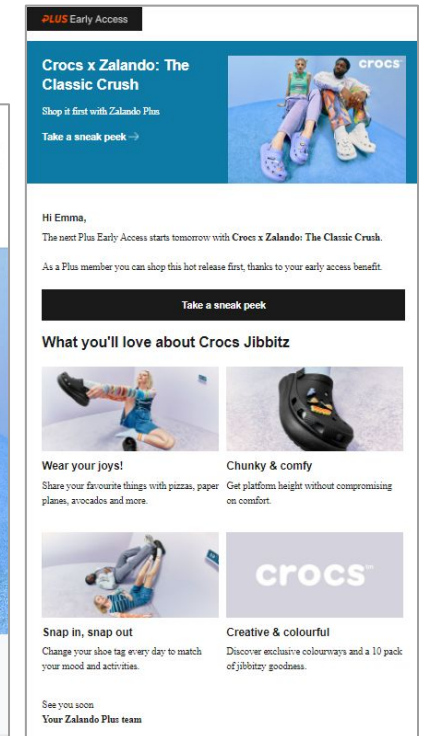
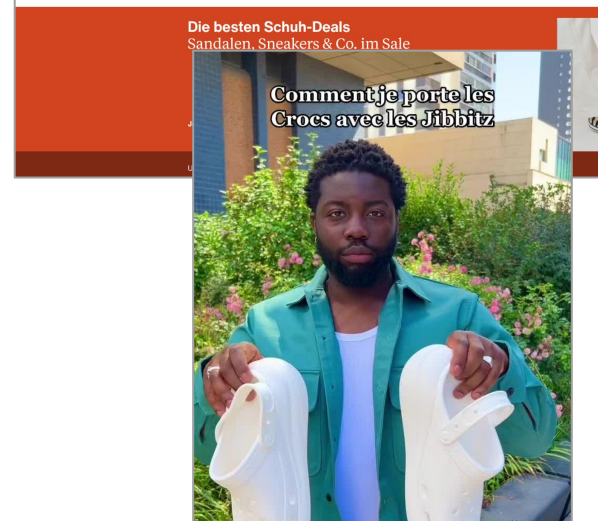
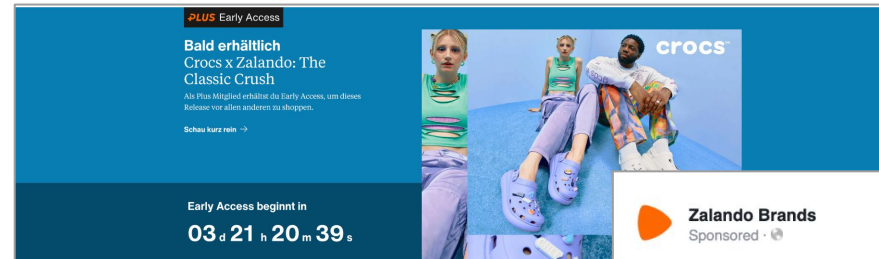
The aim of the first phase was to create hype and demand around the collection

Build Up

24 - 28 June 2022

Activation

- Influencer campaign
- Onsite : Homepage Countdown Teasers
- Offsite: Facebook, Instagram & TikTok
- PDP storytelling
- zPlus Newsletter



Phase 2: Early Access

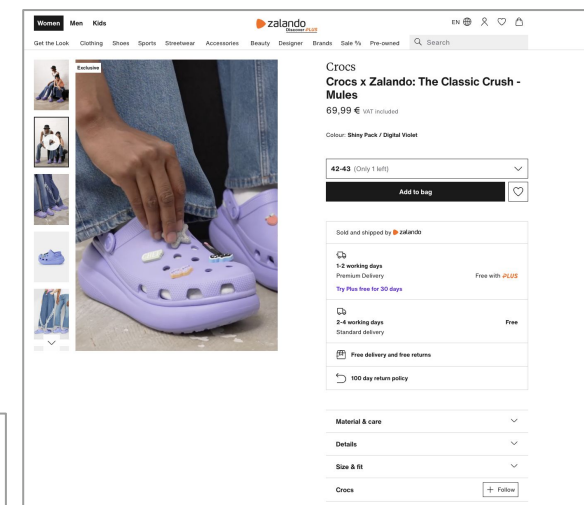
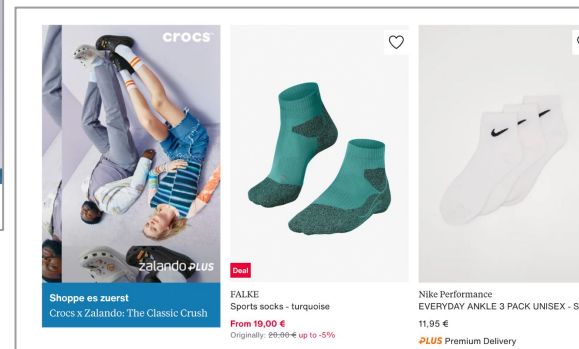
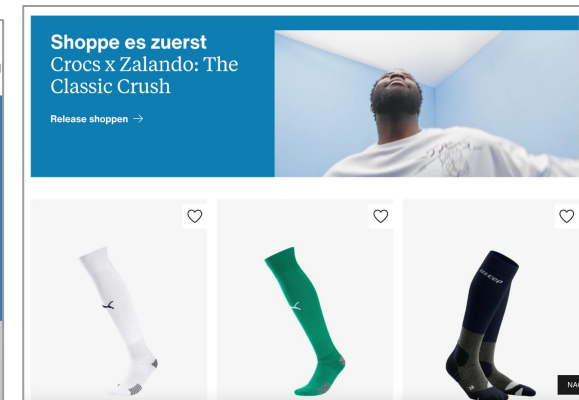
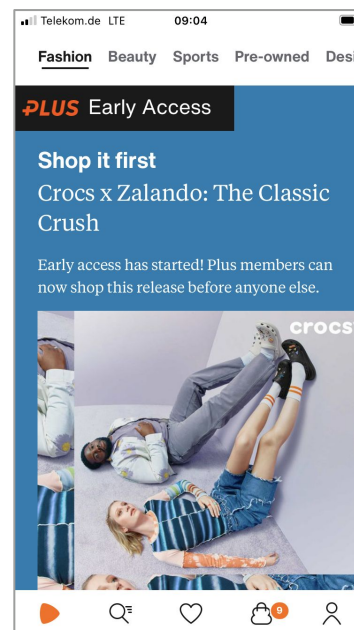
The aim was to drive sell-through for the collection

Early Access

28 - 30 June 2022

Activation

- Influencer campaign
- Onsite: Top Banner Takeover in Germany, Homepage Teasers, Catalog Teasers & In-Catalog ads
- Offsite: Facebook, Instagram & TikTok
- PDP Storytelling



With this campaign, Crocs created **high awareness** and achieved **an 80% SKU sell-out**

Crocs succeeded in creating great results from upper funnel to lower funnel KPIs.

High amount of impressions during a short time ensured great brand awareness, and resulted in a high amount of clicks to explore the product assortment.

The Early Access phase was very successful in terms of sell-out: 3 SKUs were sold out during the first 3 days and the overall sell-out rate was on a high level.

The campaign's success was also proven by the great uplift in Brand Followers and with great ROI%, showcasing that the content and chosen talents resonated well with the targeted audience.

>17M

Viewable Ad Impressions

80%

SKU Sell-out
within the Early Access

112%

uplift in New Brand Followers

>153K

Clicks

206%

Return-On-Influencer-Investment**