Case Study
ZMS x ALDO | L’Oréal
Cross-category collaboration
ALDO | Maybelline & Essie x ZMS
Exclusive cross-category collaboration

In 2022, ALDO and L’Oréal joined forces with ZMS to create a cross-category collaboration. The collaboration was based on the assumption that even though ALDO and two L’Oréal brands, Maybelline and Essie, shared similar customer basket tendencies, they still had room to profit from each other. The aim was to connect beauty and fashion audience through a 360° campaign activation, showcasing the exclusive product collaboration through Zalando’s media placements, both onsite and offsite.

Objectives

✓ Increase brand awareness and drive new customer acquisition
✓ Benefit from cross-category selling opportunities
Creative concept connecting beauty and fashion

The starting point for the creative concept was to build a multi-brand collaboration campaign that celebrates the fun of dressing up, getting ready, and going out by styling a full look from head to toe. ZMS Creative dove into the essence of each brand and crafted a campaign concept that established a connection between Beauty and Fashion, and utilized bold colors to express different moods.

Execution

✓ The campaign ran between 12 October and 13 November 2022 in six markets.
✓ The campaign was kicked off with a 24 hours Top Teaser Takeover on Zalando homepage, followed by a wide selection of ad formats onsite and offsite Zalando - creating a full-funnel consumer experience.
Reaching the widest audience with the most relevant Onsite & Offsite ad placements

Top Teaser Takeover & Homepage Teaser

Catalog Teaser & In-Catalog Ads

Sponsored Product ads

Instagram & Facebook, TikTok
A Customized Landing Page was built to spread the word about the exclusive collaboration and to showcase the key products on one page with traffic driven from onsite and offsite media placements.
Styled Product Detail Pages

Lifestyle images and explanatory video content was featured on the Product Detail Pages to ensure an integrated campaign journey and inspiration at the point of sale.
Overall Campaign Highlights
for both ALDO & L'Oréal brands

- Total Impressions: >26M
- CTR in onsite ad formats: up to 10%
- Total PDP Views: >1.1M
- Higher CTR in offsite Collection Ads vs. benchmark*: ~50%

*benchmark is the average of beauty and footwear
Cross-customer acquisition

During the campaign the average number of orders per calendar week containing both ALDO X L'Oréal products was up to 166% higher than prior to the campaign.

Result Highlights
per brand
ALDO
Result highlights

Compared to the same time frame the previous year, ALDO managed to grow its customer base and improve overall performance by collaborating with L’oréal.

*ALDO gained 60% more customers in 2022 that were purchasing L’Oreal and not ALDO prior to the campaign vs the same time frame in 2021.
Maybelline & Essie
Result highlights

Compared to the same time frame the previous year, Maybelline & Essie managed to create high engagement and improve their sales notably by collaborating with ALDO.

YoY growth in Sales for focus SKUs

+119%

YoY growth in PDP views

+39%

Growth in new to brand customers from ALDO*

+8.5%

*L’Oréal gained 8.5% more customers in 2022 that were purchasing Aldo and not L’Oréal prior to the campaign vs the same time frame in 2021.