



Case Study

ZMS x ALDO | L'Oréal

Cross-category
collaboration

ZMS Zalando
Marketing
Services

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**

essie

ZMS

Creative concept

connecting beauty and fashion

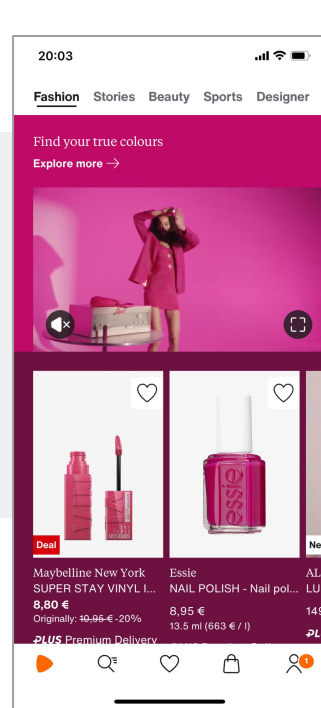
The starting point for the creative concept was to build a multi-brand collaboration campaign that celebrates the fun of dressing up, getting ready, and going out by styling a full look from head to toe. ZMS Creative dove into the essence of each brand and crafted a campaign concept that **established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

Execution

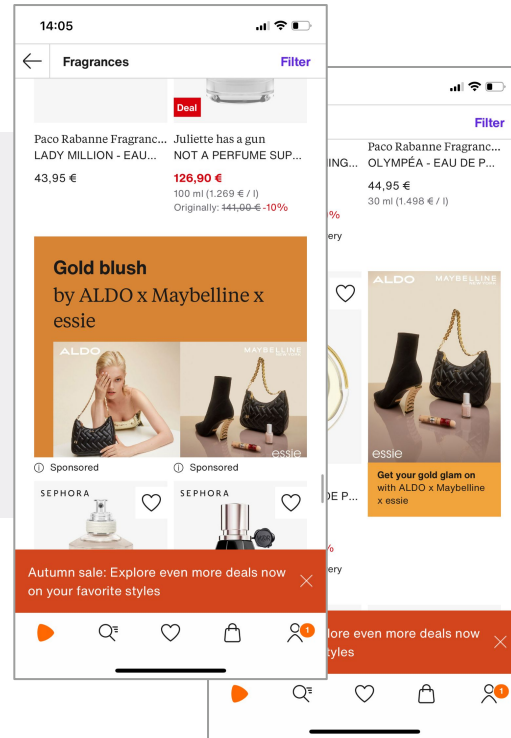
- ✓ The campaign ran **between 12 October and 13 November 2022 in six markets.**
- ✓ The campaign was kicked off with a 24 hours Top Teaser Takeover on Zalando homepage, followed by **a wide selection of ad formats onsite and offsite Zalando** - creating a full-funnel consumer experience.



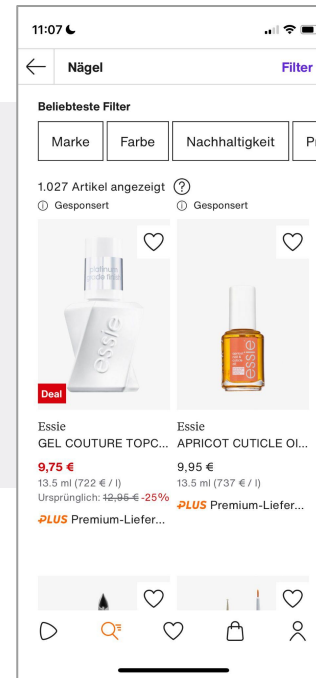
Reaching the widest audience with the most relevant Onsite & Offsite ad placements



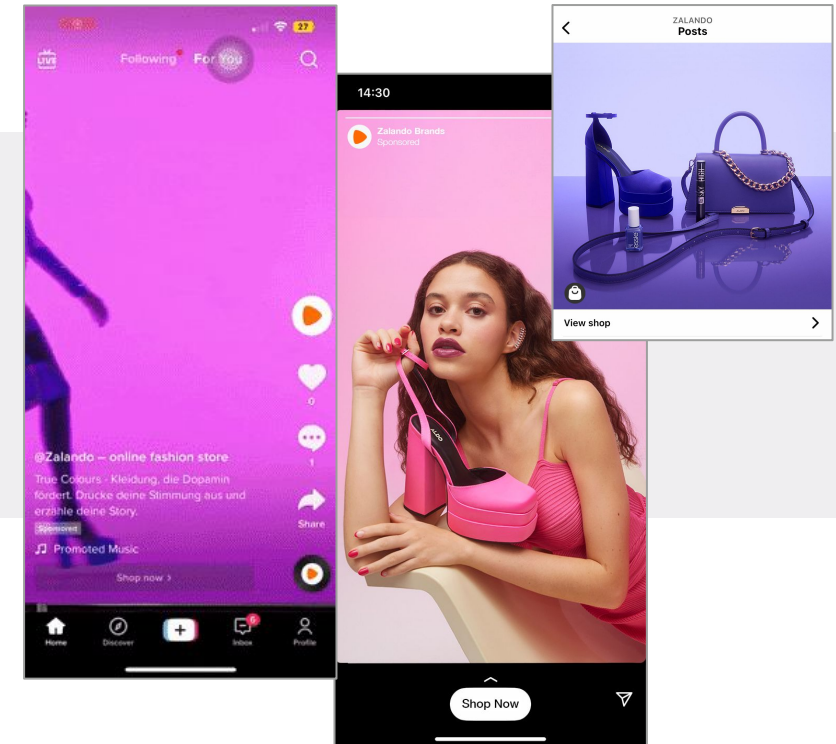
Top Teaser
Takeover &
Homepage Teaser



Catalog Teaser
& In-Catalog Ads



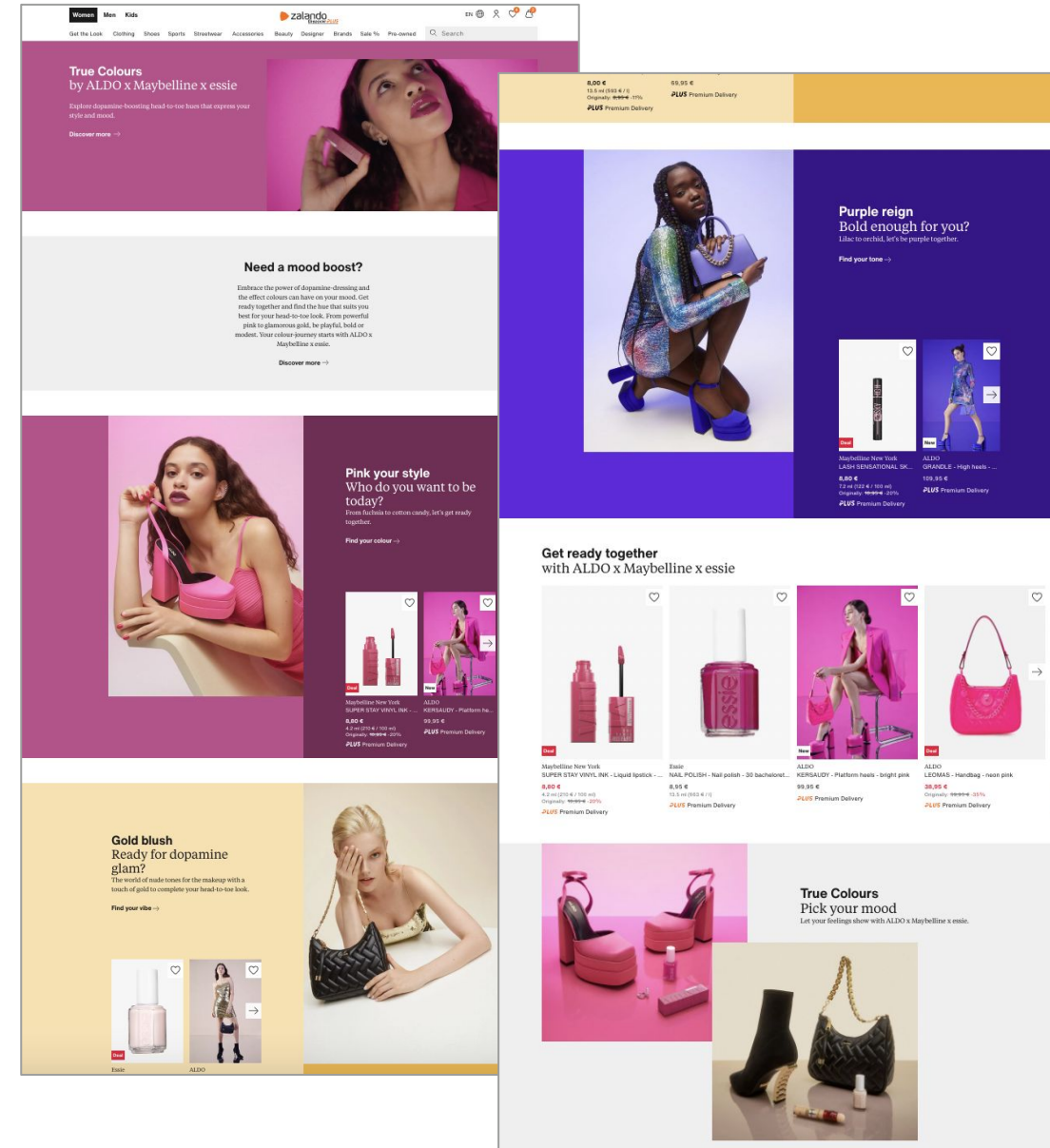
Sponsored
Product ads



Instagram & Facebook,
TikTok

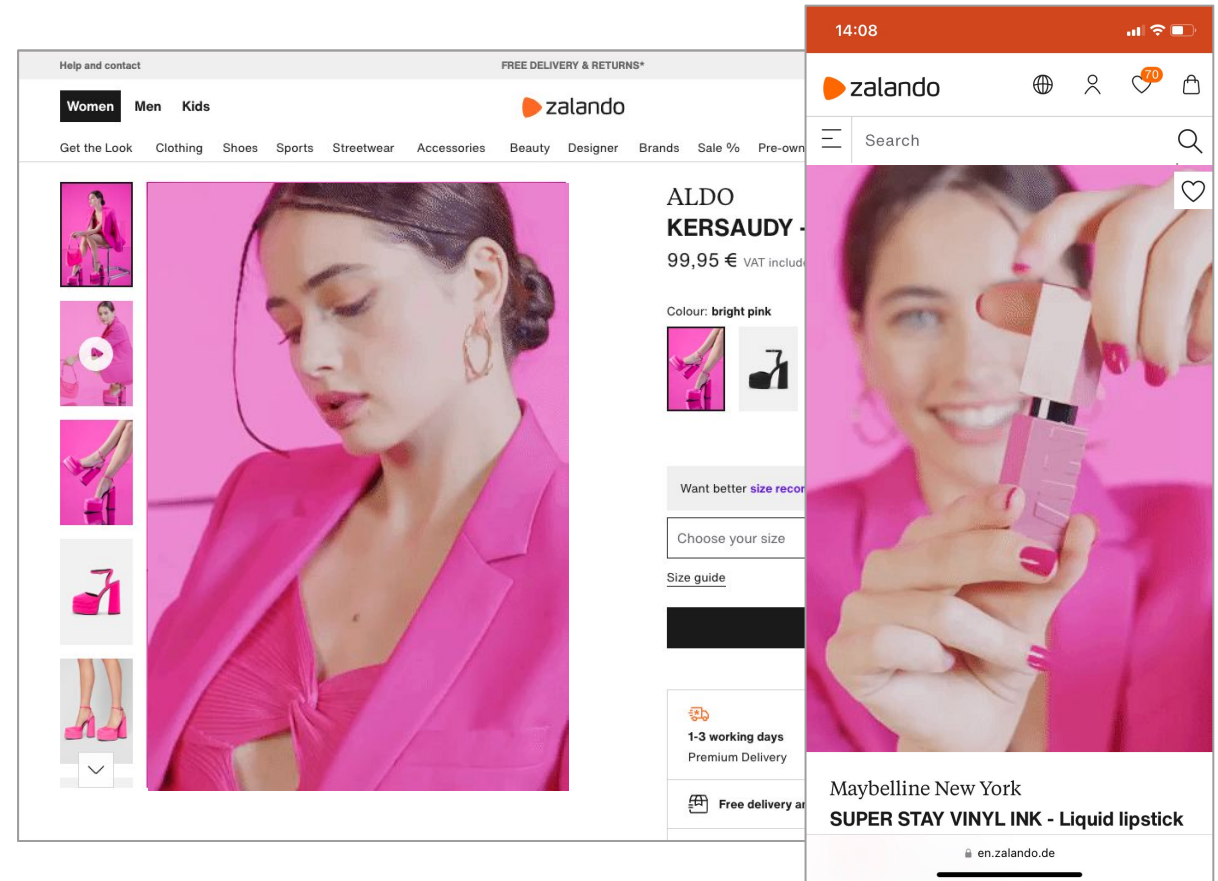
Landing Page on Zalando

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

>26M

Total Impressions

up to **10%**

CTR in onsite ad formats

>1.1M

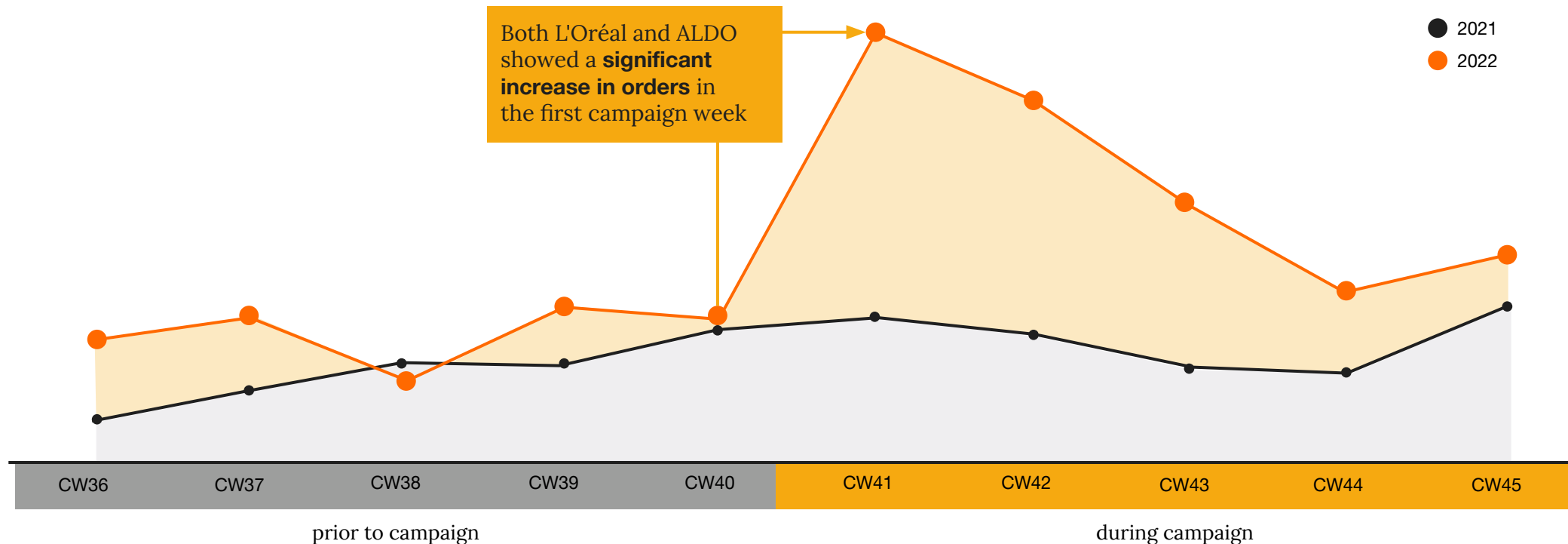
Total PDP Views

~50%

higher CTR in offsite
Collection Ads vs.
benchmark*

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**



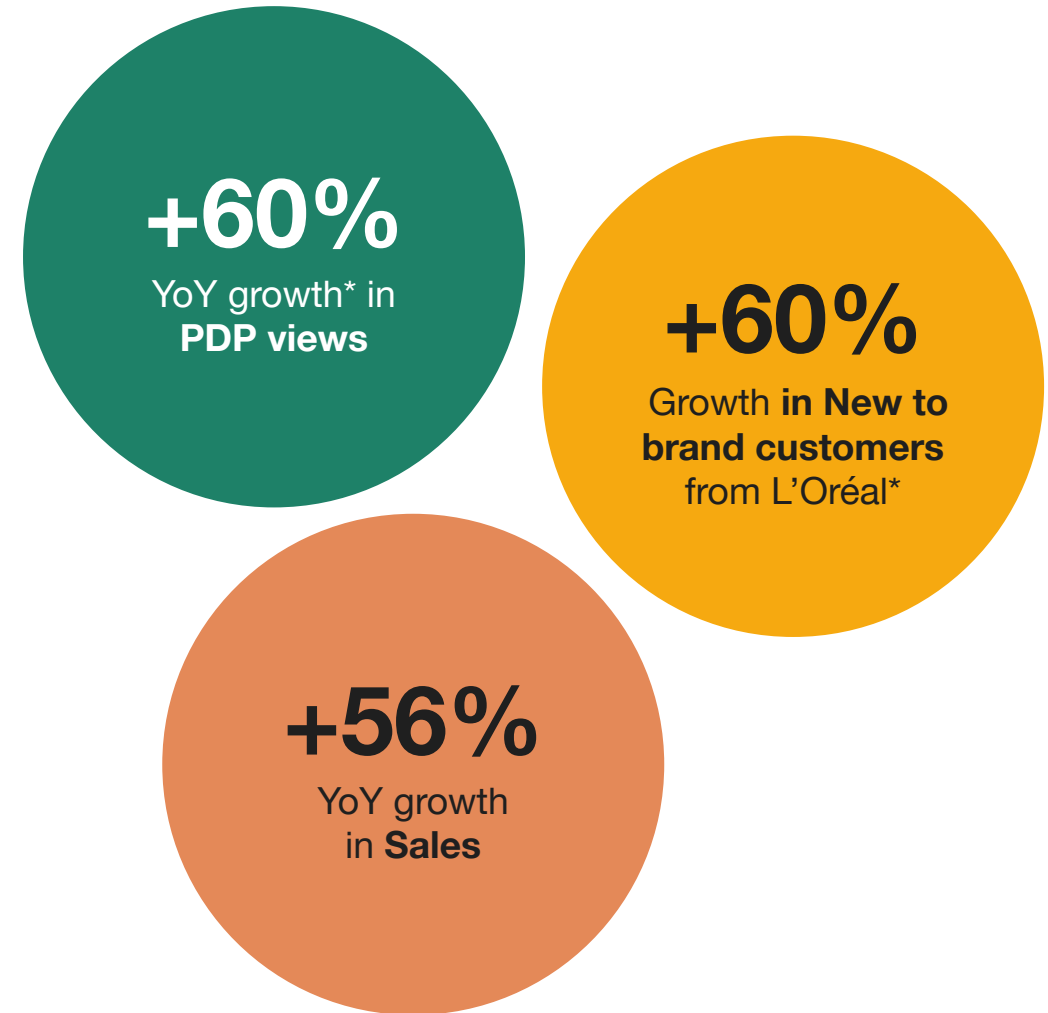
Analyzed time frames: 2022: 12th Oct 2022 - 14th Nov 2022, 2021: 12th Oct 2021 - 14th Nov 2021. Only non-fully cancelled orders in the fashion store are included.

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.

+39%

YoY growth in
PDP views

+8.5%

Growth in **new to
brand customers**
from ALDO*

+119%

YoY growth in
**Sales for focus
SKUs**

*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.