



Case Study
ZMS x Coach
Demi Bag

ZMS x Coach Demi Bag awareness campaign

Coach was founded in New York in 1941 and is inspired by the spirit of the city, building a community that champions the courage to live authentically. Coach is more than a bag—it's a community of Coachies around the world united by a shared spirit of optimism and the courage to be ourselves. To bring this vision closer to a younger audience, Coach teamed up with ZMS and created a Gen Z focused campaign around their Demi Bag.

Objectives

- ✓ Generate **brand awareness** for the new product family focussed on Y2K aesthetic
- ✓ **Acquire Gen Z as a younger audience** and build locally relevant authenticity and engagement



Influencer Marketing

Thirteen content creators were asked to style their favourite Demi bag with a 00's aesthetic and create authentic quality content for onsite ad placements to harness the target audience's visual language. A total of 9 TikToks, 6 IG posts, 10 IG Stories and 4 IG Reels were posted to create awareness and engagement.

Leveraging inspirational content to create awareness and drive engagement

Onsite ad placements

The creators' content was leveraged on Zalando with the focus on branding placements as well as a customized landing page. Coach's products were showcased in an engaging way, combining powerful storytelling, authentic content and product links. Home Page Teasers were used to drive discovery and awareness, and Catalog Teasers and In Catalog Ads drove consideration and intention.



Coach executed a successful campaign with the launch of the new Demi Bag, creating both **high awareness** and **sales increase**

This campaign enabled Coach to slowly **move towards a younger audience**. Increasing younger people to purchase Coach products by 10% after releasing the campaign.

Through the **influencer generated content**, the campaign created a high amount of impressions that **secured visibility and brand awareness**.

Capturing the (visual) language of Gen Z through some of their idols resulted in **+10% sales in the younger target audience**.

The highly integrated campaign elements stood for a **seamless customer journey**.

2.1M
impressions

21K
clicks

188%
uplift in sales*

12%
of customers purchasing during
campaign period were new

230K
Zalando onsite engagements**

*percentage of sold bags increased by after the campaign launched

**add to card, add to wish list, PDP views