Case Study
ZMS x Levi’s®
Live Show, Feb 2023
The objective was to launch new 501® styles with impact on several channels, create awareness and support women in finding the right 501® fit - as 501® jeans have several different executions. Levi’s® wanted to offer an engaging format for their customers while presenting unique and creative styling tips on different models to enhance their experience with the 501® jeans and how to style it.

Objectives

✓ **Driving awareness** for the 150th birthday of Levi’s® iconic 501® jeans

✓ **Increase awareness** for the different 501® styles and overall Levi’s® assortment whilst generating engagement with the brand assortment
Make the most of onsite and offsite

The aim was to make as many people aware of the upcoming live show as possible. To reach different audiences, even beyond existing Zalando customers, we used onsite and offsite teasers and activations.

A customized landing page including a countdown was set up to spread the word. The live show link then redirected customers to set a reminder. Social media was also a huge driver to create excitement for the upcoming event.

Execution

✓ An onsite countdown and offsite teasers were set up between February 10 and 15 in the DACH market. On the actual event day, February 16, an additional Instagram teaser story was shared.

✓ The launch was kicked off with a Homepage Teaser as well as Catalog and In-Catalog Ads on Zalando - creating a full-funnel consumer experience.
Reaching the widest audience with the most relevant Onsite & Offsite placements

Homepage Teaser
Catalog Ads & In-Catalog Ads
Offsite Teaser
Instagram Teaser Story
Campaign Highlights

- >3M Impressions
- >50K Clicks (+100% compared to benchmark)
- >37K Total Views (+310% compared to previous live show)
- ~1.7% CTR (+100% compared to benchmark)
- 105k PDP Views (+55% compared to benchmark)
- 5.8k Add to Wishlist