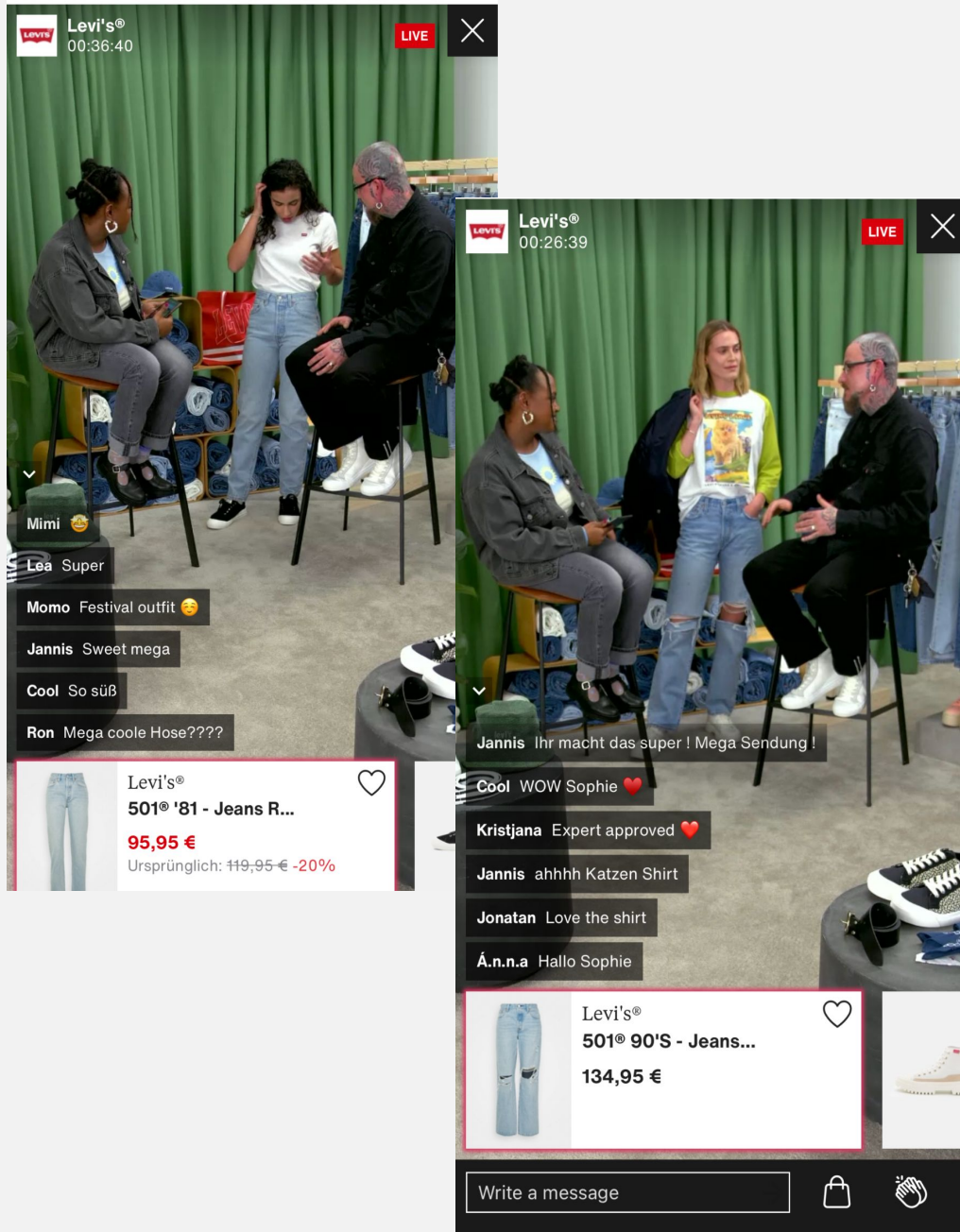




Case Study  
**ZMS x Levi's®**  
Live Show, Feb 2023

**ZMS** Zalando  
Marketing  
Services



## ZMS x Levi's® Live Show Celebrating 150 years of the 501®

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**



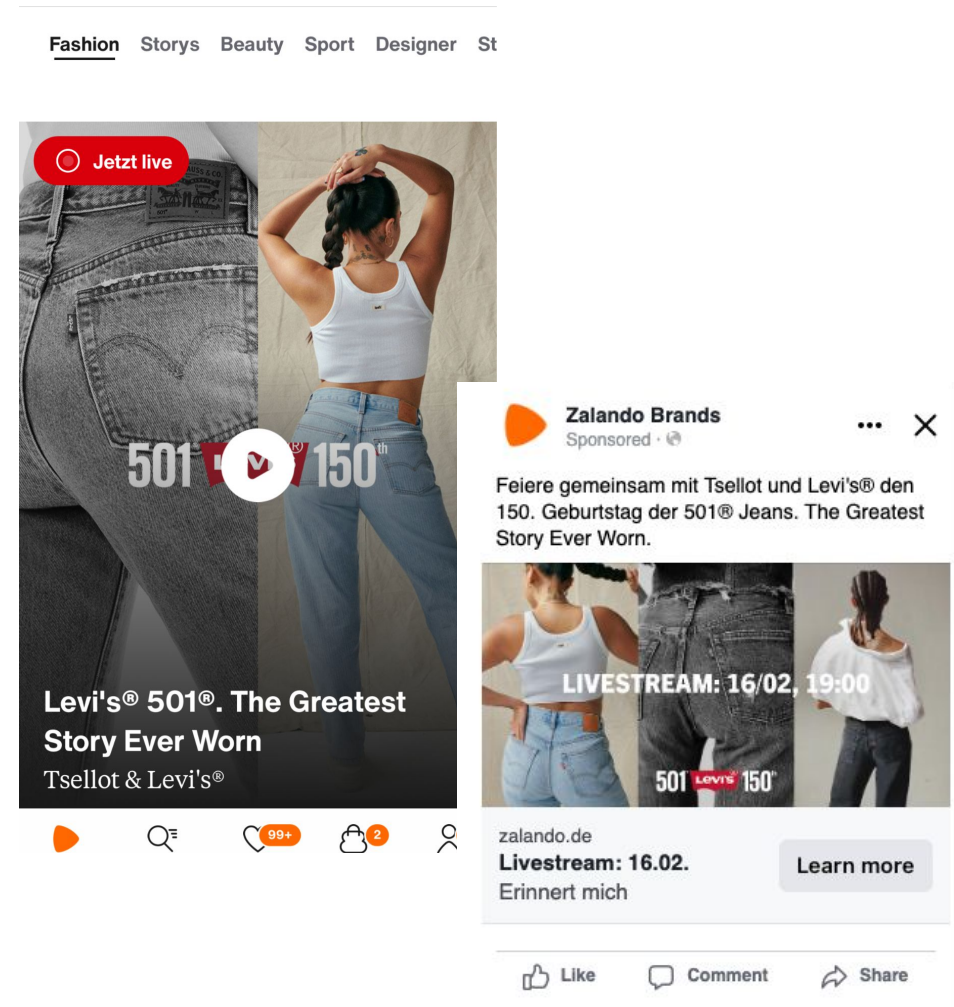
# Make the most of onsite and offsite

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

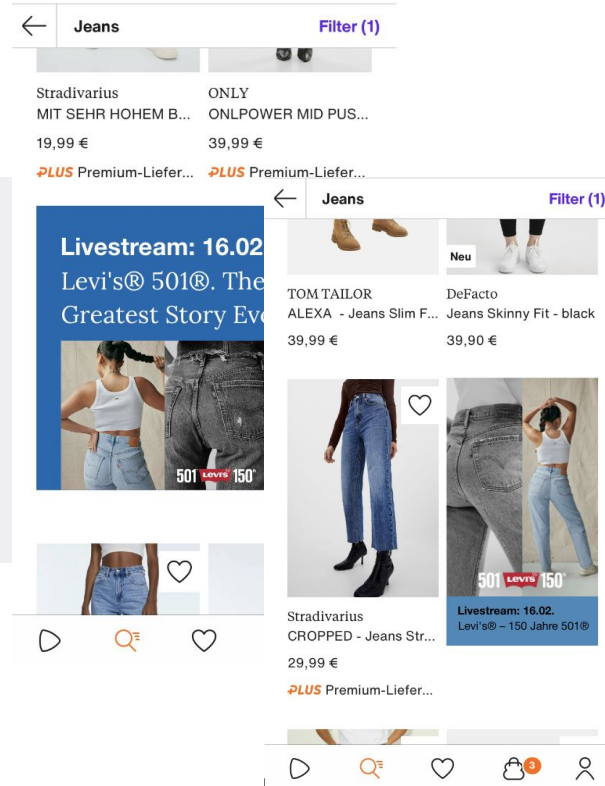
- ✓ An **onsite countdown and offsite teasers** were set up between February 10 and 15 in the DACH market. On the actual event day, February 16, an **additional Instagram teaser story** was shared.
- ✓ The launch was kicked off with a **Homepage Teaser as well as Catalog and In-Catalog Ads on Zalando** - 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