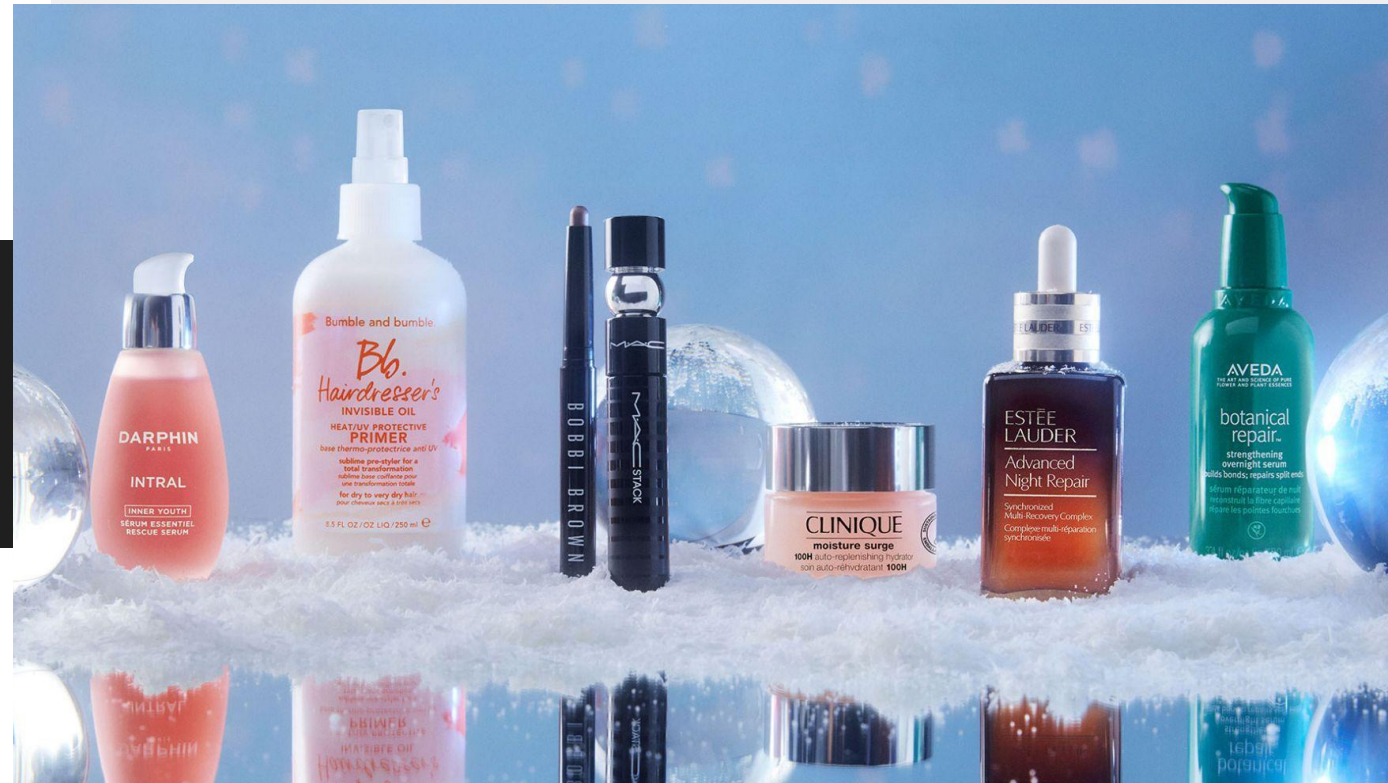


Estée Lauder Companies





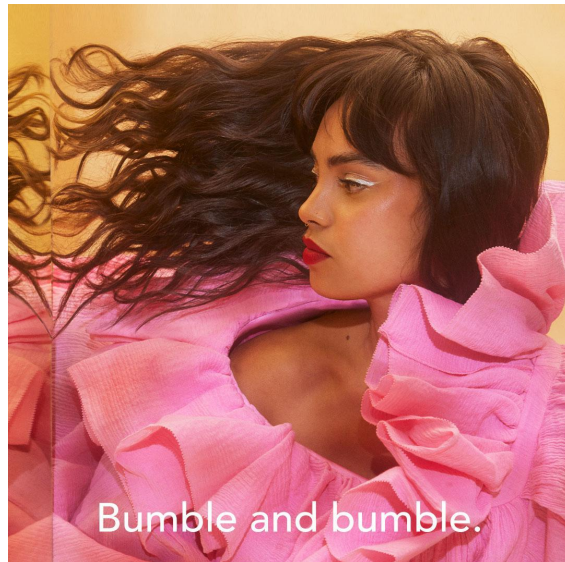
Estée Lauder Companies x ZMS

Unlock the Magic

Cyber Week and Christmas are the key commercial moments of the year for Beauty. The era of care culture is replacing the hustle culture of pre-pandemic. Gen-Zers have become the champion mold-breakers, finding new ways of doing things differently. The goal was to highlight Estée Lauder Companies (ELC) products as tools of self-exploration and uninhibited self-expression by including the non-conventional beauty and make-up communities.

Objectives

- ✓ Drive **brand awareness and engagement** for ELC Portfolio on Zalando in 10 different markets
- ✓ **Recruit new and younger Gen Z** customers from Zalando fashion audience and beyond
- ✓ **Retaining existing customers** with a retargeting strategy and convert them into loyal buyers



On a cosmic journey, through mood-messaging inspired by a magical festive world

With their campaign, ELC transported customers to a magical festive world, where no stone is left unturned to ensure they find the best gifts. Gifting elves, guided by the main character Missy, are busy at work channeling the wishes of customer's nearest and dearest. It's beautiful chaos with beauty products half wrapped spilling over every surface. With a few sparkly tips and tricks their gifts are all sorted for the holiday season.

There's only great gifts in this land. More ideas, more inspiration... more magic!

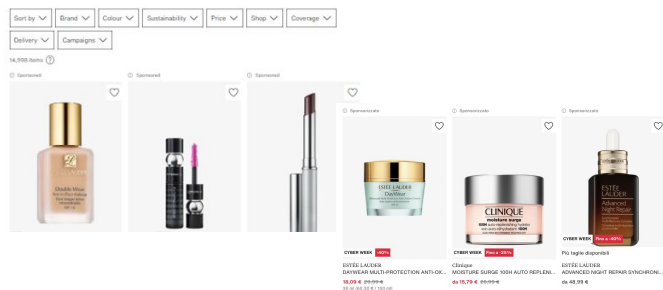
For the gifting season, ELC:

- ✓ Created a data-driven strategy with a pre- and post campaign analysis and creative testing
- ✓ Wanted to outperform all their KPIs from 2021's gifting season campaign



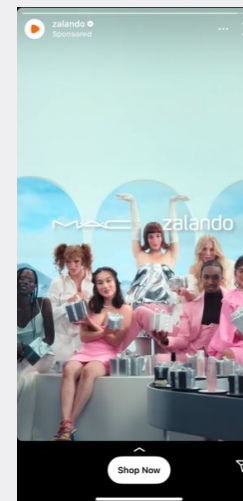
Onsite Performance

- Sponsored Products

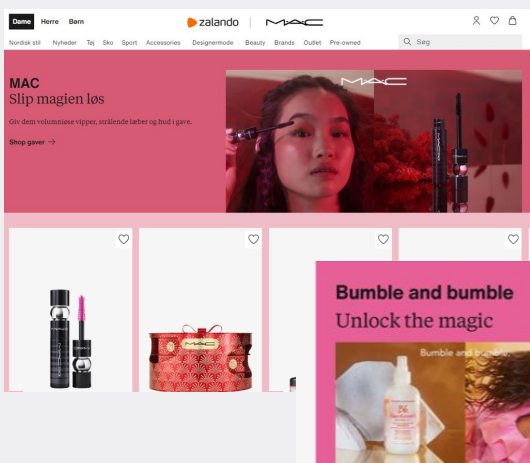


Offsite

- TV & Streaming
- FB, Instagram
- TikTok, Pinterest
- Online Video Ads



Overview of the campaign placements & highlights

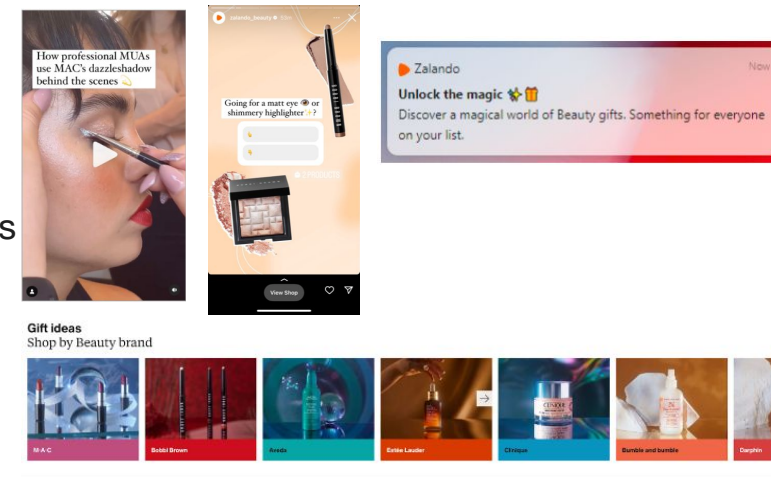


Onsite awareness & engagement

- Homepage & Category Takeovers
- Video Teaser
- Catalog Teaser & In-Catalog Ads

Organic placements

- Gifting Hub
- Zalando Beauty IG posts
- Beauty NL,
- Push-Notification
- Daily Style Watch



Overall Campaign Highlights of ELC's 360° Media Campaign

>257M

Media Impressions

11.5M

PDP Views

+59%

Sales vs. Previous Year

+31%

Sales vs. Estimated

- ELC managed to outperform 2021's Gifting campaign KPIs. All ELC brands showed exceptional growth during the campaign period - highlight of the campaign were outstanding sales results of +59% vs. 2021.



ZMS

Additional Creative Material

