

UGG



ZMS



UGG x ZMS Feels like UGG

Create awareness around UGG's winter collection amongst the Gen Z audience in DE, ES, IT FR, NL through a powerful creative campaign and effective media placements. Additionally, they wanted to create the feeling of empowerment, authenticity and "your true self".

Objectives

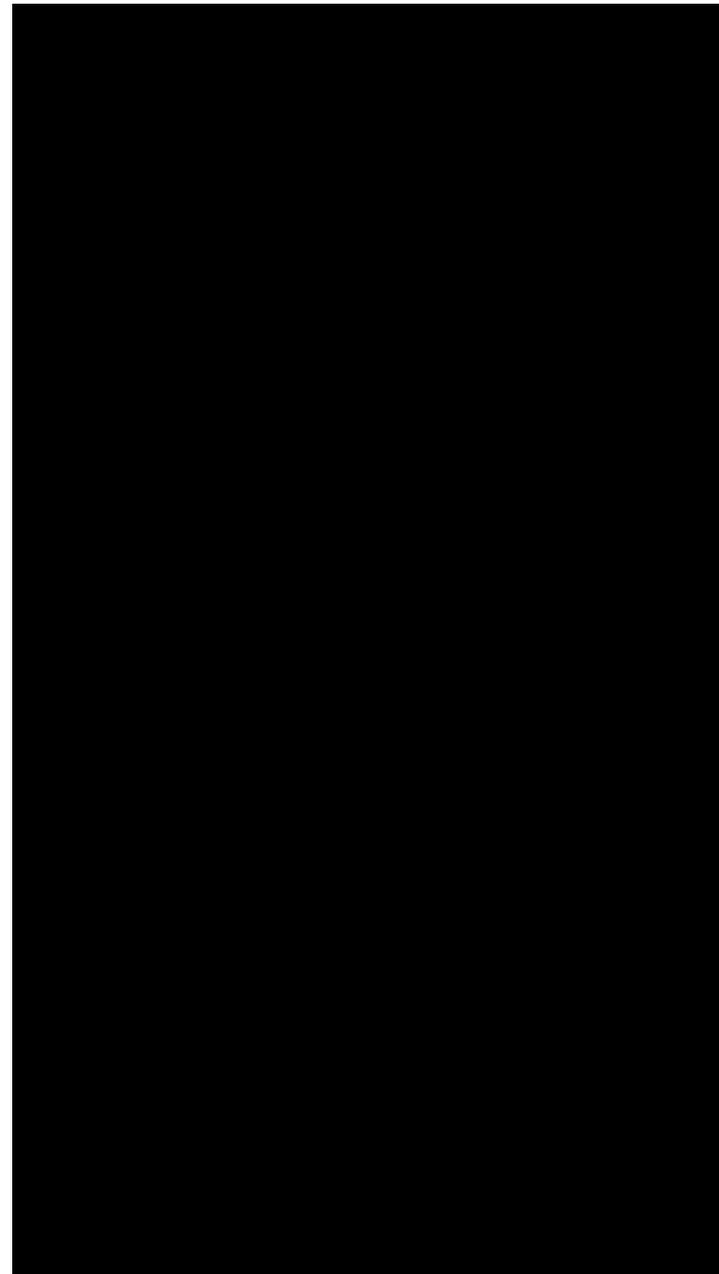
- ✓ **Create awareness around UGG's winter collection** amongst Gen Z
- ✓ **Transporting the concept of the feeling** you get when you step into an UGG shoe
- ✓ Surprise the customer, match our brand values and **create PR buzz**

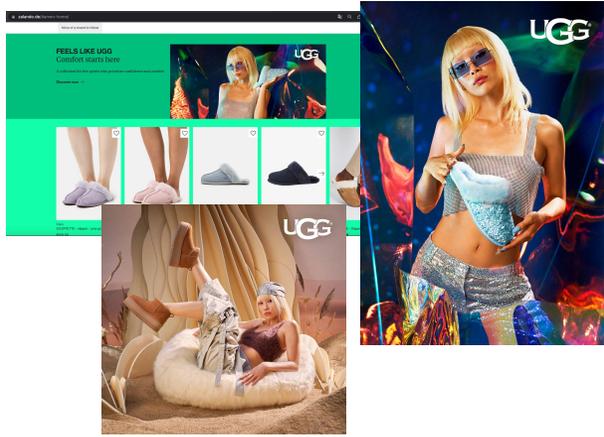
Taking Gen Z on an **ASMR-styled journey**

The strategy planned to create awareness through a purpose-driven campaign, in order to strengthen UGG and bring it to the top of their audience's minds with radical self-expression and authenticity as the campaign's focal points. To leverage the Gen Z likeability even more, the campaign added ASMR sound effects to create an immediate connection with ASMR-style immersive unboxing videos on social media.

With its concept, UGG:

- ✓ Activated a tailored, big branding campaign for Zalando customers through the creation of three worlds that they could experience with their senses
- ✓ Managed to make the world of sensory euphoria visible by creating an immersive ASMR-journey featuring the textures, the sounds and the whole vibe of UGG



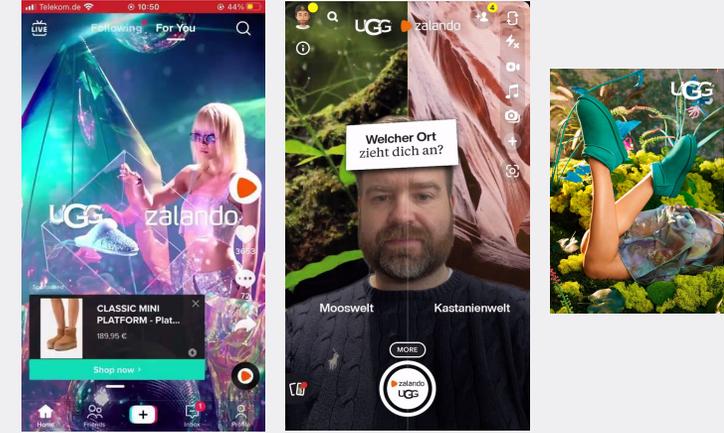


Onsite placements

- App In-Cat and In-Cat Ad
- App Cat and Cat Ad
- App and Web Homepage
- Sponsored Products
- Creative LP

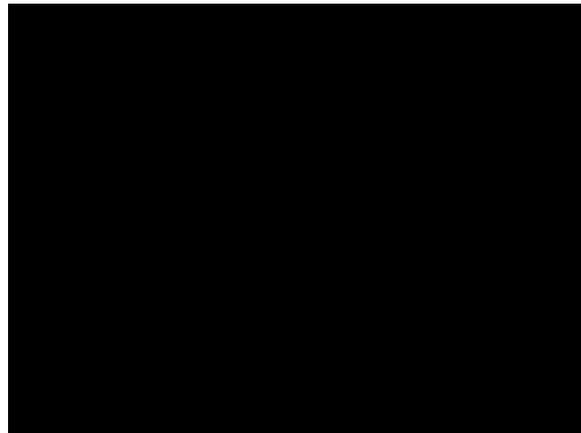
Offsite placements

- Collection Ads and stories on IG and FB
- AR Try-On Lens and Ads on Snapchat
- In-Feed & Collection on TikTok



Overview of the campaign highlights

Influencer Extension



Three ASMR Worlds

- The MOSS world: a recreation of a small fairy-tale forest.
- The BLUE world: a nostalgic disco set up.
- The CHESTNUT world: a representation of a raw environment, made of dunes, caves and hard shell.

Creating three worlds to transport the feeling of UGG

117M
Impressions

9.9
ROAS

+240%
Campaign SKU Sales
YoY

+87%
New vs. Returning
Customers

UGG's campaign offsite performance on Snapchat and TikTok outperformed every benchmark in all markets. The concept really stood out to the target audience and is now used as "best case" for Snapchat and TikTok campaigns.



Additional Creative Material

