Case Study
ZMS x Origins
With its Cyber Week campaign in 2022, Origins wanted to go viral on Zalando with its GinZing Gel Moisturizer while driving production excitement and brand desirability. Furthermore they wanted to leverage off-site engagement for their customer acquisition amongst their target audience.

Objectives

- **Generate brand and product-specific awareness** for Origins itself but especially for their GinZing Gel Moisturizer
- **Customer acquisition** amongst Gen Z and Millennials
- **Leverage retail sales** in the shopping momentum and affect YoY Growth for Q2 FY23
**Make the most of onsite and offsite placements**

In CW46 2022, Origins released the first placements on Zalando in DACH, Denmark and Netherlands, alongside with an Instagram Collection, Link Ads and Reels. A Reel on Zalando Beauty has been published a few days after that - all been done to push awareness and virality over a time of two weeks. To push performance during the same timeframe, In-Cat Ads, Catalogue Teasers and Sponsored Products were placed.

**Execution**

- Origins kicked off their during the Warm Up days on Zalando before more discounts were released on Cyber Monday.
- The campaign highlighted with massive sales on Black Friday.
Onsite Awareness
- Homepage Teaser

Onsite Performance
- Sponsored Products
- Catalogue Ads
- In-Cat Ads

Offsite Awareness
- IG Collection
- IG Reels and Link Ads
- IG Reel on Zalando Beauty

Onsite and Offsite awareness across multiple touchpoints
Reaching the target audience by using the right placements during peak traffic moments

The campaign drove excitement for the focus product thereby generating a halo effect and increasing brand awareness and desirability overall.

- Brand searches increased by 75% during the campaign period vs. the weeks before. Filters also increased by 90%, showing how the campaign drove brand desirability during this period.
- Both target groups - Gen Z and Millennials - were successfully leveraged by running offsite media on Facebook and Instagram with an above benchmark CTR (0.69% vs. 0.6%).
- PDP Views increased by 95% for the brand overall, and just for the key SKU - the GinZing Gel Moisturizer by 126% during the campaign period vs. the weeks before.

>6.5M Ad Impressions

1.2 ROAS

+49% YoY Sales Uplift

>65K Clicks

140K PDP Views