



  
**ORIGINS**  
1990

## Case Study **ZMS x Origins**

**ZMS** Zalando  
Marketing  
Services



## ZMS x Origins Cyber Week 2022

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

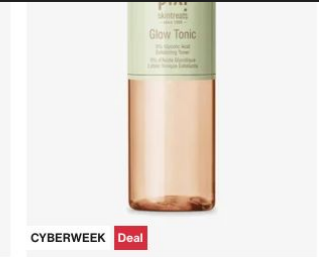
- ✓ Origins kicked off their during the Warm Up days on Zalando before more discounts were released on Cyber Monday.
- ✓ The campaign highlighted with massive sales on Black Friday.



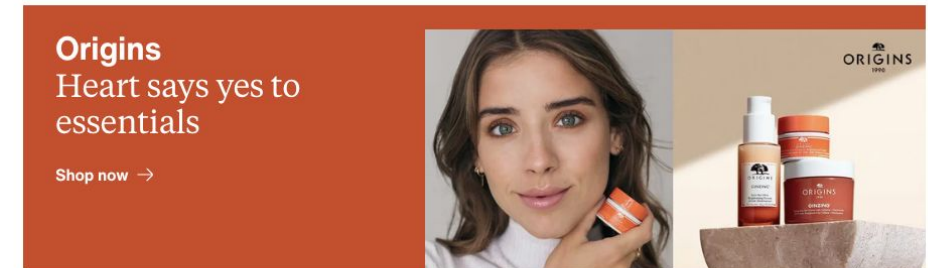
Dr. Jart+  
CERAMIDIN CREAM - Face cream - -  
**From 11,20 €**  
Originally: 10,95 € up to -25%  
**PLUS** Premium Delivery



La Roche-Posay  
EFFACLAR DUO (+) - Face cream - -  
**19,50 €**  
40 ml (488 € / l)



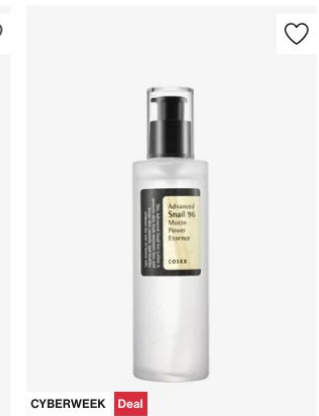
Pixi  
GLOW TONIC - Toner - tonic  
**From 9,45 €**  
Originally: 12,95 € up to -27%



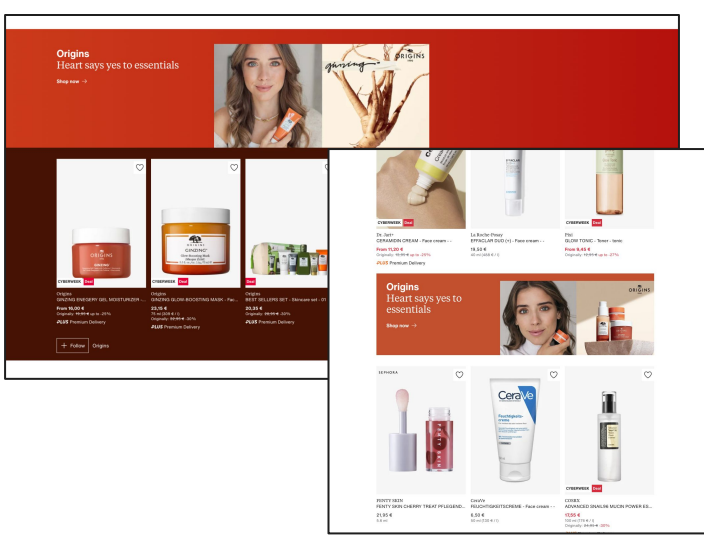
FENTY SKIN  
FENTY SKIN CHERRY TREAT PFLEGEND...  
**21,95 €**  
5.6 ml



CeraVe  
FEUCHTIGKEITSCREME - Face cream - -  
**6,50 €**  
50 ml (130 € / l)



COSRX  
ADVANCED SNAIL96 MUCIN POWER ES...  
**17,55 €**  
100 ml (176 € / l)  
Originally: 24,95 € -30%

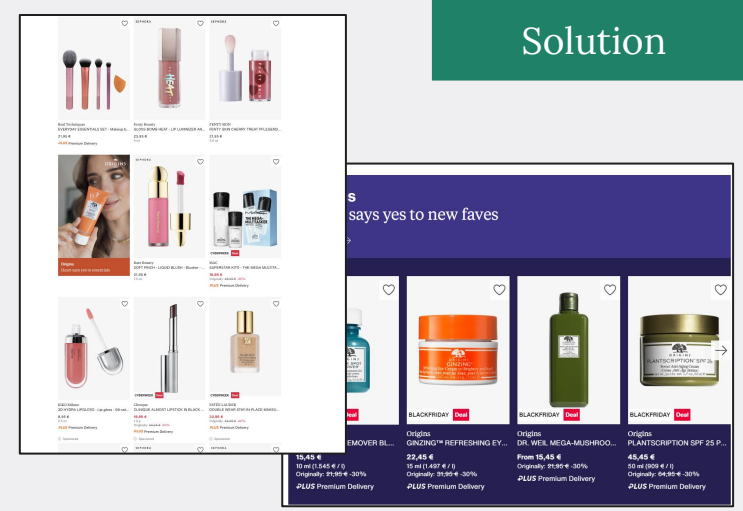


## Onsite Awareness

- Homepage Teaser

## Onsite Performance

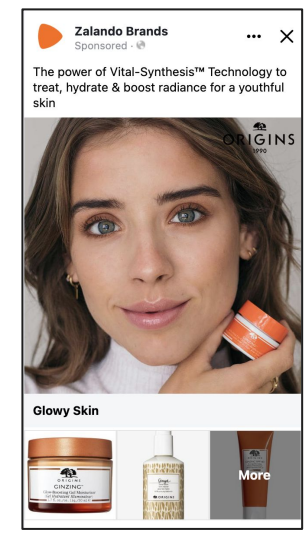
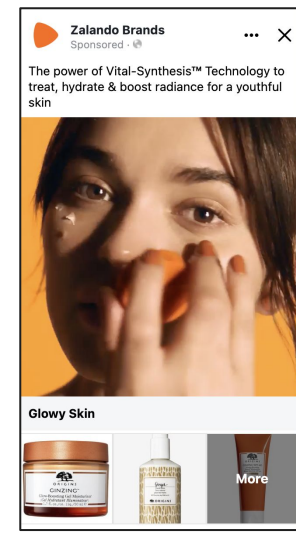
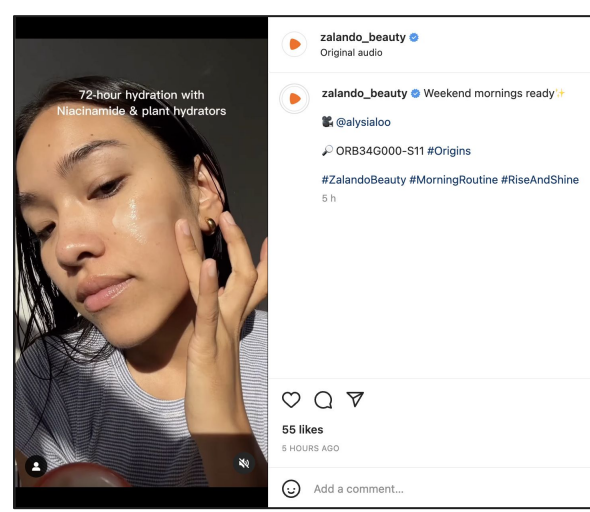
- Sponsored Products
- Catalogue Ads
- In-Cat Ads



# Onsite and Offsite awareness across multiple touchpoints

## Offsite Awareness

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



# 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

**+49%**

YoY Sales Uplift

**>65K**

Clicks

**1.2**

ROAS

**140K**

PDP Views