

Athleta



ZMS

Athleta x ZMS

The Power of She

Athleta believes women are limitless, and their brand mission is to ignite this potential within all of them. As the brand launched in Europe, their main objective was to raise brand awareness by explaining, demonstrating and unleashing “The Power Of She” to a European audience (focused on DE, CH and NL).

Objectives

- ✓ **Drive brand engagement** via an extraordinary activation & event
- ✓ **Empower and support their audience** to turn barriers into collective new energy via experiences and activations
- ✓ **Introduce Athleta as a female sport and wellness brand** that supports women in all aspects of their life
- ✓ **Drive product education and experience** offline and online that **lead to product love**

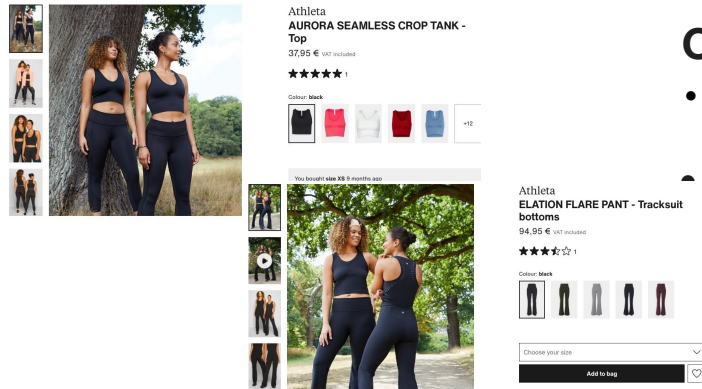
Creating a safe space for women by hosting a physical community-driven event

Together with various ZMS teams – from ideation, event concept, planning and execution, talent sourcing, influencer strategy as well as on- and offsite media placements – Athleta created a full funnel marketing strategy via ZMS.

With its event concept, Athleta:

- ✓ Created a physical hub in the heart of Berlin to invite women to come together, discover the collection, and experience its versatility through diverse ways of movements
- ✓ Reflected on topics and barriers females have had to overcome by scheduling group activations, hosted by empowering women and local collectives
- ✓ Authentically showed the brands approach to spread power, optimism, and positive vibes





Onsite Experiences

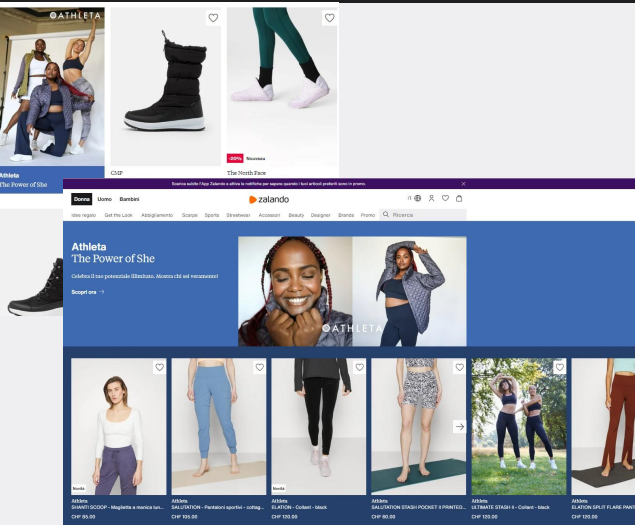
- Captivating campaign landing pages
- Styled PDP

Offsite Awareness

- Local UGC content creation & amplification: spreading brand messages, driving event participation and creating brand demand
- Digital amplification through paid partnership with Refinery29
- Facebook/ Instagram Stories & collection ads



Overview of the campaign placements & highlights



Onsite Performance

- Full onsite customer journey from Homepage to category placements leveraging localized assets from the event

Physical Event

- 300 event guests (+50% target) including 6 influencers from DE & CH covering the event through their feeds, panel speakers, DIY activities, and product display/try-on



Full funnel marketing, powered by a physical event

35.5M

Ad Impressions

+496%

PDP Views*

+407%

Sold Items*

+23%

New Brand Followers



* compared to month prior to the campaign

ZMS

Additional Creative Material

