

GAP



ZMS

GAP x ZMS Sharing Pride

As an active and vocal supporter of the LGBTQIA+ community, GAP aimed to raise awareness of their commitment to do more. With their “Sharing Pride” campaign, GAP wanted to add a new chapter to their brand purpose of shaping culture by amplifying individuality. The campaign meant to bring to life GAP’s core belief: the freedom to be yourself is the most profound form of joy.

Objectives

- ✓ Showcase GAP’s commitment to diversity and inclusion and **demonstrate their allyship with the LGBTQIA+ community**
- ✓ Giving creators that are members of the LGBTQIA+ community an **authentic platform to showcase their creativity**

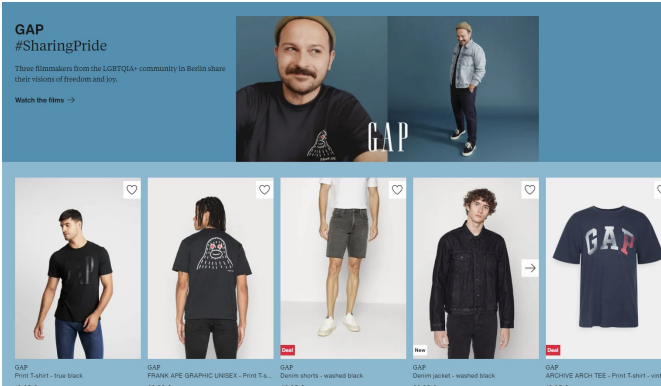
Concept drawn on individuals' creativity

GAP gave three emerging filmmakers who are active members of the LGBTQIA+ community the platform to produce a short film each and build their exposure. Additionally, ZMS Creative created a film about the filmmakers themselves and the art they produced. All films meant to amplify the filmmakers and the brand across Europe in a relevant and impactful way – providing reach and ensuring the campaign made a significant impact on the German market, and across Europe.

With its creative concept, GAP:

- ✓ Gave a platform to members of the LGBTQIA+ community to solve the challenge of showing up authentically and unexpectedly
- ✓ Provided a solution to showcase individuality and drawing inspiration from their creativity





Onsite placements

Showcasing the entire campaign across different layers combining product and story assets, leading to a campaign landing page.

Out Of Home

415 Digital Out of Home Displays in key locations in Berlin, Hamburg, Cologne and Frankfurt



Overview of the campaign placements



Film screening premiere & event

Together with Nowness, GAP hosted a screening of the 3 talent's videos with guests including the brightest names in music, arts, film industry. A Press Release rendered >3M in earned media.

Landing Page

The Landing Page showcased the films of all creators in full length.



GAP created an impactful campaign achieving significant reach

>55M

Total Impressions

12M

Unique Viewers with Onsite and Offsite Placements

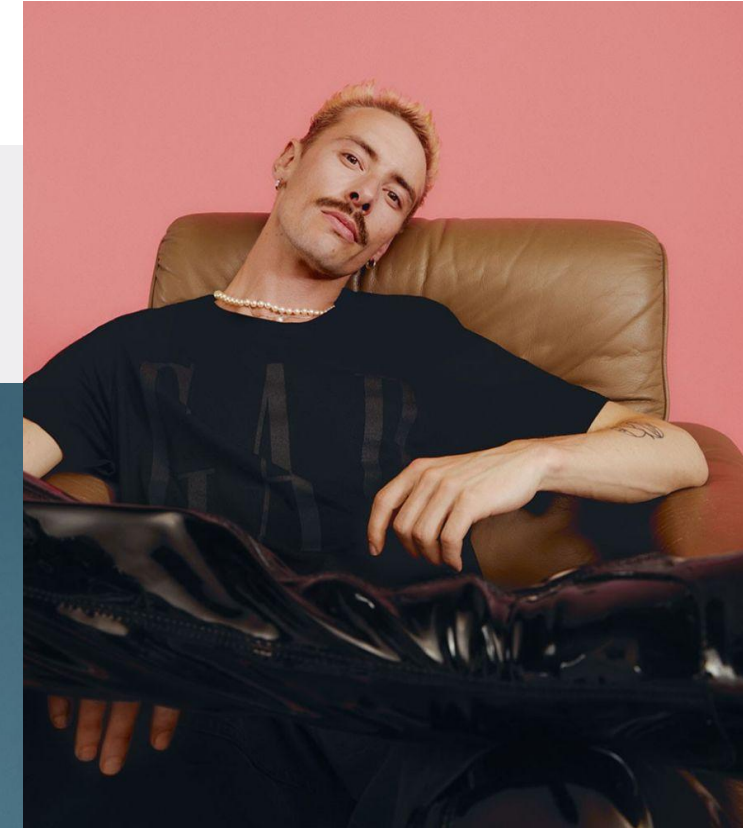
3.3M

Gross Contacts through digital OOH in Germany

+22%

Uplift in Brand Followers on Zalando

More than 400 guests attended GAP's film premiere in Berlin where the campaign films were released of which one was later shortlisted in 2022's Ciclope Festival.



Additional Creative Material

