

QS by s.Oliver x BVG



QS x BVG x ZMS

Wear couldn't be more Street



QS wanted to present themselves in a playful and authentic way while transporting its core values: tolerance, curiosity, positivity and joy. In July 2022, the BVG, Berlin's public transportation provider, launched its new seat cover pattern "Pattern of Diversity", an ode to the city's diversity. Out of this pattern, QS by s.Oliver and the BVG created a capsule collection sold exclusively on Zalando and in a pop-up store in Berlin, Alexanderplatz.

Objectives

- ✓ **Position QS as an attractive, exciting brand** and reach a broader audience
- ✓ **Creating awareness, reach and interest** in order to win new customers
- ✓ Surprise the customer, match our brand values and **create PR buzz**

Creative concept based on Berlin's lifestyle

The collection was launched during an underground fashion show attended by a selection of influencers, creatives and media representatives. Simultaneously, creators and media started communicating the campaign. The visuals combine "normal" situations in Berlin's everyday commuter life with the glossy world of high fashion. Together with Jung von Matt and the BVG team, QS showed the mentioned contrasts of these two worlds in an authentic and fun way.

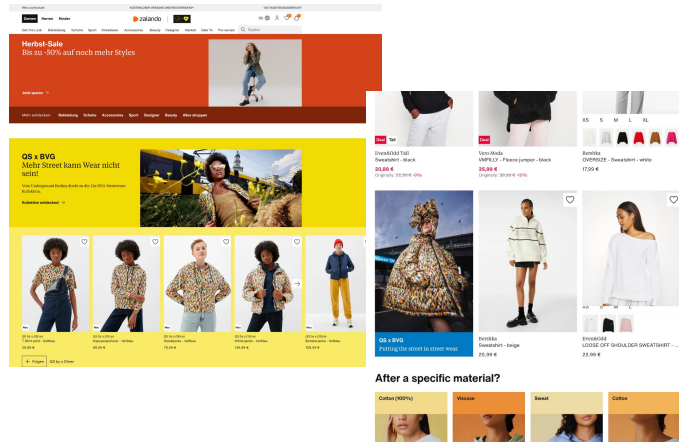
With its creative concept, QS:

- ✓ Celebrated diversity by showcasing Berlin's everyday lifestyle, transported through the BVG's seat cover pattern
- ✓ Managed to create an integrated story visible on multiple channels onsite and offsite, first and foremost presented during an exciting event



Onsite placements

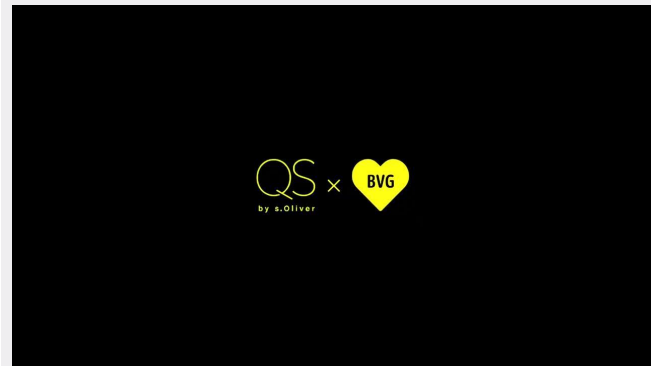
HP Takeover with integrated Launch Date Countdown, Push Notifications, Sponsored Products, In-Cat Ads, Cat Ads



Overview of the campaign highlights

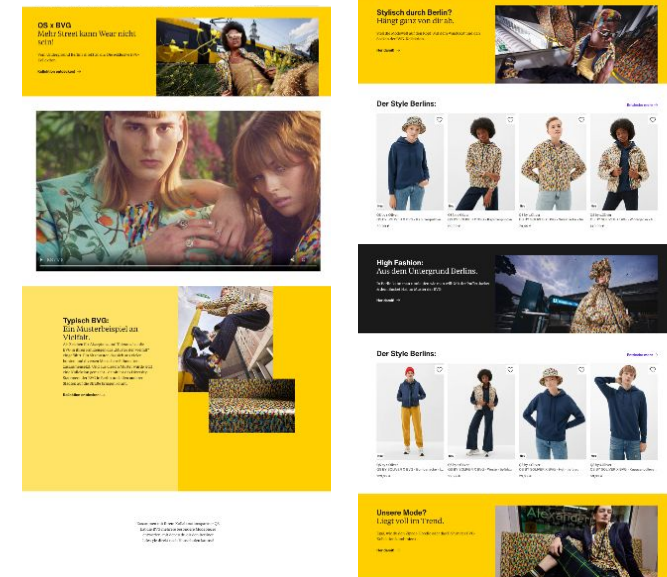
Event

To bring the campaign to key opinion leaders, a fashion show kicked-off the launch and its campaign.



Landing Page

More than 40K Landing Page visits from more than 24K Unique Users were generated.



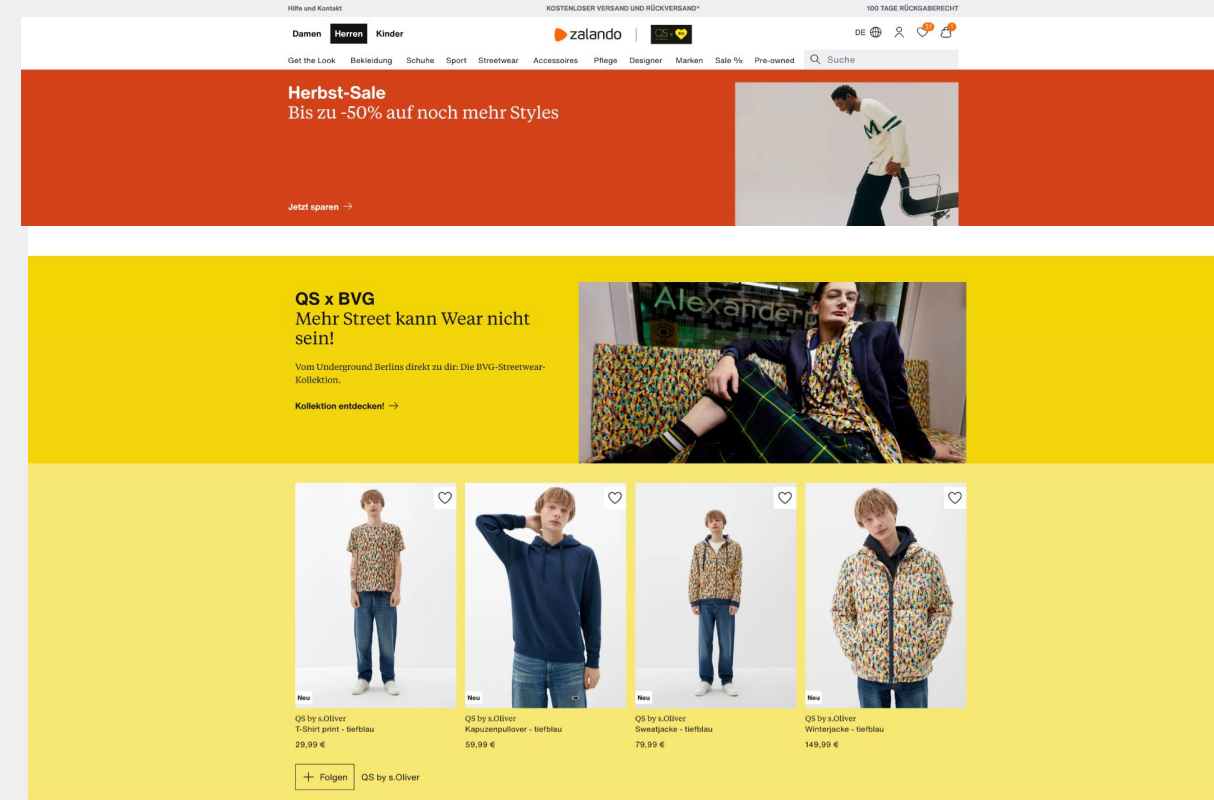
QS created an exciting campaign with an extraordinary collaboration

>9.2M
Ad Impressions

79%
Item Sales came from
new Customers

>110%
Uplift in new Brand
Followers on Zalando

QS generated a massive PR outreach through their launch event with around 80M contacts through TV, print, online media, and content creators.



Additional Creative Material

