

ASICS



ZMS

ASICS x ZMS Nature Bathing

With their “Nature Bathing” campaign, ASICS sought to continuously spread their founding philosophy of "Sound Mind, Sound Body." As well as to share how much positive impact on the mind running in nature has. The Nature Bathing collection offers an authentic take on road to trail and was paired with our Zalando exclusive Novablast 3 shoe and Tiger Run collection. Through this campaign, they wanted to inspire runners to ‘change their path’ and transition from road to trail to clear their mind in nature.

Objectives

- ✓ **Drive excitement and understanding** of a new product that bridges the gap between road and trail running
- ✓ **Reactivate existing/lapsed customers** while acquiring new ones as well

Immersive **digital and physical experience**

This campaign aligned significantly with the Seasonal Moment of trail running on Zalando. Their collection featured runners' favourite pieces with integrated trail technology which allows them to change their path from road to trail. It also aligned with a category opportunity through the creation of the Tiger Run collection, which was exclusively sold on Zalando.

With running category campaign, ASICS:

- ✓ Aligned with Zalando's Sports' Marketing Calendar where the main focus was trail running
- ✓ Inspired runners to 'change their path' and transition from road to trail to clear their mind in nature
- ✓ Leveraged ZMS Services, from ZMS Creative, to Collabary and ZMS Insights, to produce and activate their campaign efficiently on and offsite.

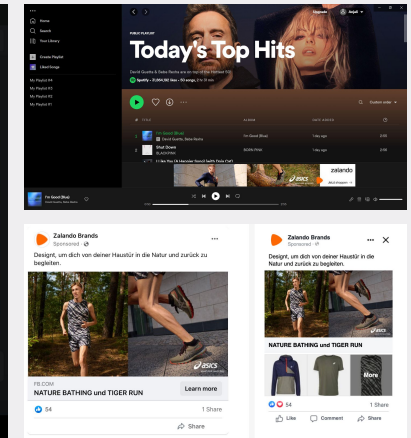
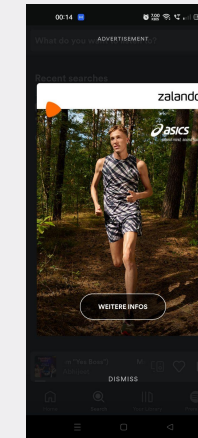


Onsite Placements

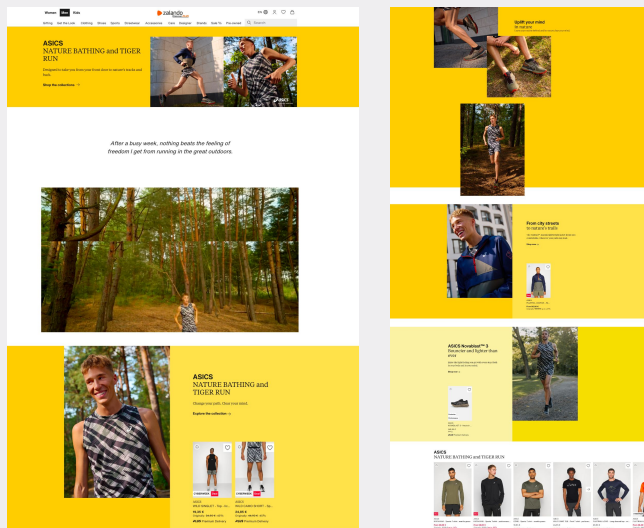
- Homepage Teaser
- Video Teaser
- In-Catalogue Ad
- Catalogue Ad
- Sponsored Products
- Running Hub (organic)

Offsite Placements

- **Spotify** Ads in Germany and Switzerland
- **FB/IG** Collection & Link Ads in Germany



Overview of the campaign placements



Landing Page

- The Landing Page showcased the stills and video **content produced by ZMS** in full length.

Influencers

- **6 influencers** engaged their audience as they related to the mental benefits of running, sharing the positive impact running in nature has on the mind.



ASICS is the best running shoe on the market. I've ran endlessly in so many brands of shoes. ASICS is always a for sure safe bet of quality running shoes.



ZMS

Sharing the positive impact **running** in nature has on the mind

>16.7M

Impressions

+67%

Higher Share of
New Customers

+84%

Sales for Focus SKUs

+148%

PDP Views for
Campaign SKUs

ASICS campaign was successful in growing the consumer base, especially among 25-35 year olds as well as males & gender-neutral customers.



Additional Creative Material

