

zalandoPARTNER

Marketing Awards

Marketing Awards

2024 Winning Case Studies

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Marketing Awards
WINNER
Creative & Storytelling
LACOSTE

Zalando Partner Marketing Awards

In 2024, the 4th edition of the Zalando Partner Marketing Awards was brought to life in order to honour the most innovative, creative and effective campaigns. These were campaigns which Zalando brand partners realised in 2023 in collaboration with Zalando Partner Marketing Services (ZMS).

In 2024, the award covers three different categories:

Creative Campaigns

Seasonal & Category Campaigns

Self-Service Campaigns



Zalando Partner Marketing Awards – the jury

Zalando Jury members evaluated the most promising entries, and selected the nominees and winners. The winners were announced on September 25th 2024 at the Marketing Awards Show in Berlin.



NICHOLE STRYDOM,
Director Buying Premium



JOANNA ROGERS,
VP Emerging Propositions



RAMILYA KRAWINKEL,
VP Partner Platform



SARA SPÄNNAR,
VP Global Marketing



MATTHIAS HAASE,
Director Zalando Studios

The winners

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1. Creative & storytelling category

This category spotlights campaigns that showcase exciting creativity and excellent storytelling. Both Zalando-produced creatives, as well as partner-produced creatives, can be considered.





Winner: LACOSTE

BIG BANG 2.0

Objective: Lacoste x ZMS from preppy to progressive



Originally associated with preppy style and elitist sports like golf and tennis, Lacoste is on the mission to become more inclusive, liberate movement and connect different cultures together.

The campaign's aim was to balance Lacoste's timeless minimalist, elegant, traditional, sporty identity with a more progressive approach that appeals to younger consumers.

The campaign promoted a retro-inspired collection exclusively designed for Zalando. It blended a cool and dressy vibe, with tracksuits and footwear that stay true to the brand's DNA.

Objectives

- Strengthen brand positioning in the fashion-sport landscape as an active, inclusive and cool brand
- Promote a collection exclusively designed for Zalando that gives a new spin to the brand's DNA

Solution: Reinterpreting social club culture - everyone's invited!



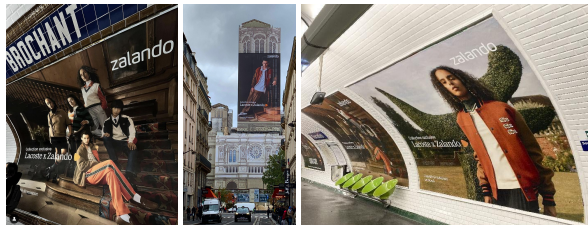
The creative concept was rooted in the idea to create an inclusive brand community embracing diversity, creativity and movement. The concept redefines social club culture for the new generation. It's an open and inclusive online brand community — everyone's invited! The campaign films and imagery embody the Croco spirit through a Gen-Z lens - and that is one of liberation and connection.

The media strategy targets Gen-Z and Millennials by using TikTok, Instagram, and Facebook to generate awareness and engagement. It drives clicks and leads to Zalando collection pages through upper/mid-funnel formats and initiatives like Tik Tok Branded Mission and Meta DPA.

Objectives

- Creative Concept: Redefine social club culture for the new generation and embody the Croco Spirit through a Gen-Z lens
- Media Strategy: Target Gen-Z and Millennials on and offsite across the funnel to generate awareness and authentic engagement.

Add-On: ZMS x Lacoste x Zalando winning the French market



The Zalando FR Marketing Team identified the Lacoste campaign as a valuable opportunity to drive fashion credibility with the French audience and joined forces. To present the unique collection to French consumers beyond the digital world they created a surreal and immersive event - "Lost in collection".

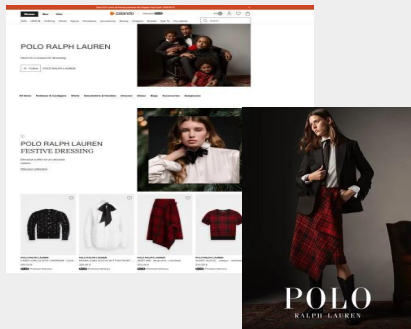
For a weekend Lacoste & Zalando opened the door to a gigantic maze where every room was inspired by a piece from the collection. 9 hidden clues displayed via QR codes allowed curious minds to discover the collection and win prizes.

By partnering with the biggest French fashion creators and taking over streets and subways with OOH placements Lacoste & Zalando have made the "Lost in Collection" event an unmissable part of the Parisian cultural agenda.

Objectives

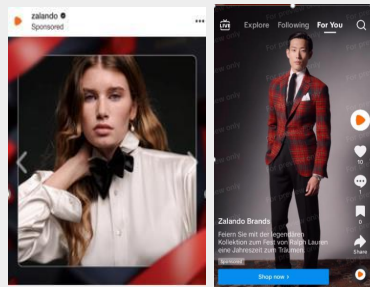
- Drive fashion credibility and engagement among the French audience.
- Present the exclusive collection to the French consumer beyond the digital world.

Solution: overview of campaign placements



On & Offsite Awareness

Media placements across the full funnel, both on and offsite increased awareness and engagement for Lacoste.



Influencer Activation

Besides main talent Brandon Flynn, a cohort of relevant French and German influencers spread awareness for the collection on Instagram and TikTok.



Out of home

The campaign took over the streets and subway stations of Paris, creating massive visibility in the French market.



Event “Lost in connection”

Zalando and Lacoste launched an immersive customer event in Paris. A gigantic maze invited customers to discover the collection, play and win prizes.

Organic Zalando Placements

- Brand Home
- Organic product push

Results: shift in brand perception



135 m
Impressions

+9%
Net merchandise volume
vs. pre-campaign

+79%
Offline reach in FR
on 18-45 yo

An insights study by ZMS found that the campaign has changed the way Zalando customers perceive the brand. While previously perceived as elegant, vintage, premium, and masculine, the campaign has shifted the attributes that customers associate with Lacoste to 'sexy,' 'exciting,' and 'feminine.' This is an important factor driving Zalando customers' attraction to the brand.

The winners

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2. Self-service category

Partners entered campaigns that were realized via self-service marketing tools such as the Ad Manager. In this category, partners showcase how they were fully in the driver's seat and ran successful campaigns, or implemented tool-based marketing strategies.





Winner: BLEND

SELF SERVICE CAMPAIGN
EXPANDING & GROWING

 **BLEND**®

Objective: expand marketing plan to drive brand impact and sales



BLEND is a well-known brand in the Scandinavian market with trend-focused value-for-price products and a strong NOOS (never out of stock) program. To stay relevant and grow in this quite competitive brand environment, the brand decided to increase ZMS activities in 2023.

BLEND aimed to raise brand awareness in more core-markets on Zalando by adding new tools to the Zalando marketing-mix, and combining product-driven ZMS campaigns with always-on branding and Brand Home updates. The brand also aimed to increase the NOOS program turnover by focusing on pushing topseller SKUs via Sponsored Product campaigns.

Objectives

- Gain customer awareness by strongly positioning NOOS (never out of stock) styles to drive item sales
- Increase brand recognition through branding on Zalando
- Expand brand awareness to further markets through multi-market approach

Solution: multi-market approach, branding and tool based marketing



BLEND launched two specific NOOS campaigns to highlight high performing SKUs. The first attempt ran from February to May. Afterwards a drop back of sales was noticeable, therefore a second slight started in September and is still ongoing.

The brand adopted a multi-market approach addressing 14 countries in spring and expanding to 23 countries across Europe in September. Country-specific campaigns allowed focused budgeting, but required relaunching with time restrictions, increasing manual effort. The ZMS Ad Manager dashboard provided the partner with quick access to relevant KPIs which were analyzed weekly in depth to be able to react on factors like low visibilities.

- Next to our ZMS campaigns we ran an Always-On Branding strategy including In Cat Ads, Homepage & Catalogue Teaser. For our Brand Home we build monthly Collections and a seasonal Brand Story to show our portfolio.
- Our multi market approach initially focused on Germany, Switzerland & the Netherlands, expanding to Belgium and France in November. The Brand Home has been published in 12 countries.

ZMS × BLEND marketing plan

JANUARY

ZMS BLEND NOOS

1st campaign

Created to highlight a specific product selection

14 countries

January till May 2023

MAY

ALWAYS ON BRANDING

Aimed to increase brand awareness

Seasonal Brand Home & Story

Monthly Collections

Homepage & Catalogue Teaser

SEPTEMBER

ZMS BLEND NOOS

2nd campaign

Relaunched in with an updated article pool

Expanded to 23 countries

CYBER WEEK

Cyber Week

Event Focus

Campaign ended with 13% of the total sales for 2023

Ongoing Marketing

We did not finish our efforts, but build on our last year's learnings

Results: campaign highlights

>10 m

Impressions

+244 %

Sales

+8 %

Conversion rate (Clicks)
>15% during CW

+240%

GMV

“By extending our Sponsored Product ads and always-on Branding with specific NOOS campaigns and expanding all of these measurements to more markets, we were able to position BLEND more holistically and grow with measurable commercial success on Zalando.”

Daniel Barckhan / Head of Portfolio Management, meinemarkenmode/BLEND

The winners

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3. Seasonal & category campaigns

This category highlights campaigns that leverage seasonal moments - e.g. Season Start, Cyber Week, Back to School, Holidays, sales events, Holiday, etc. or category-specific opportunities like Beauty, Sports, Outdoor, Streetwear, Designer, Kids moments.



A family of three is posed for a holiday campaign. The father, in the background, wears a black tuxedo with a white shirt and a black bow tie. The mother, in the foreground, wears a black sequined turtleneck sweater. The young boy, on the left, wears a dark grey sweater and holds a small brown teddy bear. The background is a simple, light grey wall.

Winner: Polo Ralph Lauren

2023 HOLIDAY CAMPAIGN

Objective: brand elevation during Holiday season

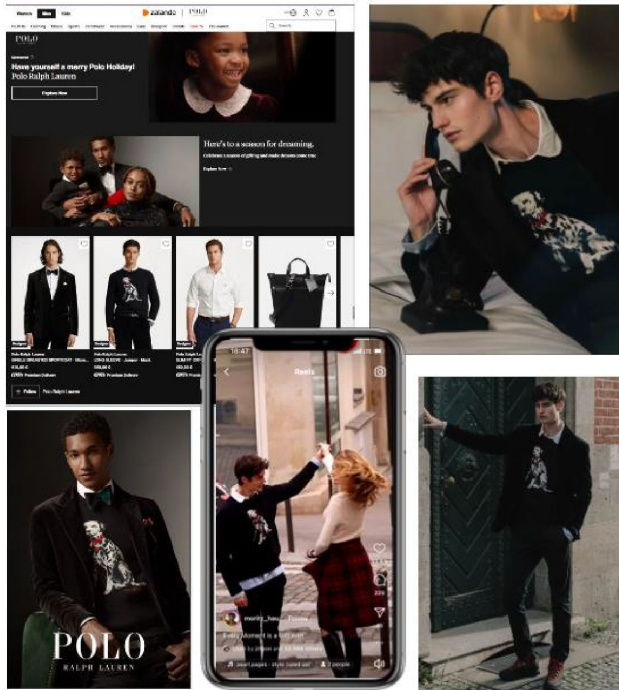


Inspired by the hope and optimism that fuels the holidays, the goal of our holiday campaign was to invite consumers into the World of Ralph Lauren, reinforcing that RL is the premier destination for aspirational, luxury gifting.

Objectives

- Drive brand elevation and timeless luxury
- Recruit new and high purchasing power customers
- Retaining existing customers

Solution: Polo Ralph Lauren x ZMS Holiday campaign 2023



Find the best things in life and share them with people you love...

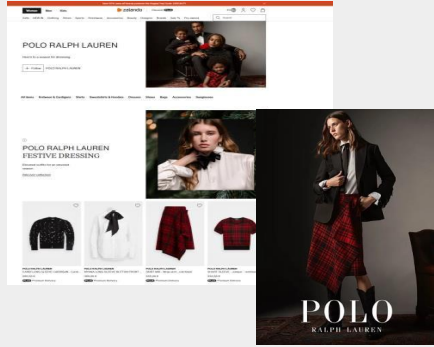
To find perfect balance between elevation & commerce, we applied a multi-layered content strategy, with a full-funnel approach.

We adopted a key-look strategy to identify 4-5 key styles to be repeated across all touchpoints, to get inspired by the perfect gifts & holiday dressing from Polo Ralph Lauren.

The Approach

- Phase 1 - Brand Elevation: drive awareness & desirability with new Homepage Takeover & impactful assets.
- Phase 2 - Commerce & Gifting: power retail performance with product focused assets

Solution: overview of the campaign placements



Onsite Full Funnel

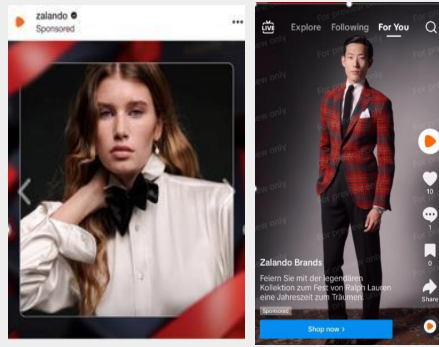
From awareness to performance:

Homepage Takeover

Brandhome Takeover

M1 teaser

Catalog Teaser & In-Catalog Ads



Offsite Full Funnel

From awareness to performance:

Meta

TikTok

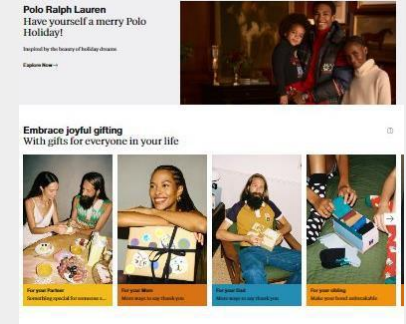


Brand Ambassador Program

Social-first authentic contents with two brand talents:

Phase 1: Holiday gifting ideas

Phase 2: Elevated holiday looks



Organic placements

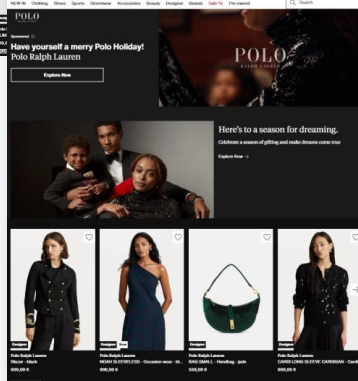
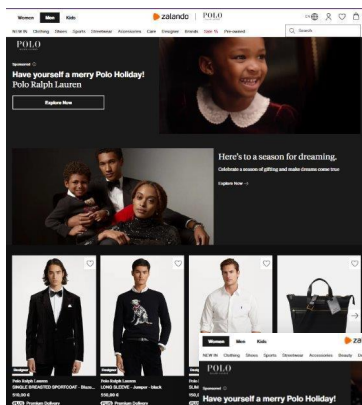
Gift hub

Results: overall campaign outcome

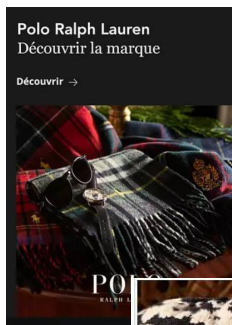


Most successful full-funnel and branding campaign in Polo Ralph Lauren x Zalando history with highest revenue ever - all KPIs showed exceptional growth.

Zalando key-look strategy Holiday 2023



fixed impactful Homepage
Takeover to drive awareness &
engagement

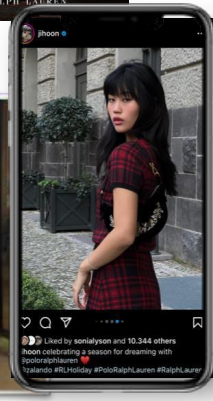
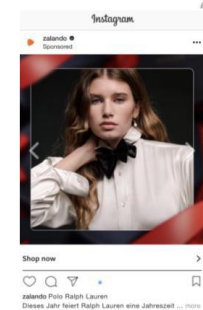
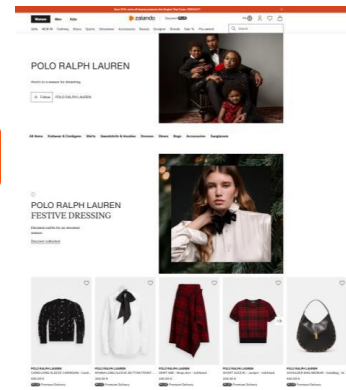


Campaign



Previous year

enhance category ads with
emotional evoking product
shots



repeat key looks across all
touchpoints
key looks from talents sold out

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Huge congratulations to all winners and nominees!

Watch the full Awards Show



Holidays 2023 x Zalando brand influencers

Long term partnership with talents as voice of RL, driving awareness & engagement among GenZ through authentic content



Joon Kim
IG 1.2M followers



Moritz Hau
IG 1.2M followers