



Case Study
ZMS x New Balance
Run Your Way

ZMS Zalando
Marketing
Services



ZMS x New Balance Berlin Marathon 2023

Sports and lifestyle Brand New Balance wanted to increase brand awareness as a running brand, while promoting their new running shoe Fresh Foam 1080v13 during Berlin Marathon - all while leveraging the prime location of Highsnobiety's new flagship store near the finish line.

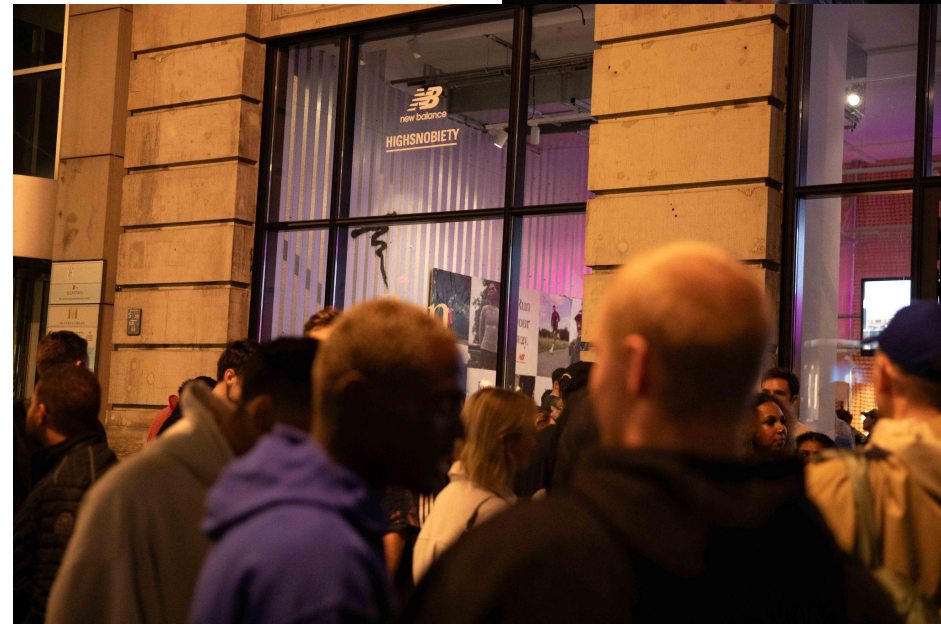
Objectives

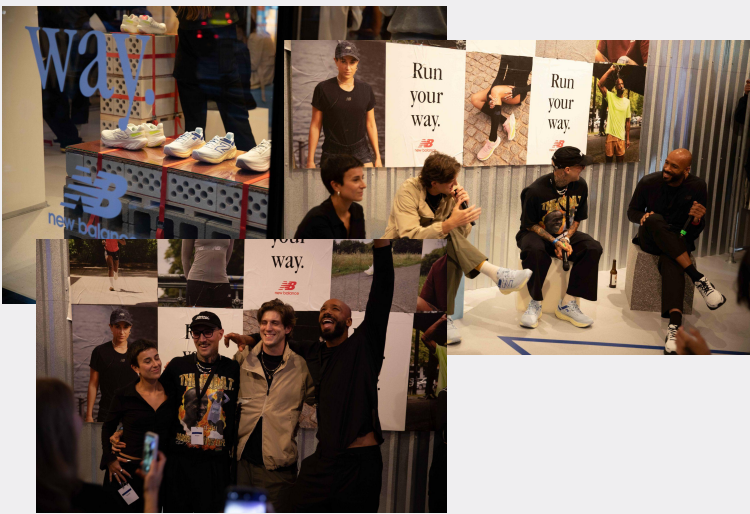
- ✓ Increase **brand awareness**
- ✓ **Connect to the local community** at this major marathon/event in the running season
- ✓ Step authentically into the **intersection of sports and culture**

Launch event of the Fresh Foam 1080v13

Zalando collaborated with Highsnobiety to create a complete production for New Balance and host an event for brand friends on September 22, 2023, between Mile 25 and 26 of the Berlin Marathon.

The idea was to allow visitors to enjoy the marathon atmosphere while presenting NB's exciting new running shoe, and simultaneously maximizing brand awareness as well as buzz on Zalando.



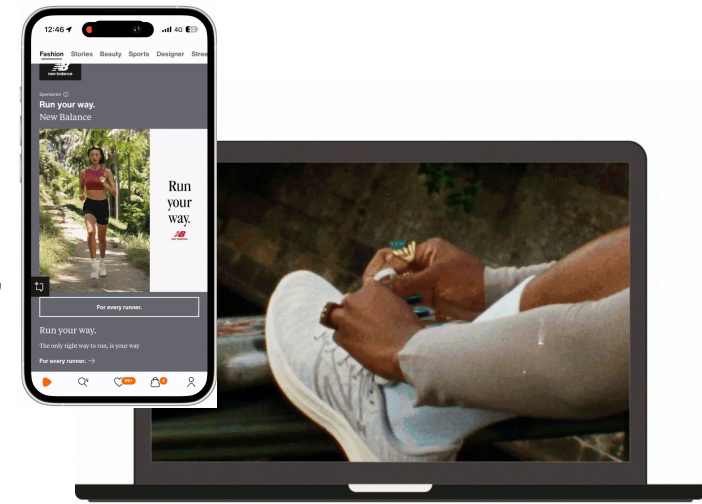


Event

- Content production
- Panel talk with athletes from the NB running community

Onsite experience

- M1TO, Banners, In-Cat & Cat Ads, Running Hub, and Creative LP



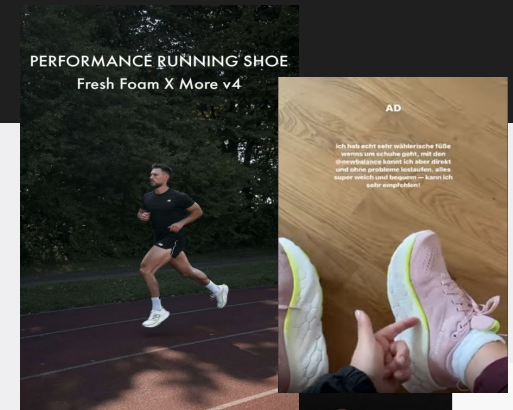
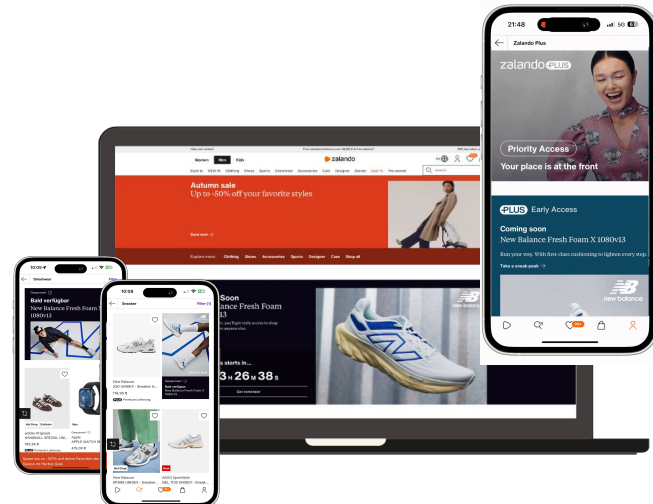
Event concept, onsite and offsite experience lead to an increase in brand awareness

zPlus Activation

- M1TO, Banners, In-Cat & Cat Ads, Running Hub, and Creative LP

Offsite Activation

- Facebook and IG Stories
- Feed Posts (Carousel, Collection, Link)



Strong campaign performance outperforms forecast

>16M
Impressions

>67K
Clicks

2.24
ROAS

7.49%
CTR of App catalogue ad

463K
PDP views

One Pager

ZMS x New Balance

Full on campaign experience lead to increased in brand awareness

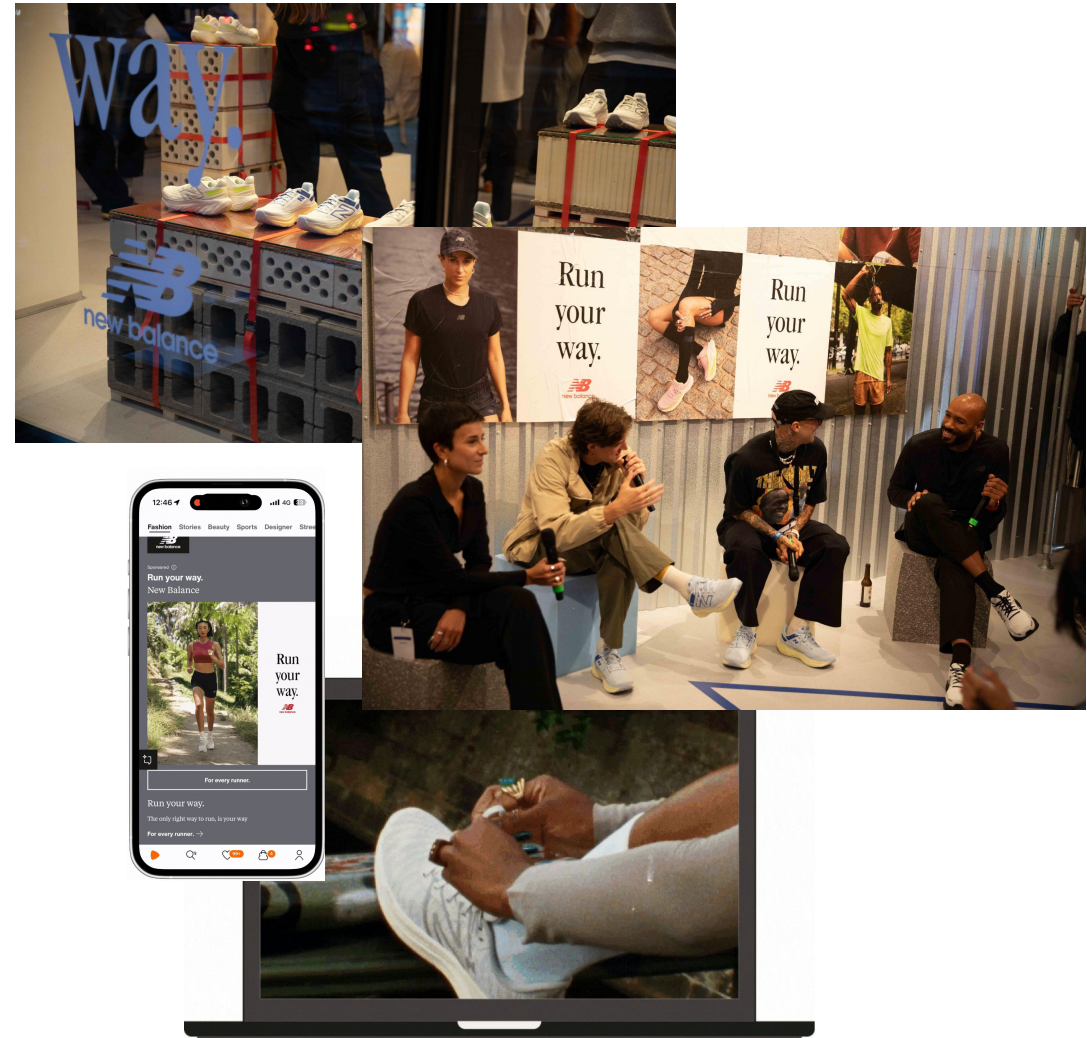
Strong campaign performance outperforms forecast and successfully raises brand awareness

Challenge & Objectives

- Sports and Lifestyle Brand New Balance wanted to **increase brand awareness as a running brand**, while **promoting their new Fresh Foam 1080v13** during Berlin Marathon.
- **Connect to the local community** at this major marathon/event
- Step authentically into the **intersection of sports and culture**

Solution

- Zalando teamed up with Highsnobiety to create a complete production for New Balance and **host an event for brand friends during Berlin Marathon** between Mile 25 and 26
- Visitors could enjoy the marathon atmosphere while **reviewing NB's new running shoe**, and simultaneously **maximizing brand awareness**
- Event content has been used to **create onsite campaign** and further offsite experience



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