



on

Case Study
ZMS x On
Energy to Dream

ZMS



ZMS x On Launching a new sportswear brand on Zalando

On, the innovative running brand, set out to make a splash as a new addition to Zalando, and teamed up with ZMS for an unforgettable launch campaign. Our goal was ambitious: to seamlessly integrate On into the Zalando ecosystem while propelling their Cloudmonster 2 running shoes to the forefront of consumers' minds across multiple markets.

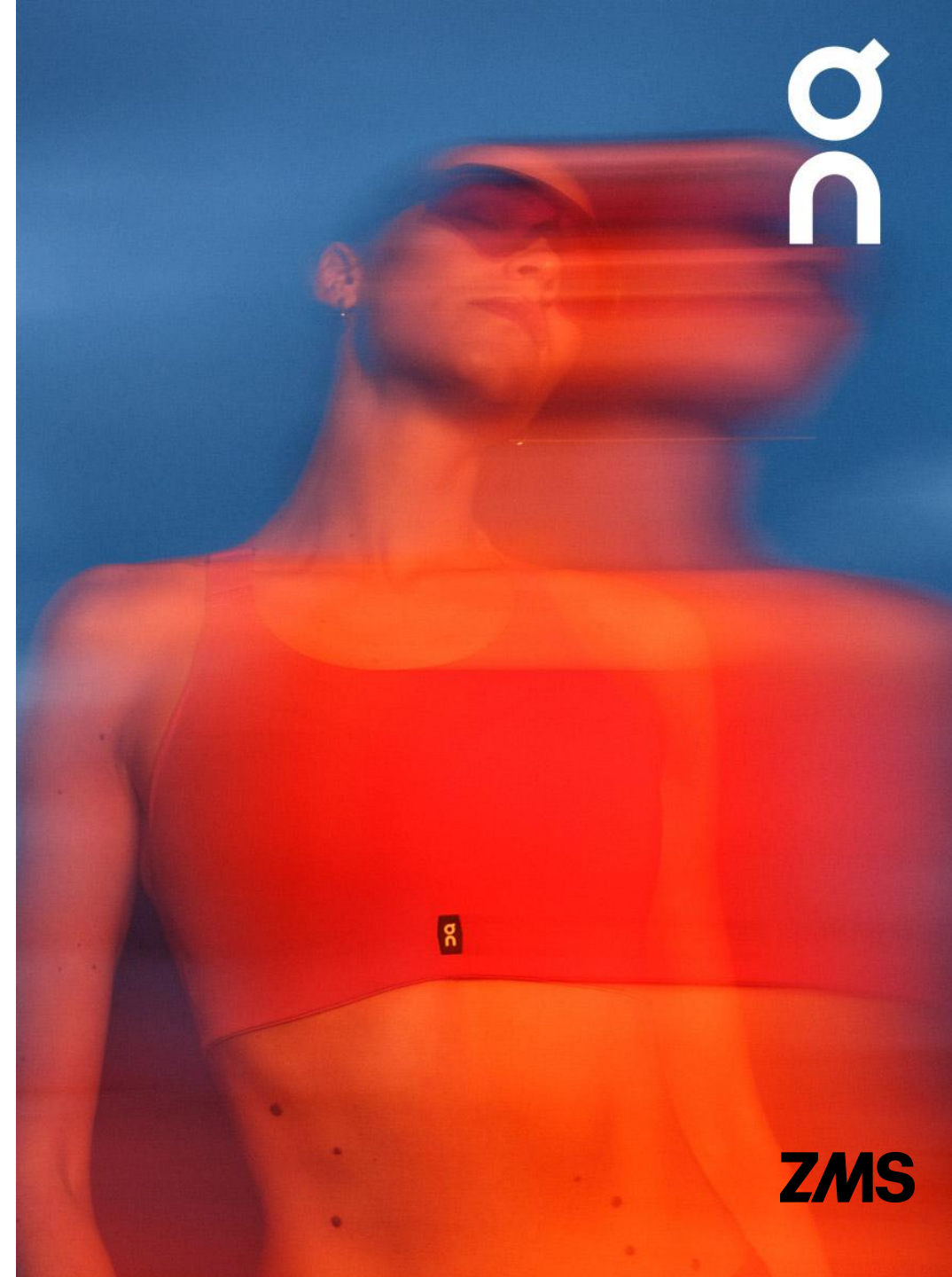
Main Objectives

- ✓ Create a **successful launch campaign**
- ✓ **Boost awareness** to the brand and its assortment
- ✓ **Highlight product benefits** and foster **community engagement**

Creating a full circle campaign, generating customer interest

To **raise awareness of On and its diverse assortment**, we crafted a multi-faceted 360° campaign, produced by ZMS, that spotlighted the brand's unique identity and innovative products. Central to this effort was the **strategic curation of compelling content**, amplified through **local events** designed to resonate with On's target audience. By announcing On's launch at Zalando, we captured consumer interest and laid the groundwork for a lasting brand presence.

Showcasing selected products as the ideal sports companions, we highlighted the Cloudmonster 2's benefits in various sport sessions. This approach not only demonstrated the practical advantages of On's footwear but also fostered community engagement, encouraging runners to join collective events. Through these initiatives, **we strengthened the connection between the brand and its audience**, driving both awareness and conversion.



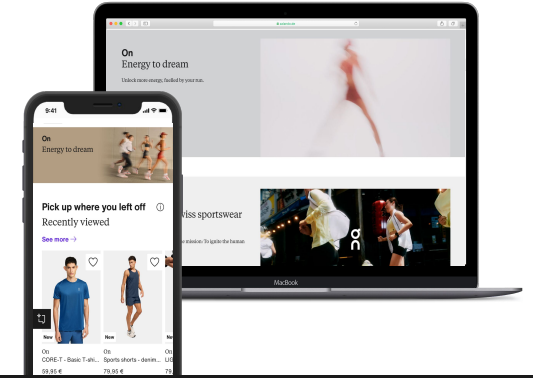


Influencers & Events

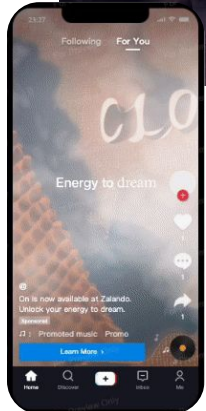
- Employee running event
- Customer facing event
- Brand Ambassadors

Onsite experience

- Homepage Takeover across all Zalando markets
- Sports Category Takeover
- Homepage Teaser & Video
- Catalog Placements
- Sponsored Products



360° marketing plan to deliver a successful and impactful launch campaign

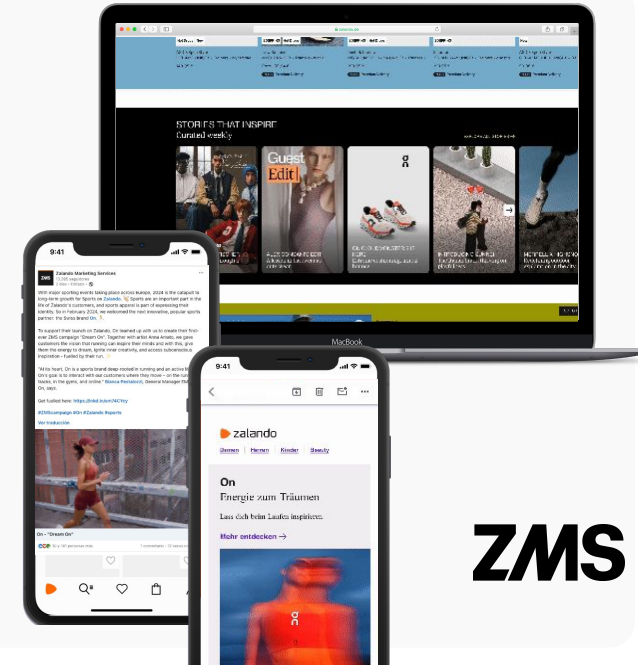


Offsite Activation

- Meta Story, Link Ad, Carousel & Collection Ad
- TikTok In-Feed Ad
- Snapchat
- Youtube
- Google Shopping Ad
- Digital OOH placements in Nordics

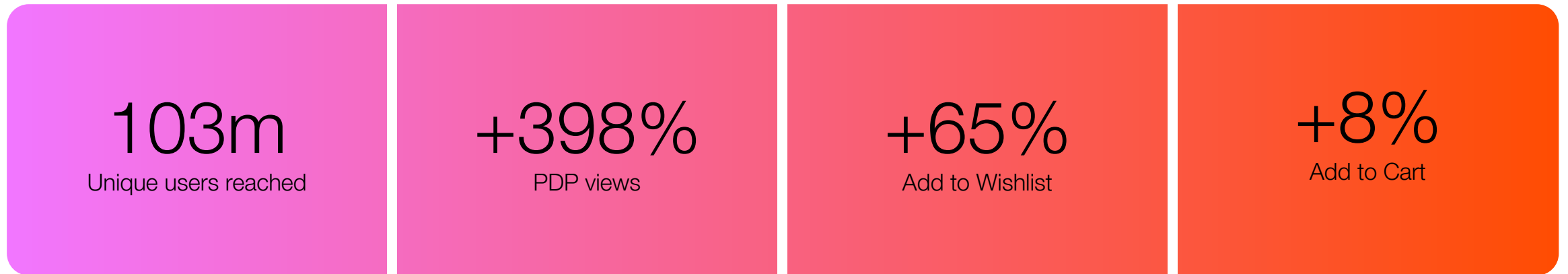
Organic Amplification

- Newsletter
- Zalando Newsrooms
- LinkedIn
- Stories by Zalando
- Sports home placements
- Customer Proposition Carousel
- Overlay Teaser



ZMS

Using On and ZMS combined storytelling power, we went beyond catalogue shopping and created brand discovery journeys on the platform, putting the customer at the center of everything we do.



We also collaborated with 6 German-based influencers who created 18 postings and 24 Stories in total. They achieved a reach of 495k and 583k impressions.