



Creative & Storytelling
ZMS x Calvin Klein Jeans
CKJ ZBD Exclusive

ZMS Zalando
Marketing
Services

ZMS x Calvin Klein Jeans CKJ ZBD Exclusive

Our campaign aimed to create a big bang moment for the exclusive CKJ collection on Zalando, targeting the Gen-Z audience. The key challenges of this campaign were to differentiate Calvin Klein Jeans (CKJ) from Calvin Klein (CK). Our strategy focused on establishing lifestyle differences and grabbing the attention of the younger demographic, ultimately strengthening CKJ's position as a trendsetter in the fashion industry. An ZMS Insights study was incorporated into the campaign to gain a deeper understanding of its impact and effectiveness among different target demographics.



Calvin Klein

Objectives

- ✓ Brand Differentiation
- ✓ Drive Awareness and Excitement for the Exclusive CKJ Collection
- ✓ Acquire new customers

CKJ ZBD Exclusive

We elevated our campaign with a creative storytelling approach, showcasing the CKJ ZBD Exclusive collection as more than just clothing—it's a lifestyle. Through influencer collaborations on TikTok and Instagram, along with placements on platforms like Dazed, we crafted an authentic, playful, and premium narrative. Our partnership with Dazed included engaging interviews with musician Lomijoh and model Lucky Blue Smith, inspiring our audience to embrace the unique CKJ lifestyle. With targeted messaging and editorial features, we emphasized the collection's exclusivity while igniting excitement for the Zalando launch.

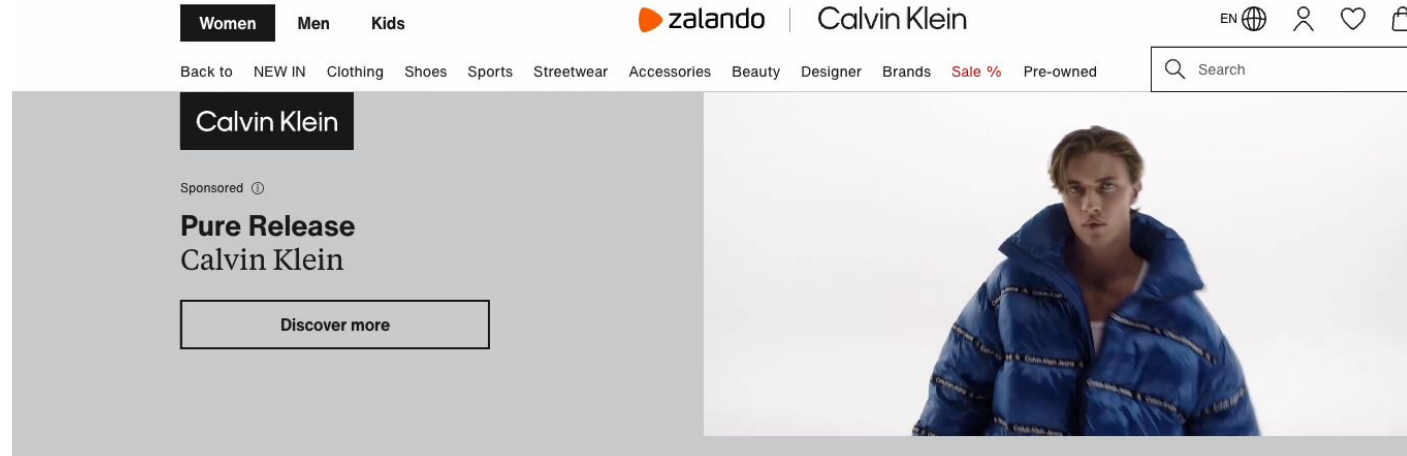
The creative concept:

- ✓ Creative storytelling strategy highlights CKJ ZBD Exclusive as a lifestyle, not just clothing
- ✓ Partnership with Dazed for authentic, playful, and premium narratives, including interviews musician Lomijoh and model Lucky Blue Smith, inspires the CKJ lifestyle

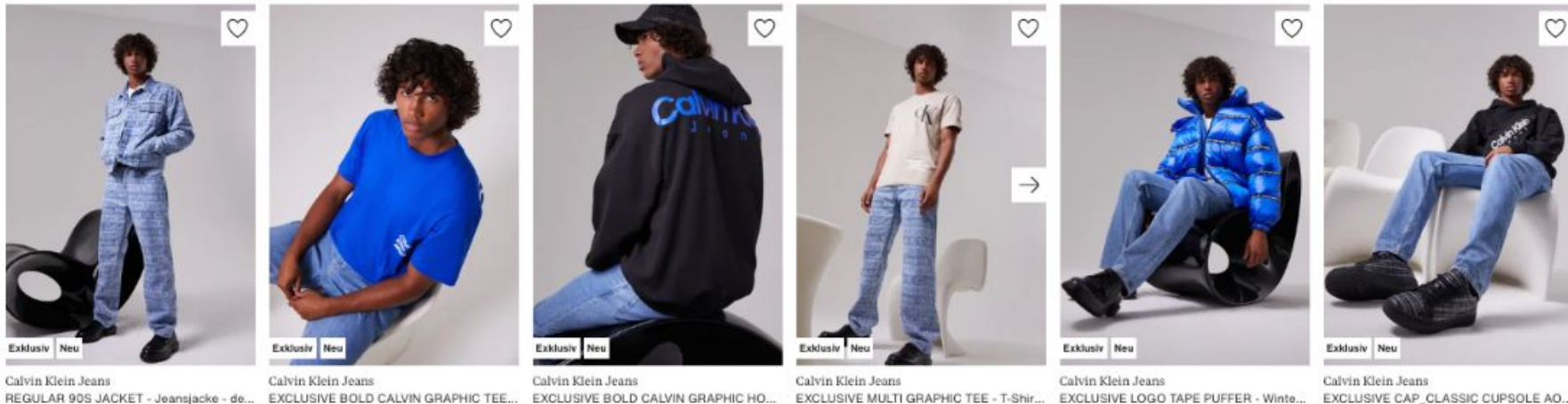


Onsite Awareness App & Web

- Countdown Teaser
- Homepage Teaser
- HPTO
- M1TO
- M1, Cat Ad, In-Cat Ad, CCP



Onsite Touchpoint



Onsite Performance

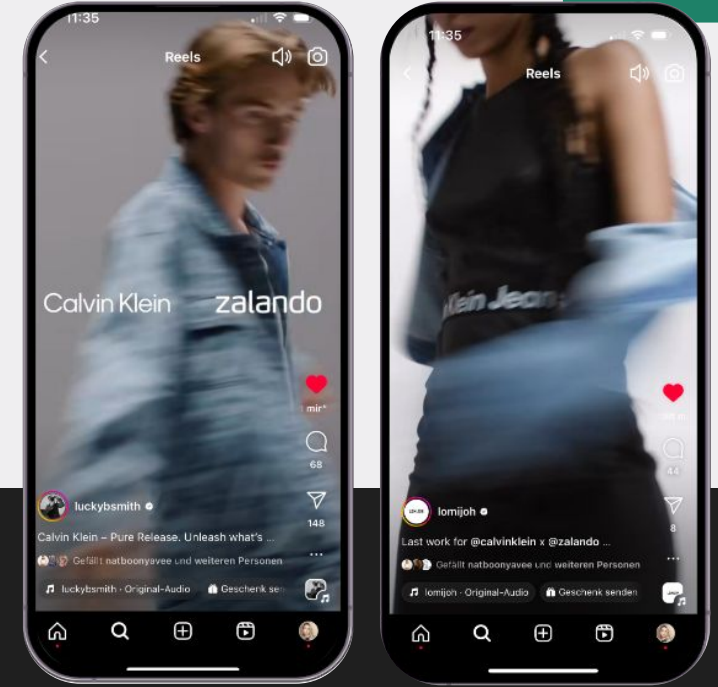
- Viewable Impression: > 77M
- Clicks: > 1.2M
- Engagement: >33.4M

DAZED



Offsite Awareness

- Dazed – Advertorial + Social Push
- Meta, Youtube, TikTok, Snapchat



Offsite Touchpoints

Dazed and Confused Magazine with Zalando.
Paid partnership · 27 September ·

Musician Lomijoh and model Lucky Blue Smith discuss their creative inspirations, career trajectories, and how they learned to 'let go' for Calvin Klein x Zalando.

CHECK THIS OUT

Calvin Klein

Calvin Klein

DAZEDDIGITAL.COM

Lomijoh and Lucky Blue Smith star in new Calvin Klein x Zalando campaign
The musician and model discuss their creative inspirations, career trajectories

Lomijoh and Lucky Blue Smith star in new Calvin Klein x Zalando campaign

Calvin Klein collaborations have always featured some of the creative industries' most stylish talent. In the last year alone, various Dazed x Calvin Klein shoots have included the likes of Amanda Steinberg, Brandon Flynn, Tyler Hampton and Rina Sawayama. What remains throughout all campaigns is an intrinsic sense of celebrating freedom and creative expression. [Read more here.](#)

Organic Placements

- Facebook Post, Newsletter
- Zalando SoMe

Powerful Impact – Highlighting Campaign Success

>314M

Total Impressions 36%
higher vs FC

>33.7M

Engagement 63% higher
vs FC

>237M

Offsite Impressions

>92M

Impressions on Tiktok

With a total impression count surpassing 314 million, our campaign has left an indelible mark. In the Upper Funnel, we outperformed our target impressions by an impressive 36%, while in the Mid Funnel, our campaign exceeded target engagement by a staggering 63%. A strategic blend of onsite and offsite placements, boasting an outstanding offsite impression of 237 million, contributed significantly to our success. Paid social placements emerged as the primary driver, with TikTok leading in both impressions and clicks. Finally, the ZM Insights study revealed, that the campaign was particularly popular among females, Gen Z, and high spenders.



Calvin Klein