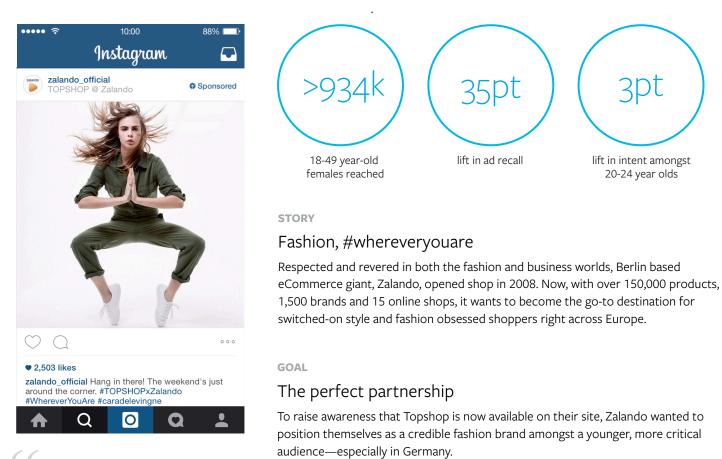
## zalando

## Fashion Royalty

When German e-comm giant, Zalando, wanted to position itself front of mind for Europe's and German's most fashion obsessed people, it recruited the Queen of Style herself, Cara Delevingne, and hit Instagram for some super stylish fun



SOLUTION

Having fun with fashion

larger than life attitude shine through.

over 934k people reached.

Targeted at German women between 18 and 49-years-old, the campaign featured 5

images, and 5 videos, all featuring the unique style and personality of British model and

actress, Cara Delevingne. Shot by director Gordon von Steiner, with stills by Kai Z Feng,

the ads feature Delevingne in current Topshop designs on a crisp white set letting her

With the #Whereveryouare campaign, the message was clear: fashion is fun, sexy and

cool, and Zalando delivers on all of those points. After the campaign ended, Zalando

saw a 35pt uplift in ad recall, a 3pt uplift in intent amongst the key 20-24 age group and

The campaign shows that Instagram is a great addition to our other marketing touchpoints to target and interact with fashion obsessed people and to generate significant uplift in campaign message association. We continue to be excited about being a part of the ever growing Instagram community and see the #Whereveryouare campaign as the next big step for Zalando to grow our presence on the platform.



Carsten Hendrich, VP Brand Marketing Zalando SE