



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



18-49 year-old females reached



lift in ad recall



lift in intent amongst 20-24 year olds

STORY

Fashion, #whereveryouare

Respected and revered in both the fashion and business worlds, Berlin based eCommerce giant, Zalando, opened shop in 2008. Now, with over 150,000 products, 1,500 brands and 15 online shops, it wants to become the go-to destination for switched-on style and fashion obsessed shoppers right across Europe.

GOAL

The perfect partnership

To raise awareness that Topshop is now available on their site, Zalando wanted to position themselves as a credible fashion brand amongst a younger, more critical audience—especially in Germany.

SOLUTION

Having fun with fashion

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 larger than life attitude shine through.

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 over 934k people reached.

“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.”