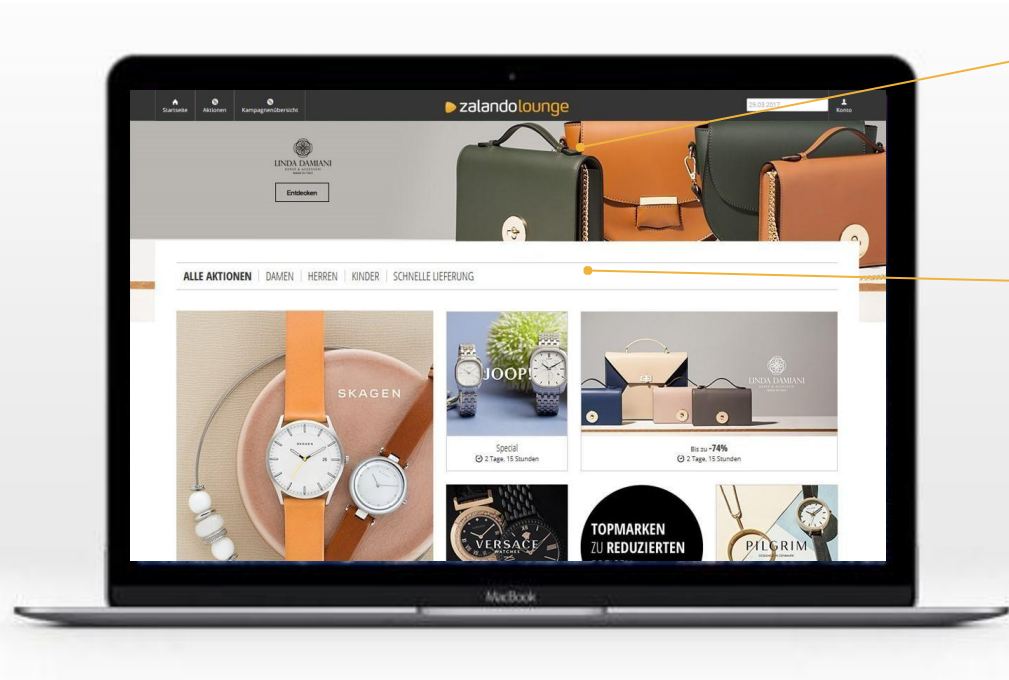




Online Formats

For Zalando Lounge, Social
Media and Beyond





TOP HIGHLIGHT BANNER

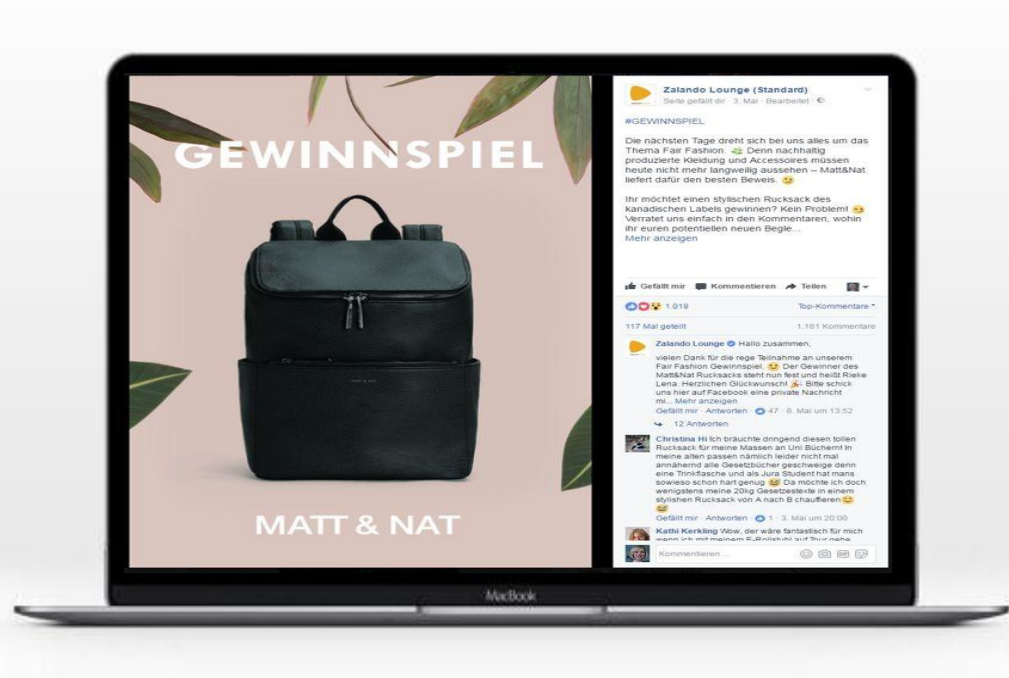
(To communicate specific message & focus on brand key pieces)

CATEGORY TAB

(Exclusive presentation of certain campaigns & direct link to them)

SORTING

(Campaigns grouping & Top positioning)



INSTAGRAM STORIES

(Integration of mood material & key pieces)

INSTAGRAM POST

(Focus on key pieces)

FACEBOOK CONTEST

(Giveaway with one key piece as a prize per country)

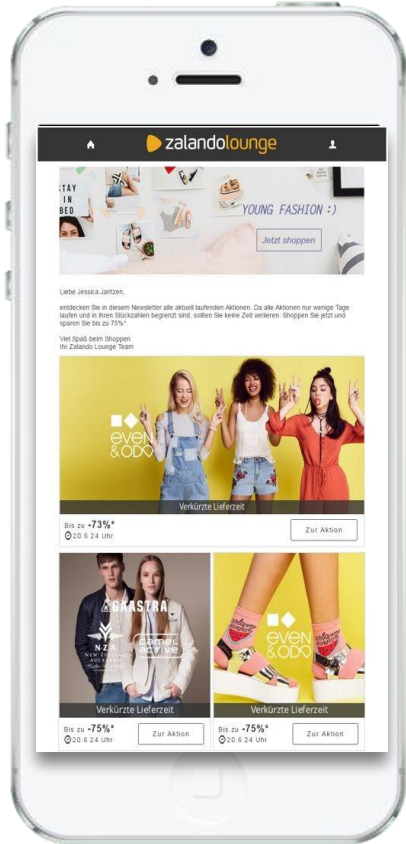


RICH PUSH NOTIFICATIONS

(Sent when campaign starts & integration of mood material)

LAST CHANCE PUSH

(Sent at 9 pm of last day)



PRE-COMMUNICATION

(Two days before go-live via Upcoming)

HIGHLIGHT BANNER

(Mood material and/or brand logo)

SORTING

(Grouping of campaigns & top position)

BRAND HIGHLIGHTS

(Brand logos)

PRODUCT TEASER

(Displaying key pieces)



THANK YOU!

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