



ZLATAN

SPORT

BY
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**ZLATAN
PERFUMES:
ZLATAN
SPORT**

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BACKGROUND AND STRATEGY

After four successful perfume launches, Zlatan Ibrahimović Parfums had proven their rightful place in the quality perfume department. But Zlatan is a man of the people, and the truth was that the perfumes weren't accessible to everybody. It was time to follow up the success and create a series of products accessible to a wider target group. We got the mission to create the name, concept, design and launch campaign for this new range of care products. But how do you conceptualize the world's biggest athlete - making his greatness accessible to everyone?

We found that most people from time to time feel the need to bring out their inner Zlatan in different life situations, feeling confident and secure. At the same time our target group felt the exact opposite when it came to care products. The market promoted complicated products with many claims, often were hard to understand. To conclude; there was room to create something more accessible, that inspired as well as educated - and at the same time was credible for Zlatan to stand behind.

Objectives:

- Educate the target group in a way that doesn't feel like education
- Visibility and stand out effect in point of sale
- Create credibility between Zlatan, the range and the brand



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SOLUTION

The result is Zlatan Sport – a range of beauty products born out of Zlatans own bag. In order to help the target group, lower thresholds and make them confident in their choices, we gave each product in the range a number clarifying the use while at the same time hinting to the sports world - showing that each of the products are equally important in building the team. The products are designed to stand out in the shelf as well as looking good in the gym bag, bathroom shelf or suitcase. And in order to inspire the target group to channel their inner Zlatan and bring out their best while remaining as close to the everyday regimen as possible, we created *The Right Routine*.

Based upon the design strategy, Zlatan Ibrahimovic himself and the notion that grooming or beauty routines are about creating the best version of ourselves, we launched the Zlatan Sport grooming range under the concept of *The Right Routine*.

It's often said that hard work tops talent and that the secret to success resides within the sum of your routines. No one knows this better than Zlatan himself.

Born out of his own bag and designed in his home country of Sweden, Zlatan Sport is a distinct range of grooming products that blend high quality with simplicity so that any man, regardless of experience level, can use them as a part of his daily routine.

*Call it grooming, beauty or whatever you want; it's about creating the best version of yourself. To do that, you don't need every product on the market and you certainly don't need the most expensive ones; you simply need the right products and *The Right Routine*.*

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COMMUNICATION

Based upon Zlatan Ibrahimovic himself and the notion that grooming or beauty routines are about creating the best version of ourselves, we launched the Zlatan Sport grooming range under the concept of The Right Routine.

As a mobile & social first, integrated campaign, our creative approach began with mapping out an intricate web of assets that checked various boxes in regards to platforms and formats – all of which could be derived from a single half day production. The result was a multi-faceted campaign that spanned both pre and post launch phases, and which provided ample amounts of content to satisfy Zlatan's personal channels, brand owned channels as well as retail and PR outlets.

This campaign was live for 6 weeks, excluding influencers & ongoing content initiatives, and included the following platforms and media touch points (see next slide).



CREATIVE ARCHITECTURE

one production, multiple platforms & formats

