

# ZALORA

ASIA'S FASHION EXPERT

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*Photo caption: Daniella Calalang, PRSM Executive; Kloie Carlos, Marketing Solutions Senior Executive; Ralph Desiderio, Marketing Solutions Manager; Joey Flores, Associate Director - Marketing Solutions & Partnerships; Mikaela Reyes, Partnerships Associate Manager; Isa Sevilla, Manager - Strategy & Project Management; Cris Tan, Marketing Director; Aashish Midha, CEO; Vince Flores, Senior Manager - Brand Communications; and Charles Plumley, Associate Director - Commercial receive the Gold Award for Marketing Team of the Year from Marketing Interactive Regional Editor-in-Chief, Rezwana Manjur (third from right)*

## **ZALORA PHILIPPINES WINS TOP AWARD AS 'MARKETING TEAM OF THE YEAR' AT THE 2024 MARKETING EXCELLENCE AWARDS**

**AUGUST 28, 2024, MANILA, PHILIPPINES;** In a dazzling celebration of creativity and marketing innovation, ZALORA Philippines is thrilled to announce its remarkable achievement at the Marketing Excellence Awards held this August 2024, at Shangri-La the Fort, Bonifacio Global City. The company was honored with two prestigious accolades: Excellence in Urban Guerilla Marketing for their groundbreaking 11.11 Fashion Disrupts Campaign, and the prestigious Gold Award for Marketing Team of the Year.



Now in its fourth year, the Marketing Excellence Awards is an annual event that honors outstanding marketing initiatives across various industries in the Philippines. This year's event brought together industry leaders, marketers, and creative professionals to honor exceptional marketing strategies and innovations.

### **Excellence in Urban Guerilla Marketing**

ZALORA's award-winning 11.11 Fashion Disrupts Campaign took a bold approach to driving urgency during the peak retail season. The campaign featured a 3D billboard with what initially appeared to be a technical malfunction. This glitch then transitioned into a captivating animation of Heart Evangelista walking down the runway in ZALORA's latest fashions. The stunt drew massive public attention and culminated in a live event at Bonifacio Global City (BGC), where Heart Evangelista made a show-stopping appearance, literally halting traffic and resulting in massive user-generated content and press coverage. Supported by a cohesive online-to-offline campaign, including social media and PR pushes, an themed pop-up store, and interactive digital marketing efforts, the campaign reinforced ZALORA's reputation as a disruptor in the fashion and e-commerce industry.

### **Marketing Team of the Year**

In addition to the Urban Guerilla Marketing award, ZALORA Philippines was also honored with the coveted Gold Award for Marketing Team of the Year—a testament to the team's exceptional creativity, strategic vision, and commitment to innovation. This award highlights the team's profound impact on the brand's overall marketing campaigns and results, celebrating their dedication and expertise in managing the majority of these campaigns in-house, which has set ZALORA's marketing apart in the fiercely competitive e-commerce and digital landscape.

From developing interactive pop-up stores and pioneering phygital activations, to orchestrating successful brand launches, hosting co-branded events, and spearheading impactful CSR initiatives, the ZALORA marketing team has worked tirelessly to bring these diverse campaigns to life. Their multifaceted approach, which encompasses omnichannel integration, co-marketing initiatives, PR and influencer engagement, trendjacking, and performance marketing, has not only strengthened ZALORA's brand but also forged meaningful partnerships that have contributed to the mutual growth of the platform and their collaborators.



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ZALORA's team masterfully blends tactical sales strategies with diverse branding initiatives, offering high-touch, personalized marketing that maximizes resource efficiency. Operating as both an internal unit and an agency-like partner, they tailor campaigns to each brand partner's needs, setting unparalleled benchmarks for internal marketing teams in e-commerce and ensuring deep resonance and enhanced engagement with target audiences. **More than just an online destination, ZALORA also offers brands the opportunity to leverage our comprehensive in-house [marketing expertise as a service](#), and connect with millions of consumers across South East Asia.**

Reflecting on these achievements, Aashish Midha, Managing Director and CEO of ZALORA Philippines expressed his gratitude: "We are incredibly honored and humbled to receive these awards. The 11.11 Fashion Disrupts Campaign and every single one of our initiatives represent a labor of love for our entire ZALORA Philippines team, who work tirelessly to push boundaries and create unforgettable experiences for our customers. This recognition is a testament to our team's passion, dedication, and innovative spirit, while affirming to our partners that they can trust us not only to drive their sales but to also elevate their brand. We remain committed to pushing boundaries, delivering exceptional experiences for our customers, and building meaningful, lasting partnerships with our collaborators."

As ZALORA looks ahead, it remains committed to delivering exceptional shopping experiences through innovative marketing strategies that resonate with its audience. The company is excited about future campaigns that will continue to disrupt norms and enhance the online shopping experience for all Filipinos.

For more information about ZALORA Philippines and its award-winning campaigns, please visit [www.zalora.com.ph](http://www.zalora.com.ph).

The Marketing Excellence Awards are designed to celebrate, recognize and reward the Philippines' outstanding marketing campaigns. It is the premier platform for marketers to showcase their creative excellence, successful strategies, and effective delivery.

The champions for 2024 were chosen by an independent judging panel comprised of high-calibre, senior industry experts from reputable brands.

Check out the full list of winners [here](#).

For more information about the latest edition of the Marketing Excellence Awards, click [here](#).

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**About ZALORA**

[ZALORA](#) is Asia's Online Fashion and Lifestyle Destination. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia, the Philippines, Hong Kong and Taiwan. ZALORA is part of the Global Fashion Group, the world's leader in online fashion for emerging markets. ZALORA offers an extensive collection of top international and local brands and products across apparel, shoes, accessories, and beauty categories for men and women. Offering up to 30-day free returns, speedy deliveries as fast as 3 hours, free delivery over a certain spend, multiple payment methods, and a loyalty subscription program ZALORA VIP, offering unlimited free and fast delivery. ZALORA is the online shopping destination with endless fashion and lifestyle possibilities.

**About Global Fashion Group**

Global Fashion Group is the leading fashion and lifestyle destination in LATAM, SEA and ANZ. From our people to our customers and partners, we exist to empower everyone to express their true selves through fashion. Our three ecommerce platforms: Dafiti, ZALORA and THE ICONIC connect an assortment of international, local and own brands to a market of 800 million consumers from diverse cultures and lifestyles. GFG's platforms provide seamless and inspiring customer experiences from discovery to delivery, powered by art & science that is infused with unparalleled local knowledge. Our vision is to be the #1 fashion & lifestyle destination in LATAM, SEA and ANZ, and we are committed to doing this responsibly by being people and planet positive across everything we do.  
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For more information visit: [www.global-fashion-group.com](http://www.global-fashion-group.com)