



Perrier x Zara: Refresh Your Style

Experiential Capsule Collection Launch Campaign

Launch Location: Zara Fifth Avenue Flagship, New York City

Campaign Concept:

An immersive retail experience where fashion, refreshment, and social engagement collide.

Perrier x Zara: Refresh Your Style

A one-night immersive capsule collection launch transforming retail into a lifestyle experience.

The Perrier x Zara collaboration brings together:

- Perrier's iconic refreshment heritage
- Zara's accessible fashion approach
- A new generation of consumers seeking interactive brand experiences

Rather than a traditional product launch, Refresh Your Style invites consumers to become part of the campaign by styling, experiencing, and sharing the collection.

Experience Vision

Transform Zara Fifth Avenue into a vibrant, fashion-driven environment where guests can:

- Discover the capsule collection
- Try on and style pieces
- Create social content
- Enjoy Perrier-inspired refreshments
- Purchase the collection immediately



Campaign Goals

1. Create Awareness

How:

- Influencer preview event
- Social media content creation
- Campaign hashtag activation
- #RefreshYourStyle

2. Drive Consumer Engagement

Move consumers from passive viewers into active participants.

How:

- Try-on experiences
- Styling stations
- Interactive photo moments
- Immersive retail environment

3. Increase Conversion

Turn excitement into measurable purchases.

How:

- On-site shopping experience
- QR code shopping integration
- Limited-edition purchase incentives
- Zara loyalty program sign-ups

4. Strengthen Brand Connection

Create a lifestyle moment that reflects both brand identities.

Perrier Brand Pillars:

- French heritage
- Refreshment
- Creativity
- Modern lifestyle
- Zara Brand Pillars:
- Fashion innovation
- Accessibility
- Self-expression
- Contemporary design
- Visuals:
- Objective icons + campaign imagery





Strategic Approach

Using a strategic approach is by turning this brand Zara x Perrier campaign. Through marketing effective retail experience.

See

Consumers discover this collaboration through: Perrier through visual merchandising campaign displays and social media.

Feel

Consumers connect emotionally through: Music, Fashion, Refreshment, and Community

Do

Consumers actively participate through: Trying on clothing Styling outfits

Share

Consumers effectively use the campaign through posting on: TikTok, Instagram reels, and generating UGC Target Audience.



Target Audience Includes:

Primary

- Gen Z + Millennials (18–35)
- Fashion-conscious consumers
- Social media users Experience-driven shoppers

Secondary

- Perrier lifestyle consumers Zara shoppers Fashion influencers

Effective:

Awareness → Experience → Engagement → Purchase → Advocacy



Creative Concept #1 - Refresh Collection Visual

Immersive Retail Experience

Zara Fifth Ave. transforms into a Perrier collection where the capsule collection is the centerpiece.

Visual Experience

- Perrier green accents
- Chrome fixtures
- Bubble-inspired sculptures
- Digital campaign screens
- Model photography

Product Display

- Hoodies
- Crewnecks
- T-shirts
- Sweatpants

Customer Impact

- Consumers immediately understand:
- The collaboration story
 - The product identity
 - How the pieces fit into everyday style

Visual Rendering Needed:

- AI-generated Zara store interior:
- Green lighting accents
- Chrome clothing racks
- Perrier bubbles installation

The minimalist design keeps the clothing as the hero while creating a recognizable collaboration environment.



Creative Concept #2 - Style Your Refresh

Interactive Try-On & Styling Experience

The campaign transforms shopping into participation.

Experience

Guests are encouraged to:

- Try on the capsule collection
- Mix pieces with Zara essentials
- Build personalized outfits
- Receive styling recommendations

Virtual Styling Stations

Interactive screens showcase:
Outfit inspiration
Different styling combinations
Campaign visuals

Why It Works

- Comfort wear is personal and wearable.
Allowing consumers to physically experience the collection increases:
- Product confidence
- Purchase intent
- Emotional connection



Creative Concept #3 - Refresh Your Moment Content Studio

Turning Consumers Into Creators

A dedicated social media activation encourages guests to create authentic content

Content Space Includes

- Perrier green backdrop
- Chrome bubble installation
- Editorial lighting
- Full-length mirrors
- Professional photography area

Content Opportunities

Guests create:

- Outfit photos
- Mirror selfies
- GRWM videos
- TikTok transitions
- Fashion reels



Influencer Preview Hour

Before public launch:

Invite:

- Fashion influencers
- Lifestyle creators
- NYC fashion editors

They receive:

- Early access
- Styling opportunities
- First chance to create content

Budget Allocation & Expected Results



Category	Budget
Store transformation & visual merchandising	\$80,000
Event production (lighting, furniture, décor)	\$40,000
Influencer partnerships & creator content	\$45,000
Perrier Refresh Bar & catering	\$20,000
Photography & videography	\$20,000
Marketing materials & paid social	\$25,000
Event staff & contingency	\$20,000
Total	\$250,000

Expected KPIs:

- 500+ event attendees
- 2M+ social impressions
- 500+ pieces of user-generated content
- 15–20 influencer posts
- 20% event-to-purchase conversion
- Increased Zara loyalty sign-ups

Thank You

Perrier x Zara: Refresh Your Style

A collaborative experiential launch designed to bring together fashion, refreshment, and consumer creativity through an immersive capsule collection experience.

By transforming retail into an interactive brand moment, Refresh Your Style allows consumers to discover, experience, share, and purchase the Perrier x Zara collection in a way that extends beyond traditional shopping.

Campaign Impact

- ✓ Strengthens brand connection
- ✓ Creates memorable consumer experiences
- ✓ Generates authentic social engagement
- ✓ Drives capsule collection conversion

Thank you for your consideration.



And a thank you for the course!

Thank you for an amazing semester and for the opportunity to learn about the power of experiential marketing.

This course allowed me to explore how brands can create meaningful connections with consumers through immersive experiences, storytelling, and creativity. Developing the Perrier x Zara experiential marketing campaign challenged me to apply the strategies and concepts learned throughout the semester while thinking like a marketer and presenting a campaign from a client perspective.

I truly enjoyed this course and appreciated the opportunity to expand my understanding of how experiences can transform the way consumers interact with brands.

Thank you for a great semester! :)

Generative AI Disclosure

Purpose of Using AI

Generative AI tools, including Google Gemini and ChatGPT, were used during the development of this experiential marketing campaign to support visual ideation, conceptual mock-up creation, and writing refinement.

AI-generated images were created solely to visualize the proposed Perrier® x Zara: Refresh Your Style experiential marketing activation, including the retail environment, event space, content studio, and brand integration concepts. These images serve as creative mock-ups to communicate the campaign vision and are not official brand assets. AI tools were not used to conduct research, develop the marketing strategy, analyze the target audience, evaluate campaign effectiveness, create recommendations, or replace the author's own critical thinking, interpretation, or conclusions.

Sections Influenced by AI

Google Gemini and ChatGPT were used for: Generating conceptual mock-up renderings of the proposed Perrier® x Zara experiential marketing activation. Supporting visual exploration of the retail transformation, event environment, and consumer engagement spaces.

All research, target audience analysis, brand evaluation, experiential marketing strategy, campaign development, recommendations, conclusions, citations, and final presentation decisions were created and reviewed by the author

Example AI Prompts

- Examples of prompts used include:
- “Improve the wording of these presentation points while keeping the original meaning.”
 - “Generate a conceptual mock-up rendering of a Perrier® x Zara capsule collection launch event inside a Zara flagship store, featuring Perrier green accents, chrome fixtures, bubble-inspired installations, and consumers engaging with the fashion collection.”
 - “Create a realistic experiential retail activation space where consumers can try on streetwear clothing, create social media content, and interact with Perrier-branded elements.”

Statement of Authorship

All research, analysis, interpretation, marketing strategy, experiential concept development, evaluation, conclusions, and final presentation content are the original work of the author.

AI tools were used only as creative support tools for visualizing campaign concepts and improving the organization and wording of presentation materials. All AI-generated content was reviewed, edited, and approved by the author before being included in the final presentation.

APA Citations

- Google. (2026). Gemini (Generative artificial intelligence). <https://gemini.google.com/>**
OpenAI. (2026). ChatGPT (Generative artificial intelligence). <https://chat.openai.com/>