

SKINCARE

INFLUENCER MARKETING CASE STUDIES



Achieved a whopping 200k + views with Male Creators & Engaging Content for Bombay Shaving Co.

Objective

- Build brand visibility.
- Raise awareness amongst its target audiences.
- Leverage user generated content Ad's.
- Expand their social media reach.

Strategy

- Hired 25+ male influencers from all walks of life every month.
- Offered a 3 months salon membership to all influencers in respect to Story promotion for every visit they do.
- Targetted tier 1 cities where the salon is available like Bom, Del Ncr, Bglr & Hyd.
- Influencers content shared experiences about the grooming services availed.

Campaign Results:

50
KOL

50
Reels Delivered

1
Month Campaign

200K+
Total Views

Platforms



Leveraging 250+ influencers to Create Brand Awareness For mCaffeine

Objective

- To promote a new range of green tea and coffee products.
- Promote the brand’s sustainability and cruelty-free values.
- Educate consumers about the benefits of caffeine for skin & Hair.

Strategy

- Onboarded 250+ micro female influencers as they provide more authenticity to beauty products.
- Roped in the Skincare, Fashion, lifestyle, beauty, travel and dance genre.
- Content aimed to educate consumers on the benefits of caffeine & green tea for skin.
- Crafted a hashtag that invited followers to join the #mCaffeineSquad and share their experiences with the brand’s products on social media.

Campaign Results:

250+
Reels Delivered

5M +
Views Achieved

4
Month Campaign


Platforms



1000+ moms participated in the Mamaearth Mother's Day Campaign.

Objective

- To partner with mom bloggers and influencers around Women's Day.
- Create a compelling brand image.
- Engage with the core consumers who are highly relevant to the brand's existence.

Strategy

- Launched a special Mother's Day Campaign on Instagram with parenting & lifestyle influencers.
- #MamaEarthMummySong was designed and created with music to salute the Superhero Moms.
- Influencers called out users to use the music and dance the same as their moms.
- Made activity simple and engaging in itself to drive maximum organic participation.

Campaign Results:

80+

Videos Delivered

1K+

Enteries Received

1

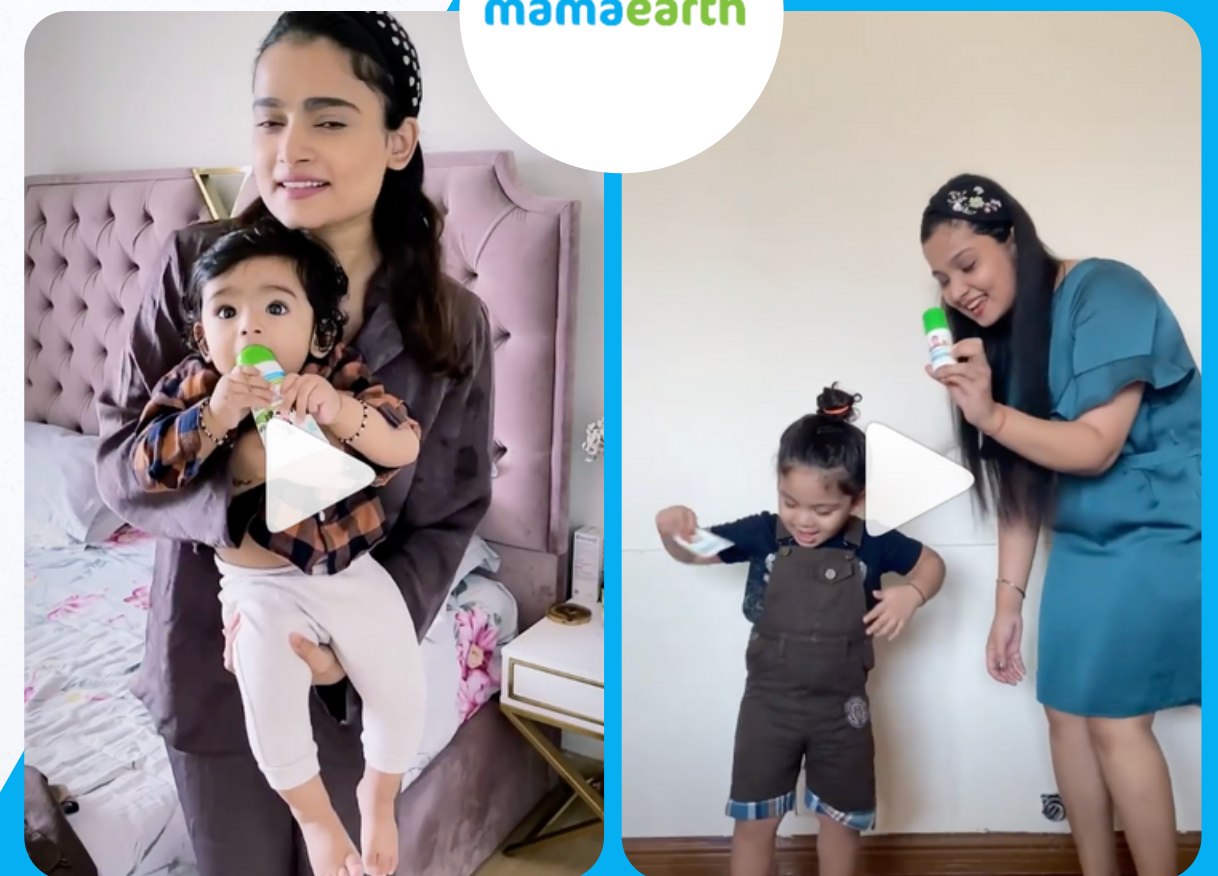
Week Campaign

3M +

Total Views



Platforms



mamaearth™

Drove 10M+ Views & Engagement through Health Beauty & Lifestyle Experts for WOWSkin Science

Objective

- To run a recurring influencer marketing campaign on Youtube every month.
- Find the right mix of YT creators with good reach and engage.
- Elevate brand visibility and scalability.

Strategy

- Partnered with micro and macro creators on YouTube and Instagram.
- Targeted KOL's who prioritize natural organic products and holistic health practices.
- partnered with influencers who also prioritize sustainability and environmental causes.
- Curated influencers content showcasing the benefits of WoW and their sustainable practices.

Campaign Results:

180+

No of Influencers

200+

Videos Delivered

6

Month Campaign

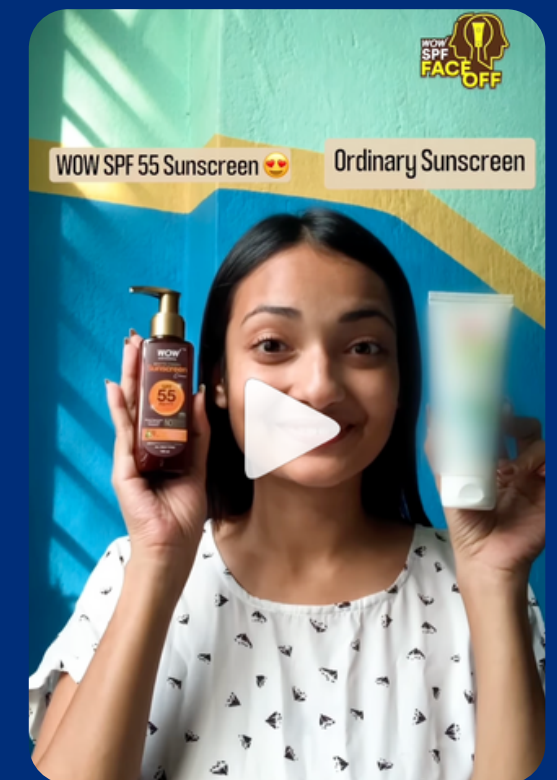
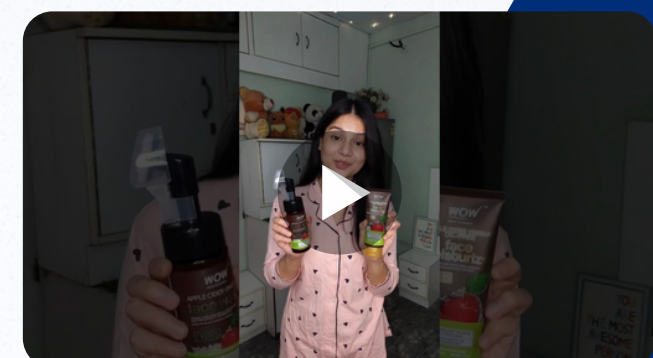
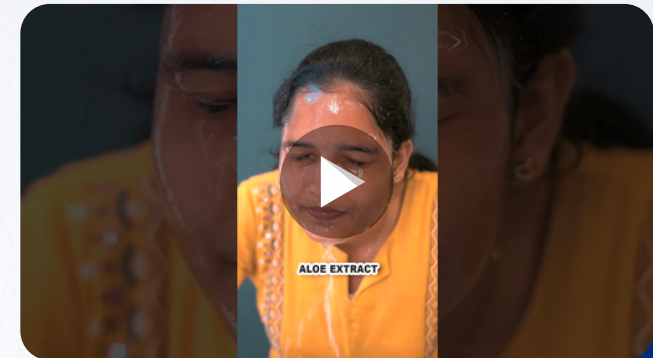
10M+

Reach achieved



Platforms

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