

NEOLAYR[®] PRO X  **GRYNOW**

Gives me a Radiant Gl

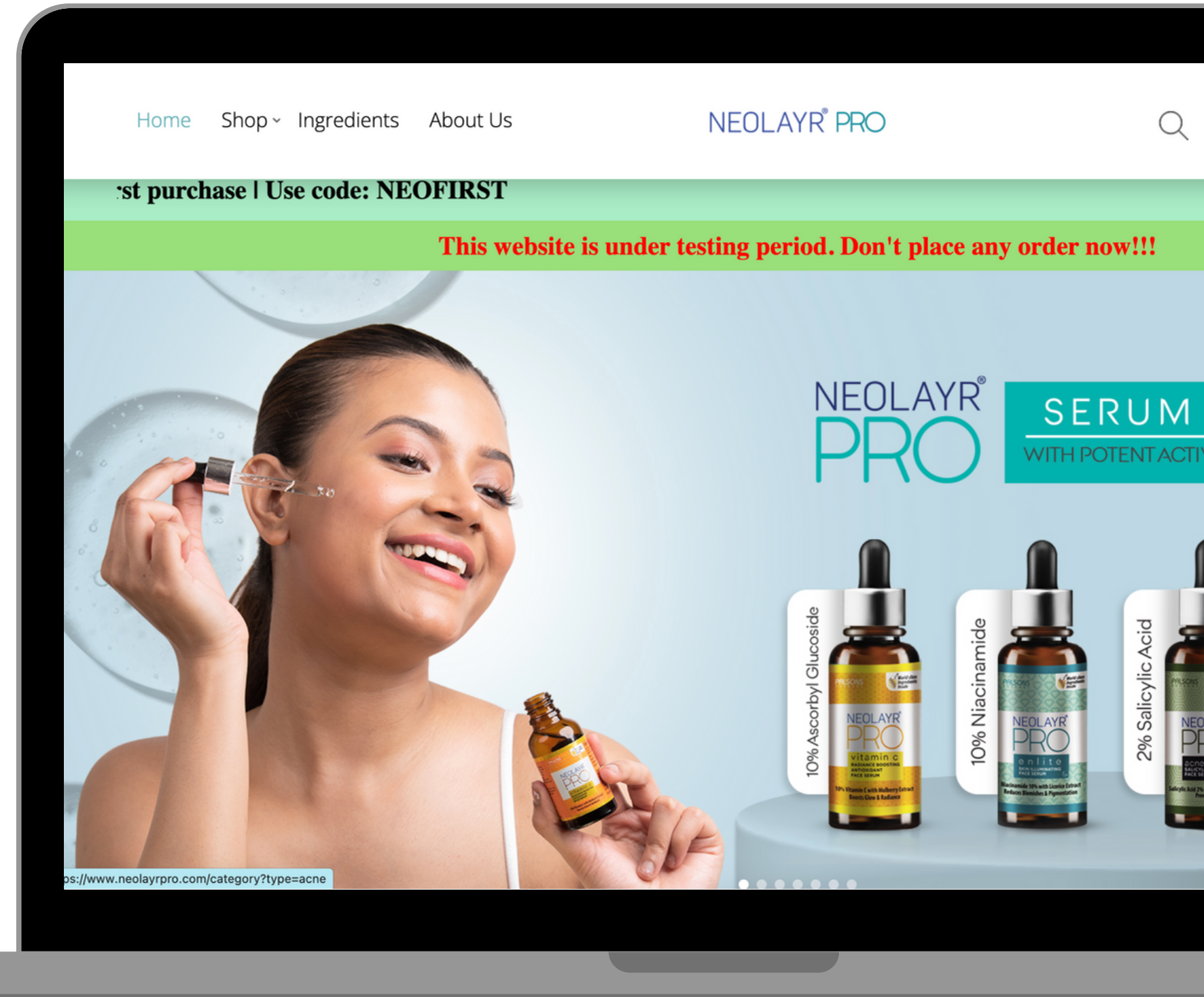
NEOLAYR[®] PRO

Introduction

Our partnership with Neolayr pro commenced in April 2022, for our **UGC video service** leading to the successful creation of 15 impactful videos.

Adhering to guidelines, we executed a creative campaign, leaving a lasting impression.

The collaboration was seamless, showcasing our dedication and resulting in a smooth and impactful project that resonated with our audience.



OUR PROCESS

1

Objective Discussion & Talent Sourcing

Objective discussion is done with the brand, and then we assist in shortlisting creators. Subsequently, content guidelines are provided, accompanied by training and support.

2

Strategy Curation

We'll create a content calendar based on content pillars identified through trend analysis.

3

Scripting & Conceptualisation

Scripts and ideas are crafted through objective discussions aligned with the brand's vision, mission, and incorporation of keywords

4

Video & Post Production

Creators create content in accordance with the scripts and concepts. Our in-house editing team handles the entire post-production including editing, subtitles and thumbnails of the videos

5

Content Delivery

End-to-end solution to content creation is provided by our team.



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Campaign Overview

We launched a campaign for Neolayr Pro to **promote their Vitamin C skin brightening face wash and serum.**

We collaborated with influencers who crafted engaging and creative videos to enhance product awareness while creating **User-Generated Content.**



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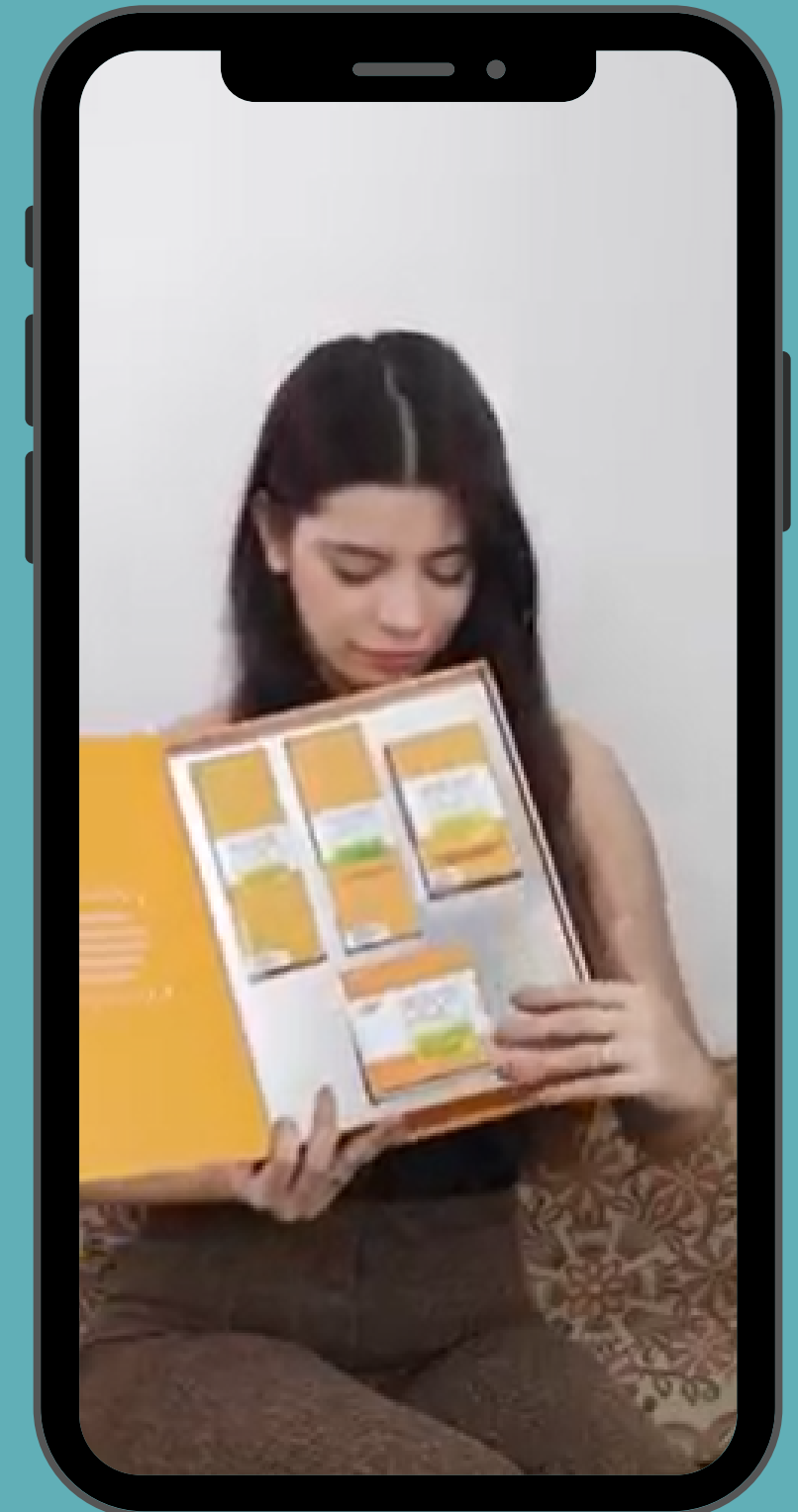
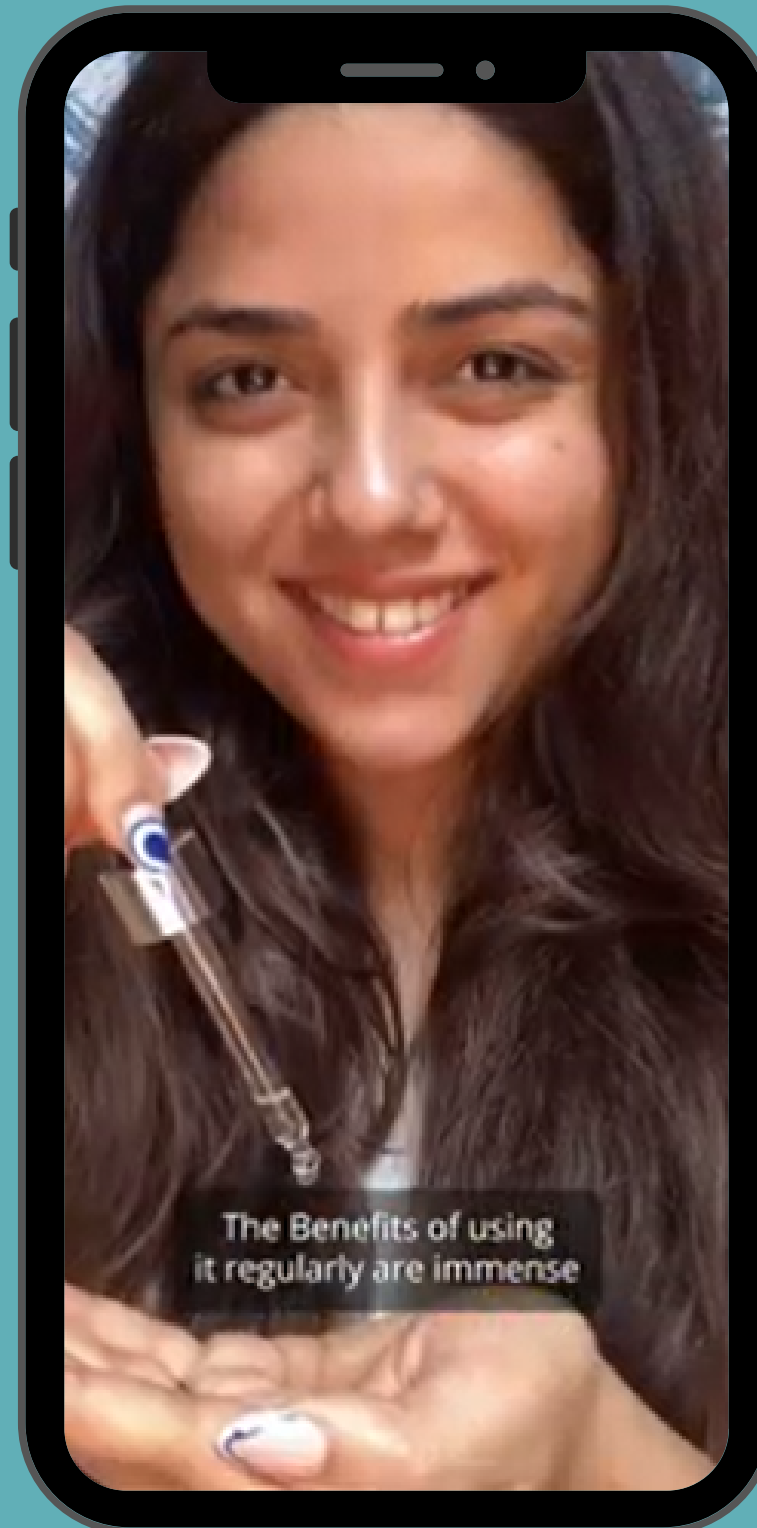
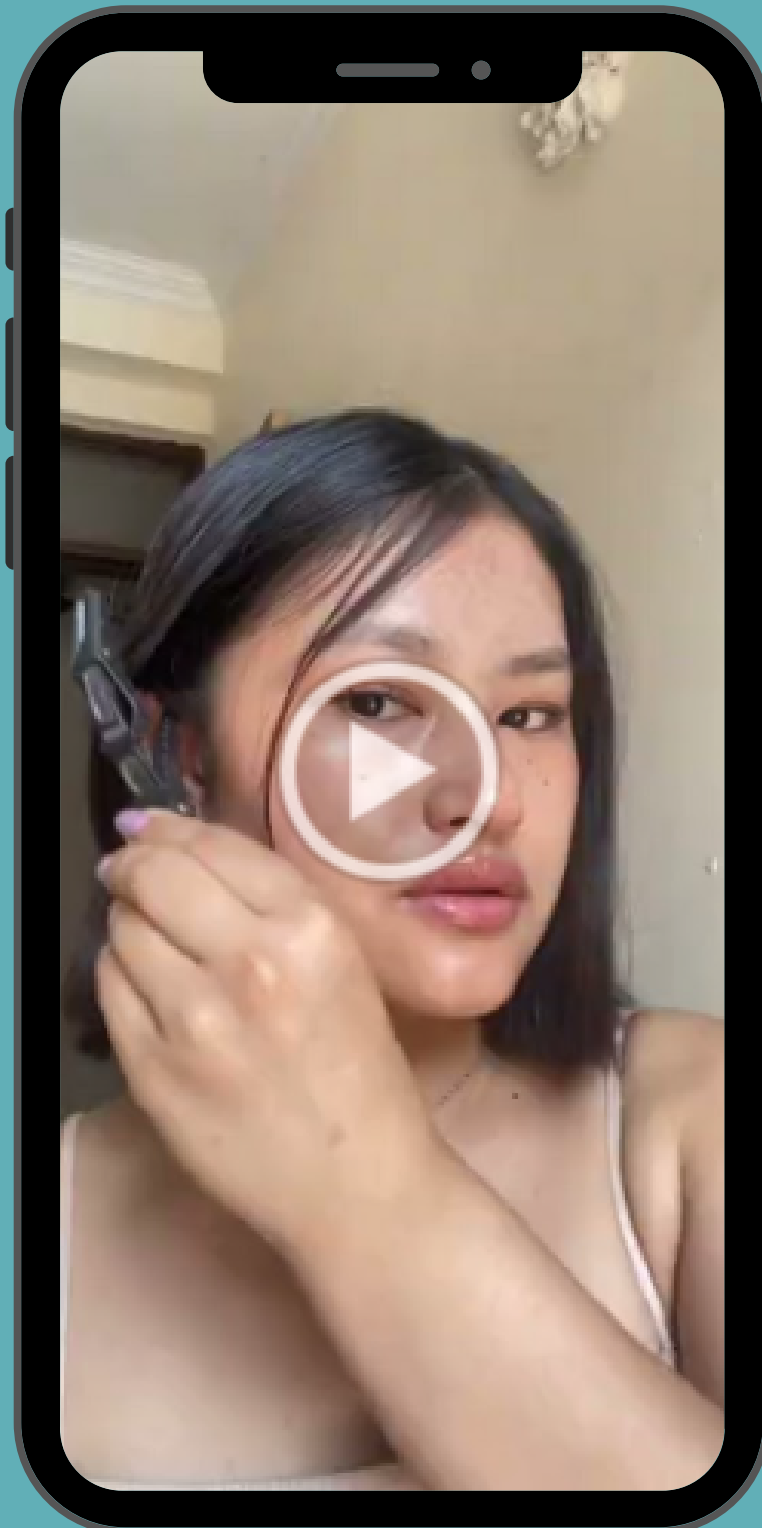
Campaign Strategy

We executed an innovative campaign in collaboration with **15 lifestyle, beauty, skincare, and dermatology** influencers of micro and mega tier.

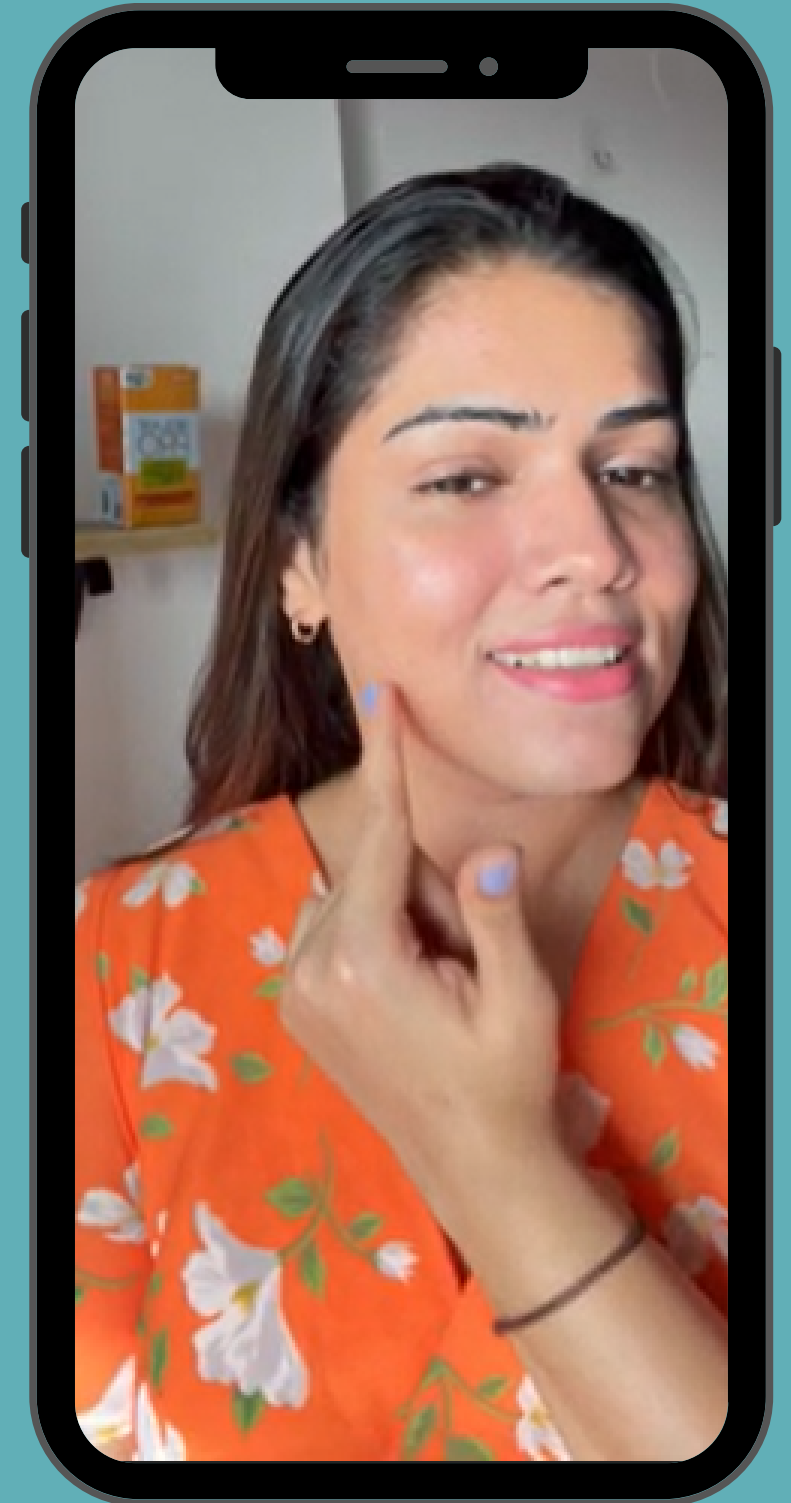
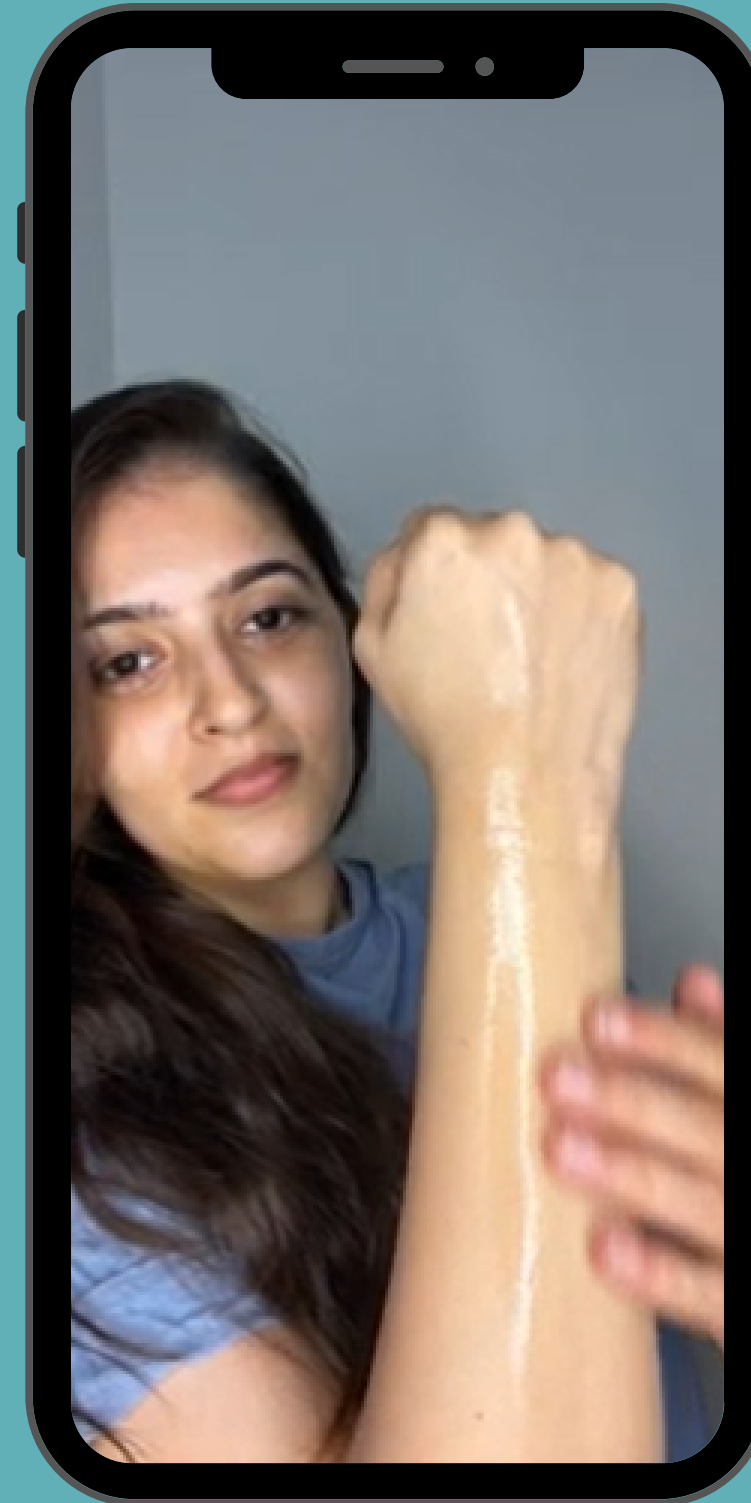
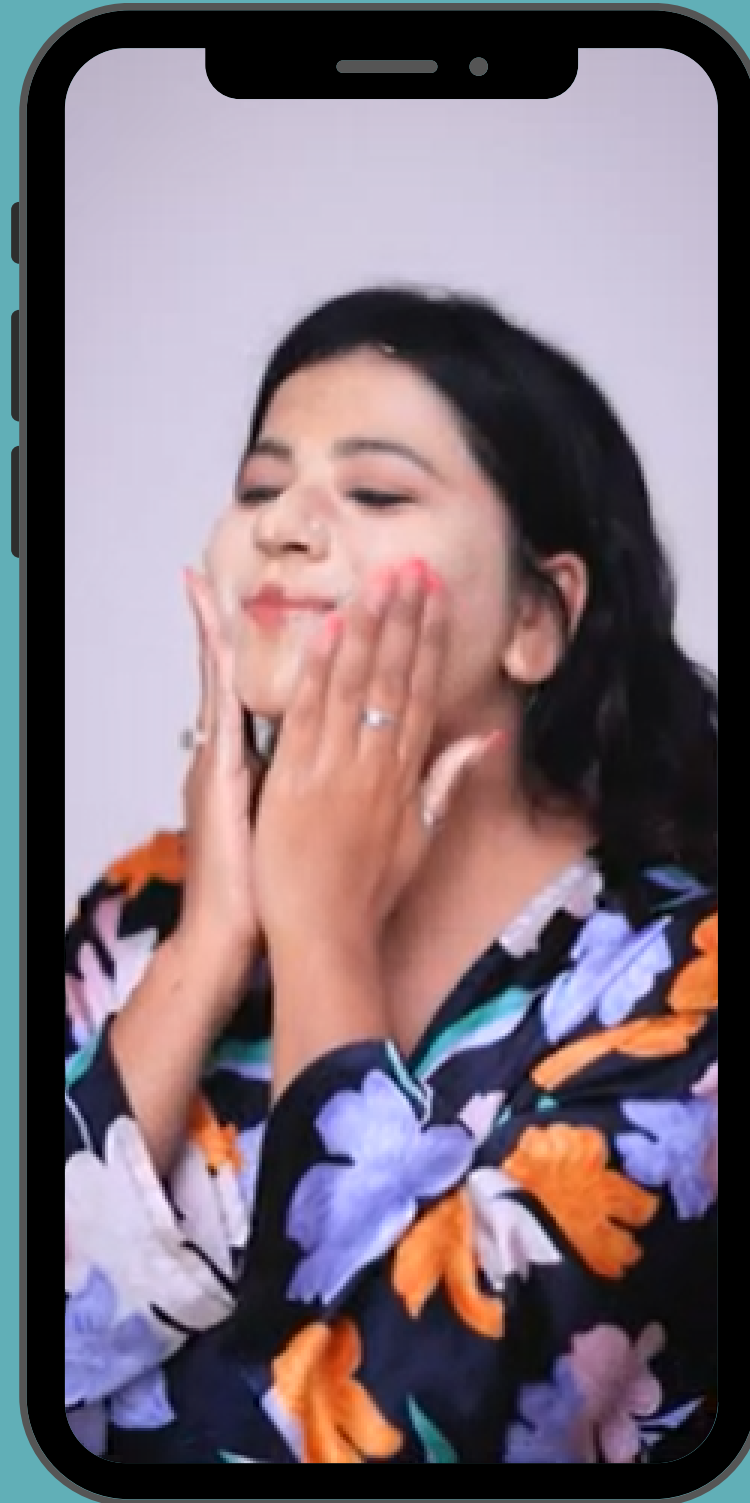
Influencers were instructed to generate diverse video content, ranging from **ASMR, educational, and product explanations** to **derma insights** and **creative styles**.

The product explainer video with models were featured on Amazon, while others found a place on the website, advertisements, and social media handle & more.

Campaign Videos with Influencers



Campaign Videos with Influencers



Product Explainer Videos with Models

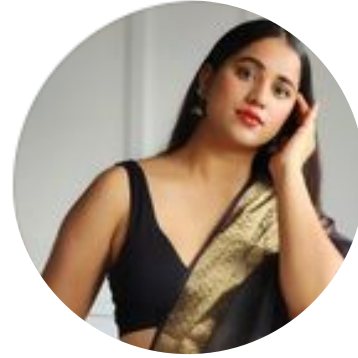


Campaign Creators



Mili lakhmani

Following - 350K



Aishwarya Abhinash Menon

Following - 13.3K



Varsha

Following - 88.4K



Sana Ghauri

Following - 472K



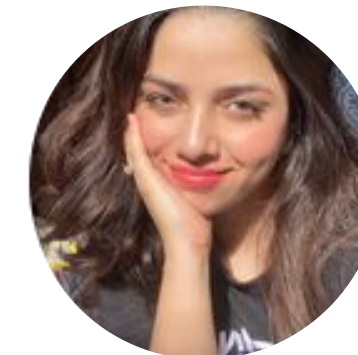
Neha Upadhyay

Following - 43K



Dr.Nidhi Sawant

Following - 181k



Trupti Tahiliani

Following - 13.4K

Campaign Results



15

Videos



5.2M

Avg Views



9%

Engagement

The campaign videos used in performance advertisements resulted in an increment in conversions by 12% and decrement in customer acquisition cost. As a result they began availing 15 videos each month.



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Contact Now



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