



SOCIAL MEDIA CASE STUDY

Brand: REVLON

REVLON

ABOUT THE BRAND

Revlon, Inc. is a leading global beauty company with a portfolio of iconic brands that transform the lives of women and men around the world. Our Company manufactures and markets color cosmetics, hair color and care, skincare, beauty care and fragrances through a diverse portfolio of 15+ brands sold in more than 150 countries.

Modi-Mundipharma Beauty Products Pvt Ltd introduced Revlon in India in 1995. It is the first international cosmetics brand launched in India. The brand has developed a long-standing reputation as a color authority and beauty trendsetter in the world of color cosmetics and personal care. It is committed to high quality product innovation, performance and sophisticated glamour.

OBJECTIVES/TASK/BRIEF AT HAND

We curate a collection of captivating videos to commemorate Revlon's birthday, featuring highlights from various shoots spanning over the years.

We revisit milestone moments that have shaped Revlon's legacy. This special compilation is our way of throwing a birthday bash for Revlon, providing a nostalgic celebration of its rich history.

This birthday video serves a dual purpose by setting the stage for Women's Day, aligning with its core theme: 'Empowering Beauty Through the Ages', honouring not just Revlon's journey but also the enduring empowerment it has symbolised for women throughout the years.

STRATEGIES INVOLVED

1. We introduce a Birthday Bash contest on our social media where we ask people to share their first memory of using a Revlon product. We ask them to follow us, comment and brownie points for putting a story tagging us.
2. We put up a post on our social media with a Birthday bash theme and give people a sneak peak into the exciting things coming their way!
3. Generate anticipation with three engaging posts where we ask women about **their timeless companions in their journey.**
4. Establish a connection with the audience and set the context for our Women's Day campaign.
5. Share three impactful posts accompanied by multiple stories showcasing Revlon's enduring products.

CAMPAIGN ACTIVATIONS

Video Content Creation: The campaign was made live using a 3 reel strategy that ensured we are able to amplify our content with the audiences. The 3 reels were highly engaging and promoted the anniversary of the brand

Phases as below:

- Launch the video on Revlon's social media platforms
- Use trending hashtags + #REVLONcelebrates
#EmpoweringBeautyThroughTheAges, #InternationalWomensDay
- Collaborate with beauty influencers and brand ambassadors to share their favorite Revlon moments

BRAND FILM

The main brand film was made live during the campaign – it featured a new launch, global ambassadors and product USPs.

The film clearly communicated a story that resonated with our audience and connected them to our brand. It communicated a clear message that aligned with our anniversary campaign



BEST PERFORMING POSTS



Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. ✕

[Learn More](#)

6 March at 19:00



172



18



11



17

Overview ⓘ

Accounts reached	4,754
Accounts engaged	197
Profile activity	31



Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. ✕

[Learn More](#)

1 March at 19:13



98



11



2



5

Overview ⓘ

Accounts reached	3,455
Accounts engaged	110
Profile activity	23



March 3 at 4:57 AM



2,134



734



349

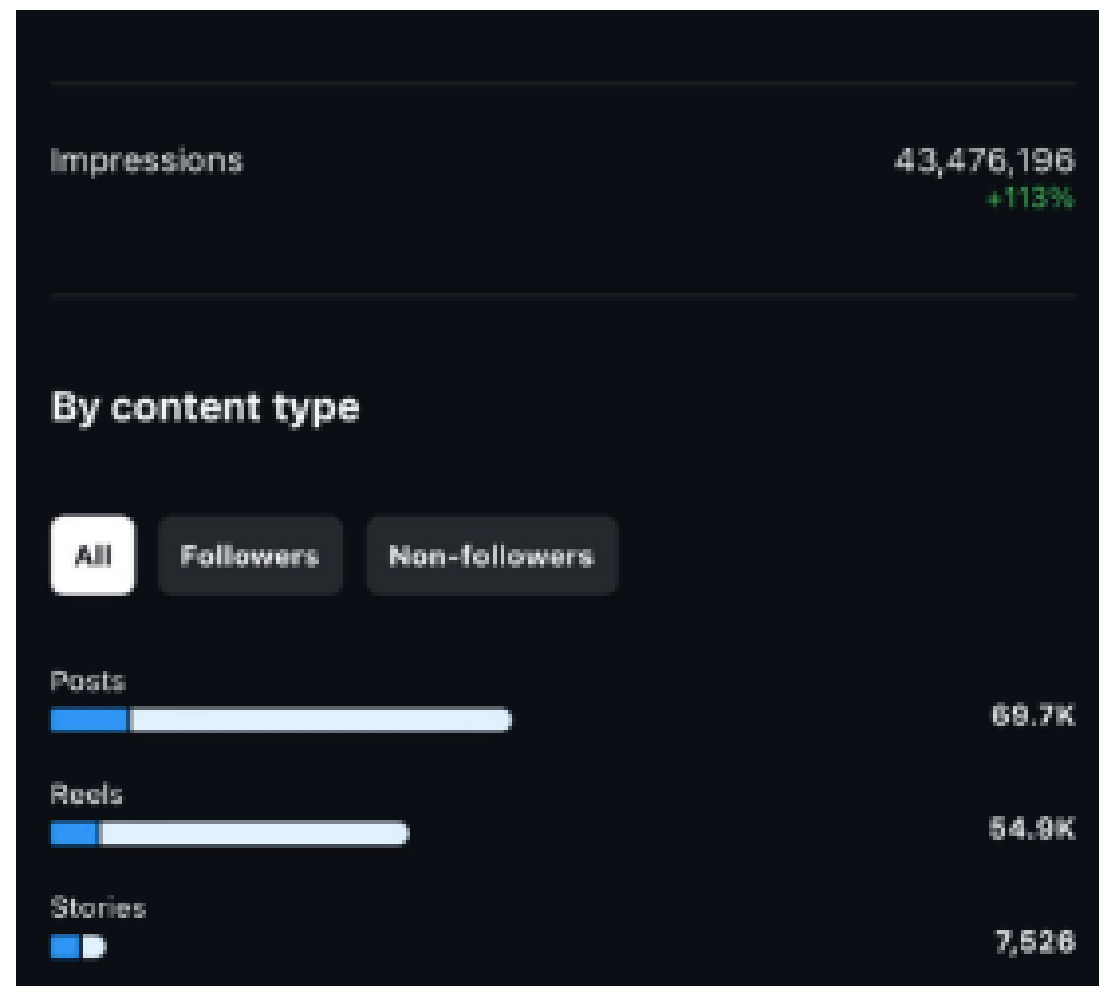


232

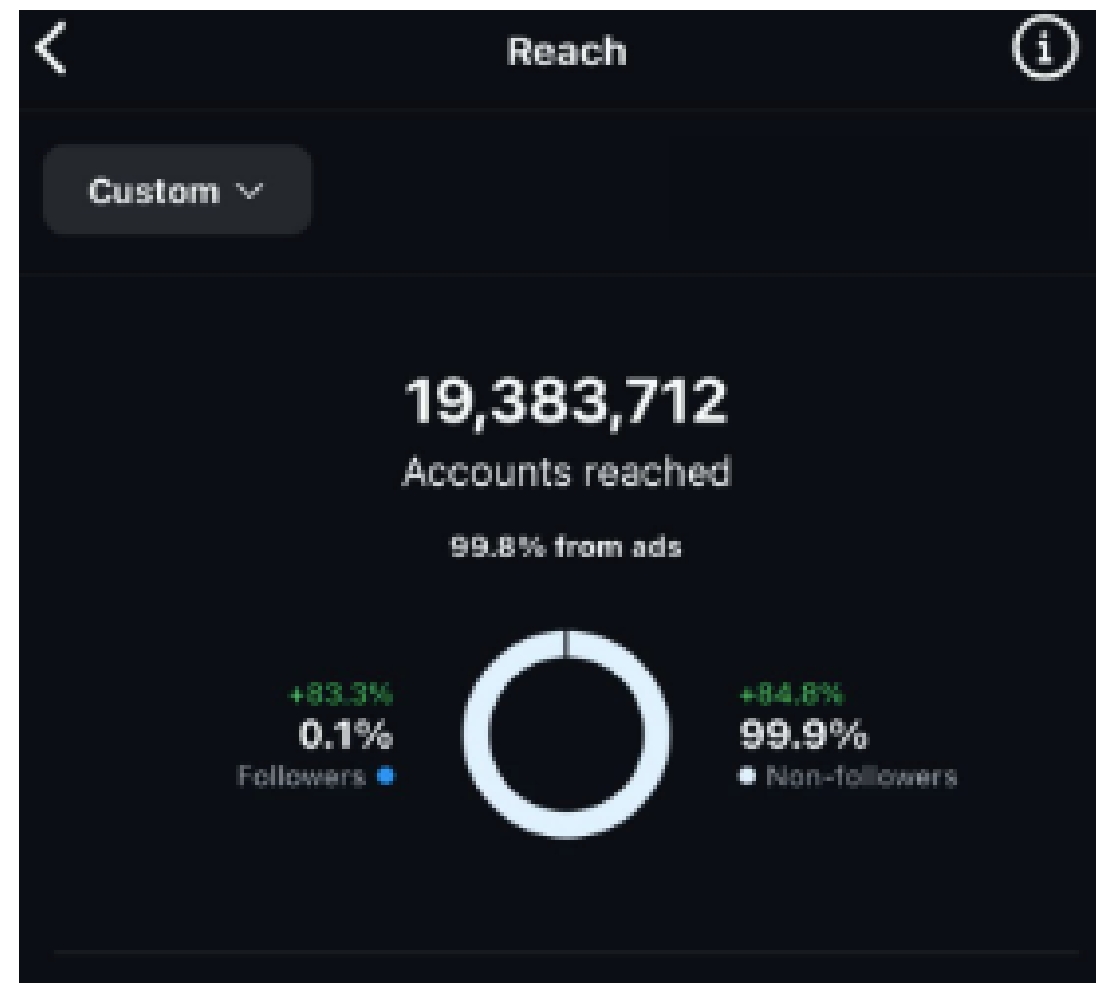
Overview ⓘ

Reach	638,588
Content interactions	3,449
Profile activity	4,902
Ad goal	
Profile visits From latest ad	2,331

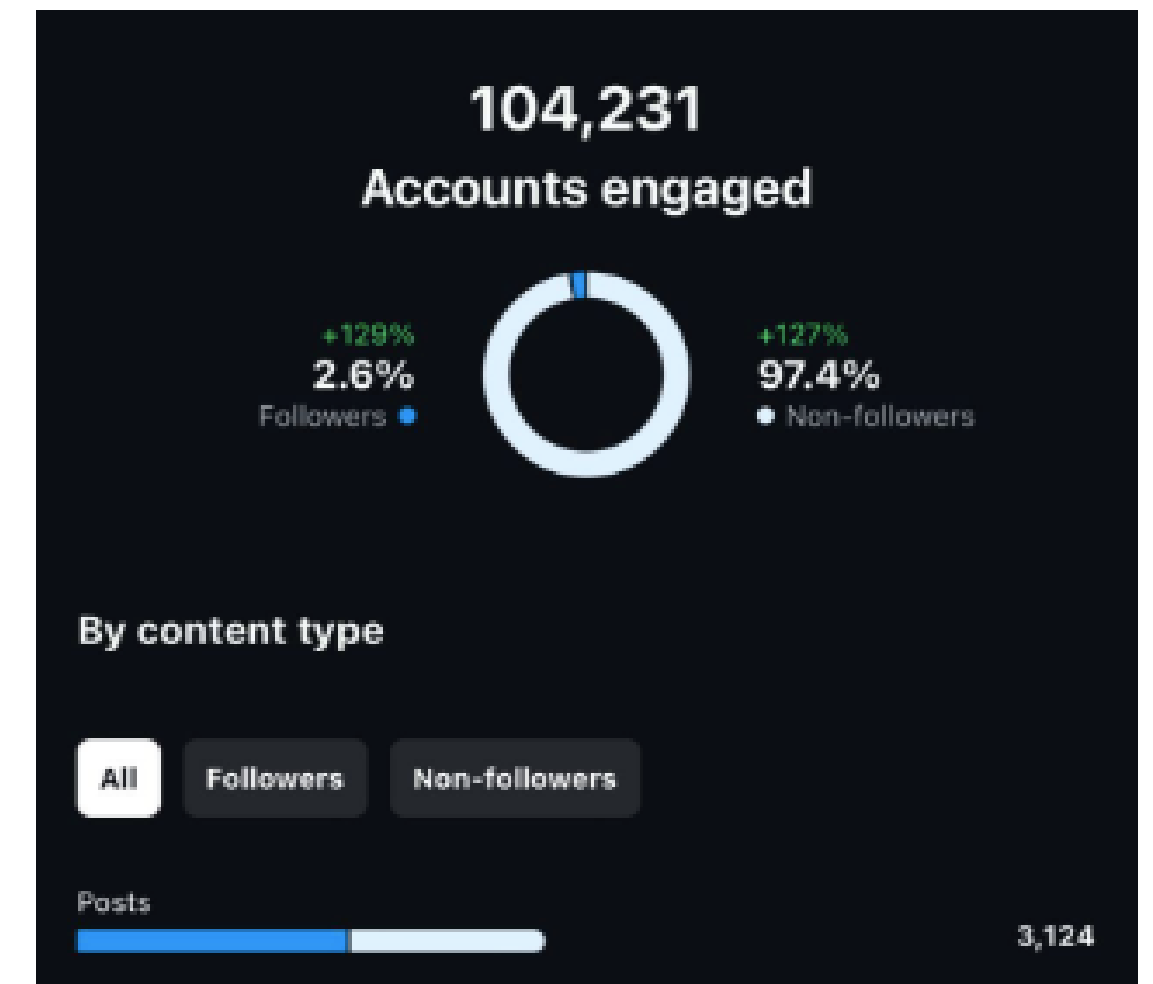
RESULTS/STATISTICS



Impressions
reached 43mn

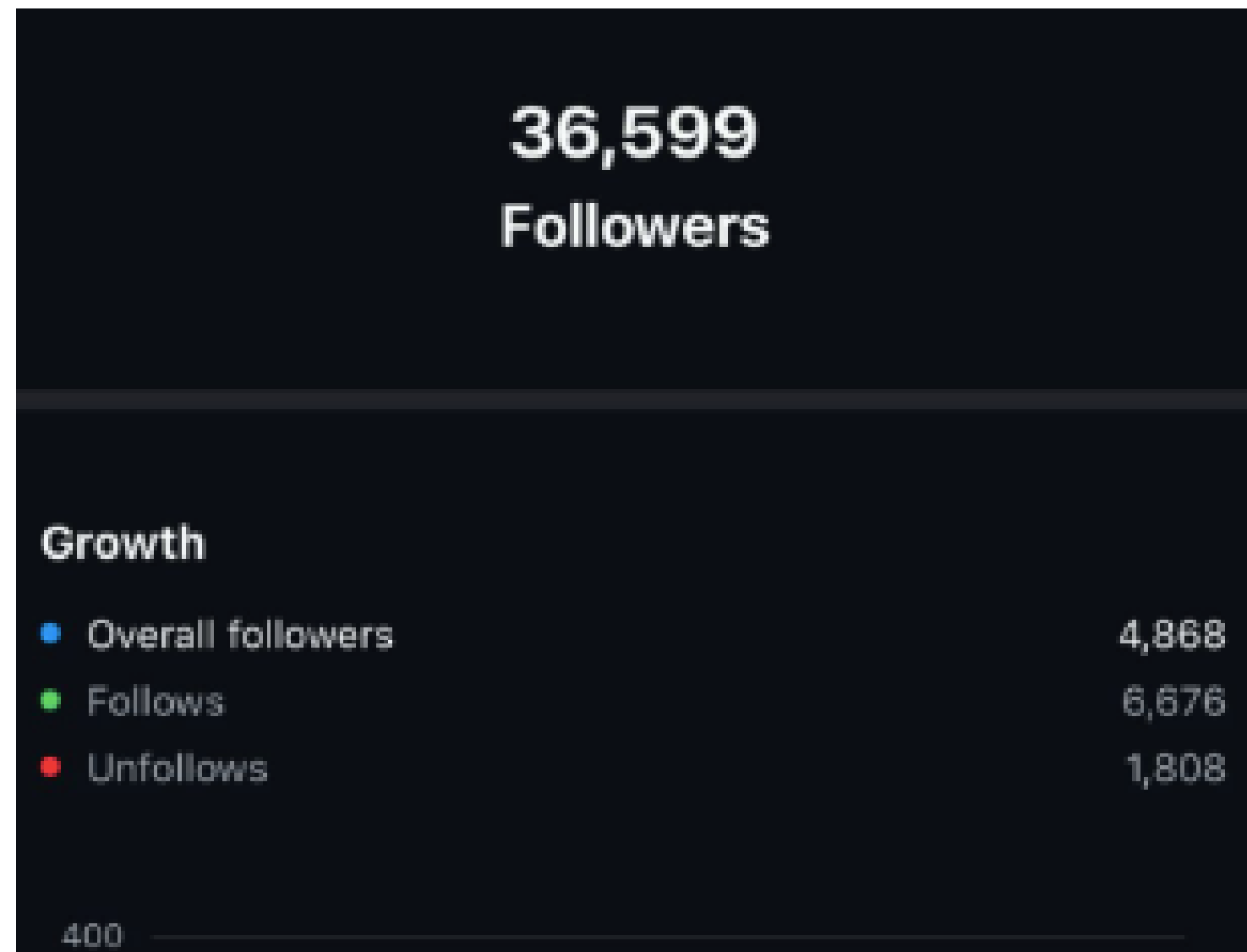


Reach went to
19mn



A total of 1,04,231
accounts engaged

RESULTS/STATISTICS



Analysis:

Followers increased
went to 6.7k for the
month.

Follower Growth



CONTENT CREATION

SHOOTS + CREATIVES + VIDEOS

SHOOTS



CREATIVES

DARK UNDER EYE **CONCEALING GUIDE**



STEP 1

Use a primer

STEP 2

Color correct with our
peach lipstick



STEP 3

Conceal with the correct
shade

STEP 4

Seal with a pressed
powder



#StoriesWithRevlon

Did you know

Revlon is the first international cosmetics
brand launched in India?

REELS

So Fierce
Big Bad Lash Mascara



SOFT BLING
Ft. Revlon



What Does
LIVE BOLDLY
mean to you?





THANK YOU