



SOCIAL MEDIA CASE STUDY

Brand: Swiss Beauty

SWISS BEAUTY

ABOUT THE BRAND

Swiss Beauty is a fastest-growing beauty and cosmetics brand that aims to be every makeup lover's BFF. With an in-depth understanding of Indian Beauty needs, Swiss Beauty integrates global cosmetic standards to create products that are highly innovative, long wear, and comfortable.

Swiss Beauty was incepted in 2013 and believes makeup is for everyone and we celebrate the individuality of every Indian – unstoppable, unique and fiercely expressive.

OBJECTIVES/TASK/BRIEF AT HAND

Our objective at hand is to position Swiss Beauty as the ultimate makeup BFF, that inspires, educates and encourages the audience to wholeheartedly embrace their makeup journey with comfortable longwear makeup offered by Swiss Beauty.

At the moment, the brief at hand is to increase the follower base and engagement with respect to previous KPIs and targets.

STRATEGIES INVOLVED

In order to increase month on month follower growth, we adopted a short campaign strategy with multiple campaigns launched, spanning 2 weeks each.

Each campaign involved a variety of content buckets, in order to create a well rounded content strategy with strong communication. Each campaign involved a 360 degree approach across online and offline channels in order to garner maximum reach and engagement.

CAMPAIGN ACTIVATIONS

11:11 Make Your Beauty Wish

This campaign was executed in order to celebrate the 11th Birthday of Swiss Beauty. The campaign followed a 360 degree approach with trending reels, giveaways, influencer collaborations, office, product and model content.

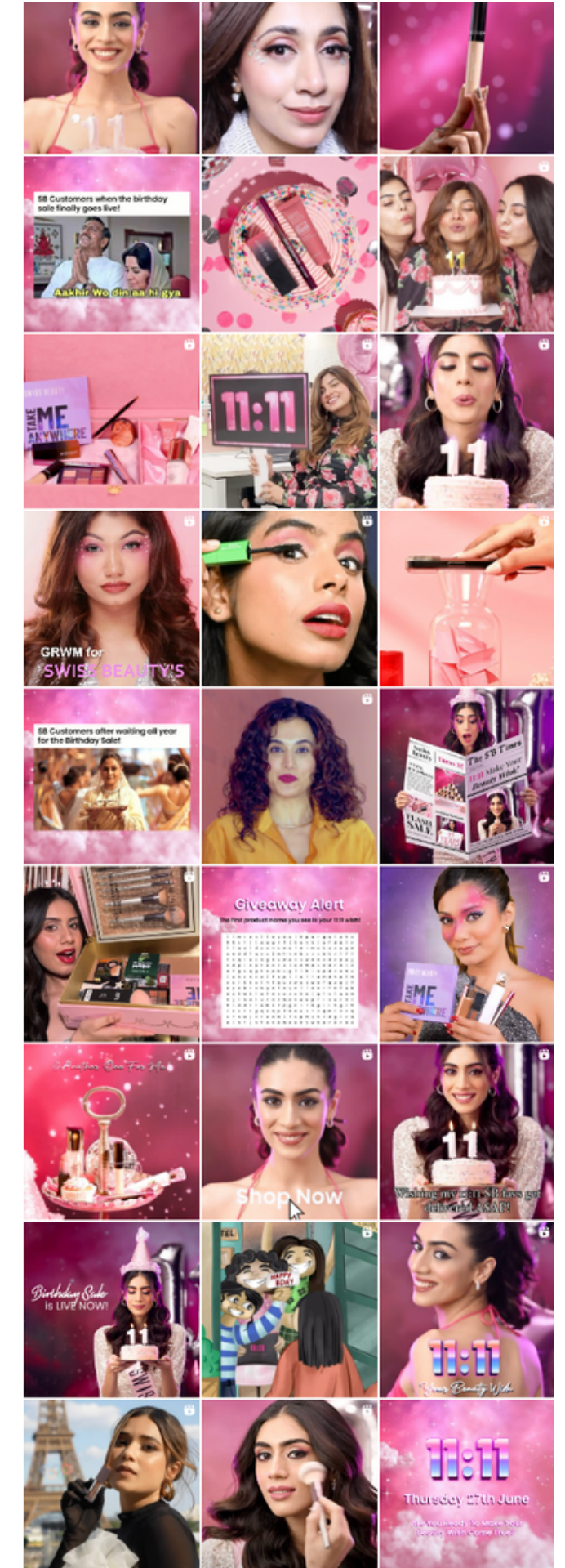
Total Post Reach: 58,677,668

Total Impressions: 184,192,139

Total Content Interactions: 495,920

Total Story Reach: 68,000

Follower Growth: 14,828



BEST PERFORMING POSTS



Reach: 1,211,639
Interactions: 25,042



Reach: 687,952
Interactions: 2094



Reach: 629,559
Interactions: 2516

CAMPAIGN ACTIVATIONS

Our Trending Palettes(OTP)

This campaign was executed in order to promote the different palettes recently launched by Swiss Beauty. It followed a travel theme with strong communication and visual cues to denote the same.

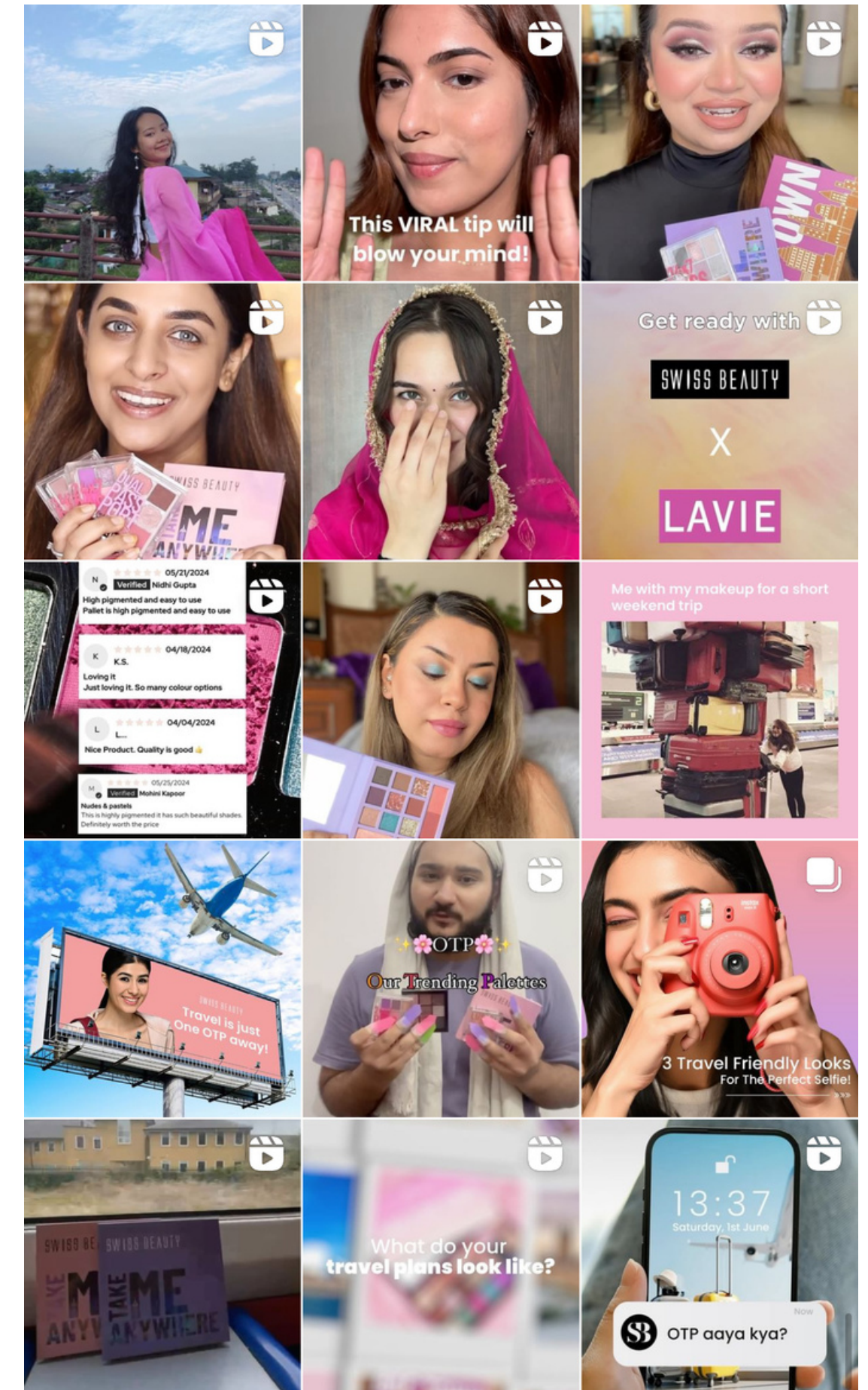
Total Post Reach: 2,718,054

Total Impressions: 5,667,994

Total Content Interactions: 25,806

Total Story Reach: 16,300

Follower Growth: 5000



BEST PERFORMING POSTS



Reach: 697,897
Interactions: 4685



Reach: 23,581
Interactions: 783



Reach: 13,497
Interactions: 448

CAMPAIGN ACTIVATIONS

Chrome & Matte Eyeshadow Launch

This campaign was executed for the launch of the new Chrome & Matte Eyeshadow sticks. The launch included a well-rounded strategy effectively highlighting the product, USPs, textures, usage and shades.

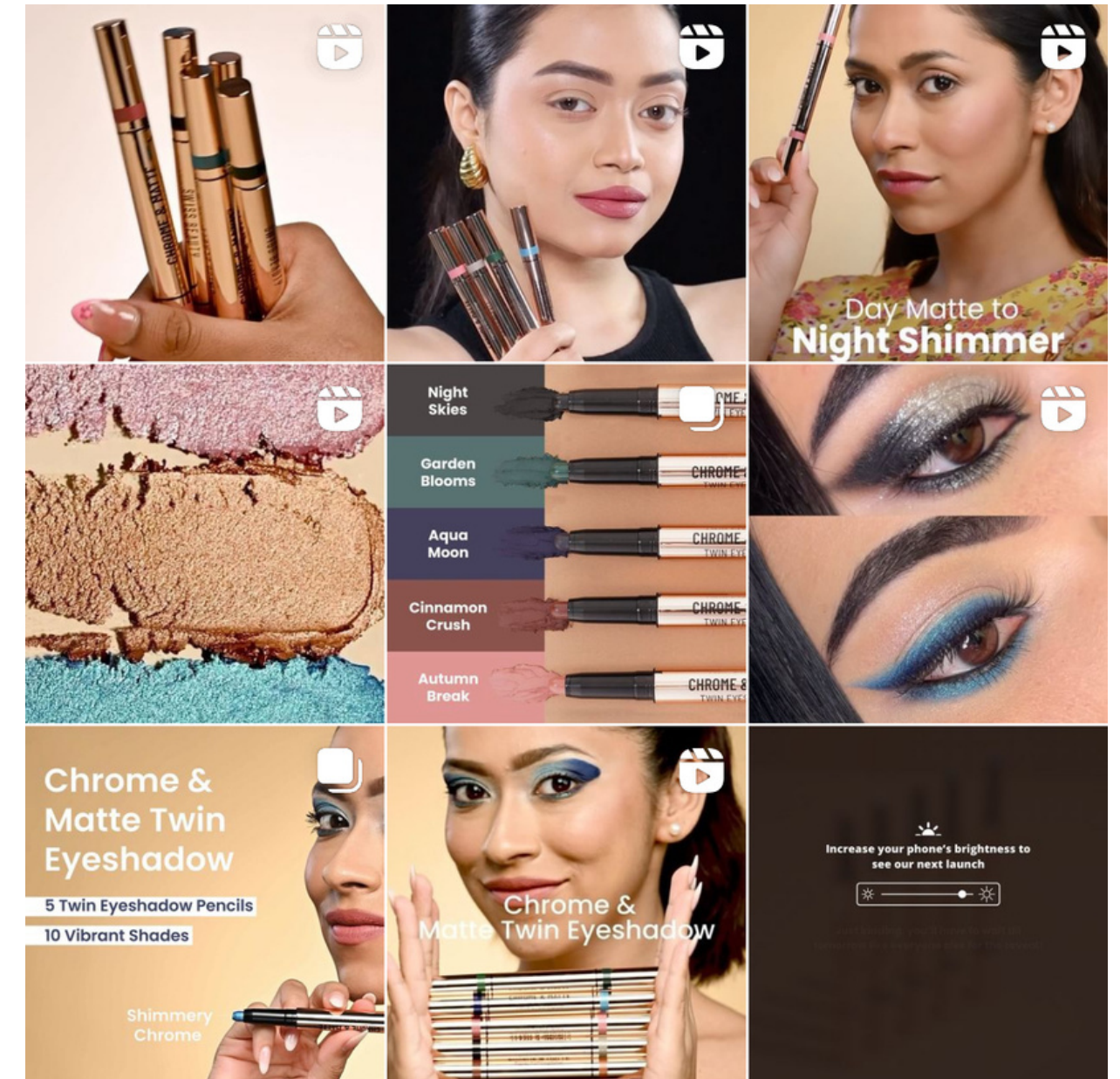
Total Post Reach: 7,050,611

Total Impressions: 11,579,310

Total Content Interactions: 45,987

Total Story Reach: 15,600

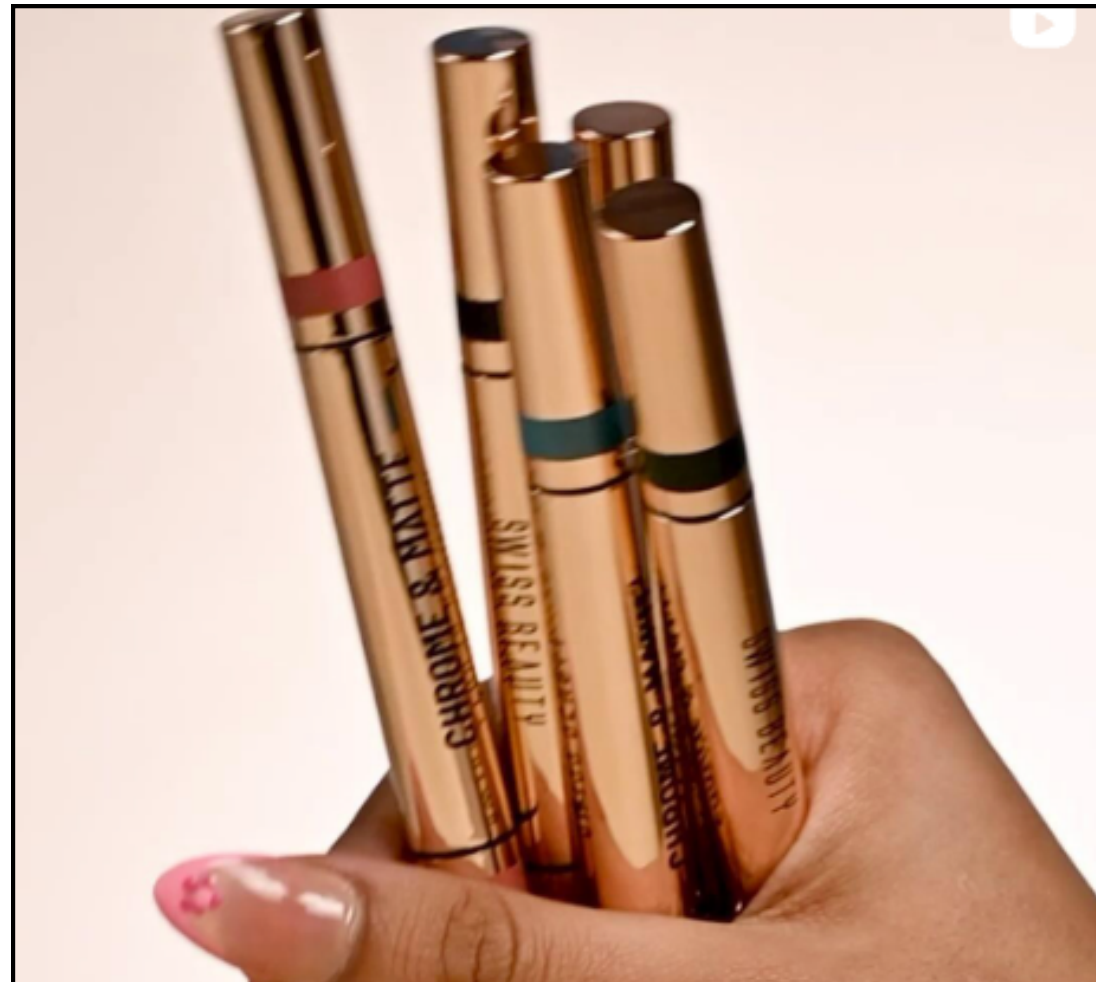
Follower Growth: 4500



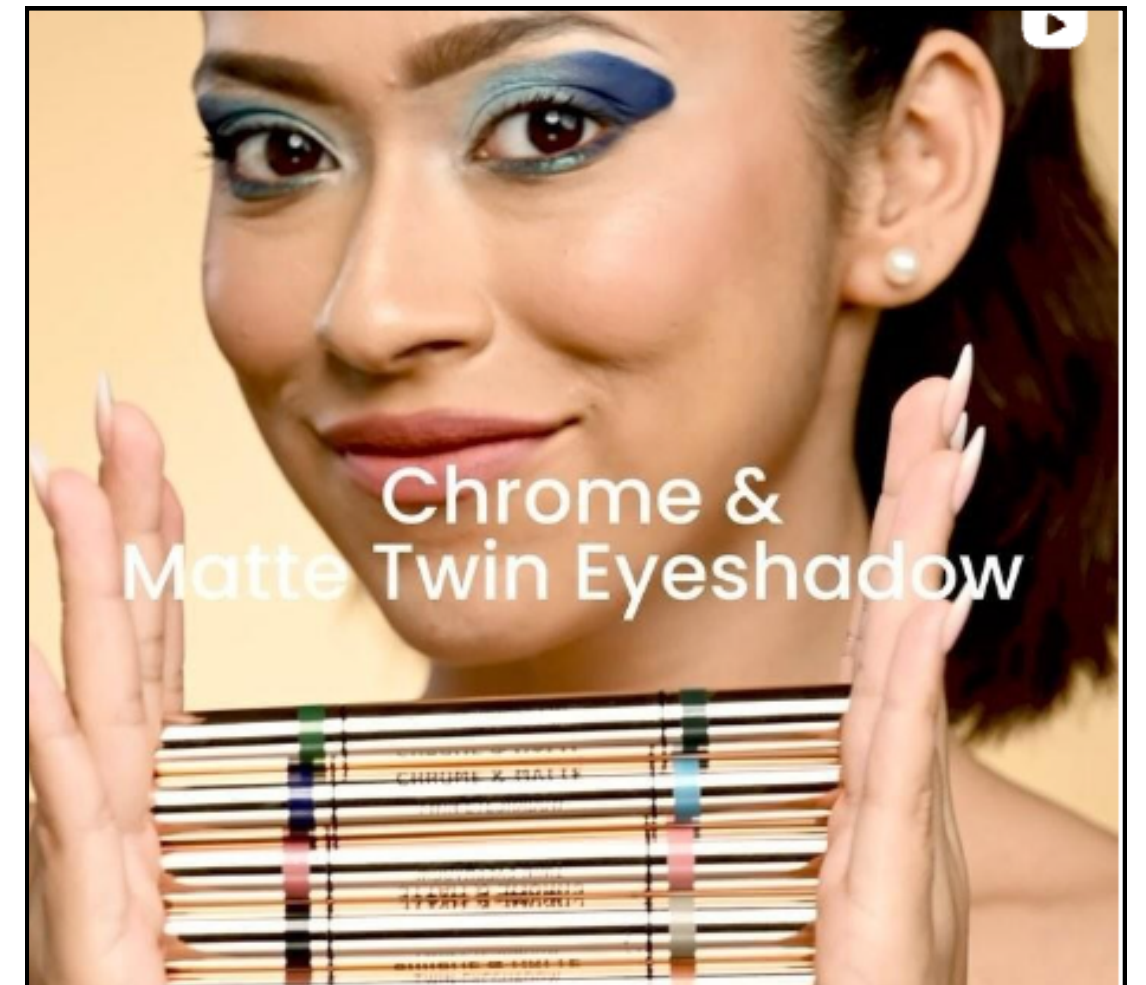
BEST PERFORMING POSTS



Reach: 149,453
Interactions: 1313



Reach: 214,175
Interactions: 3187



Reach: 179,828
Interactions: 448



CONTENT CREATION

SHOOTS + CREATIVES + VIDEOS

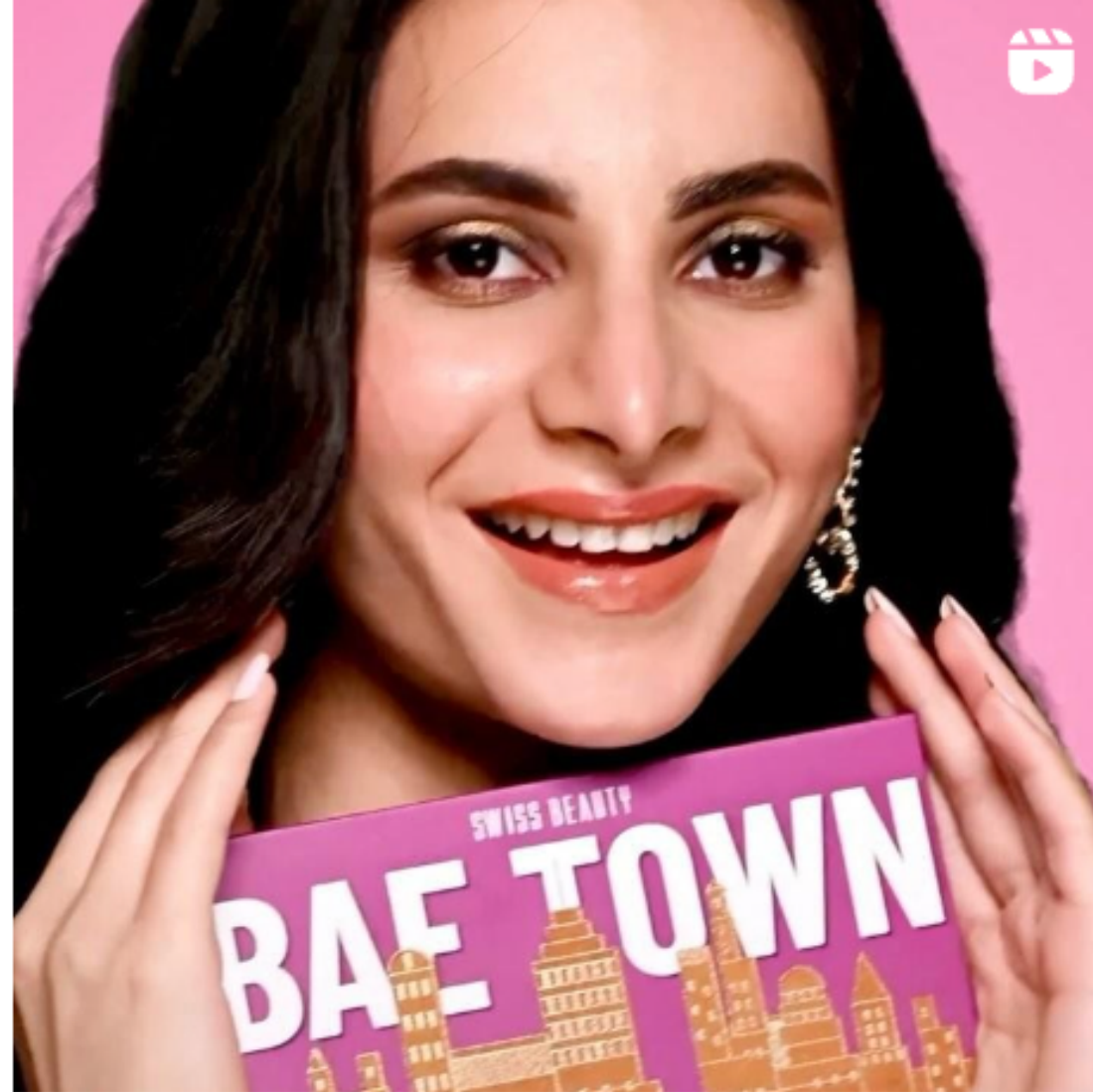
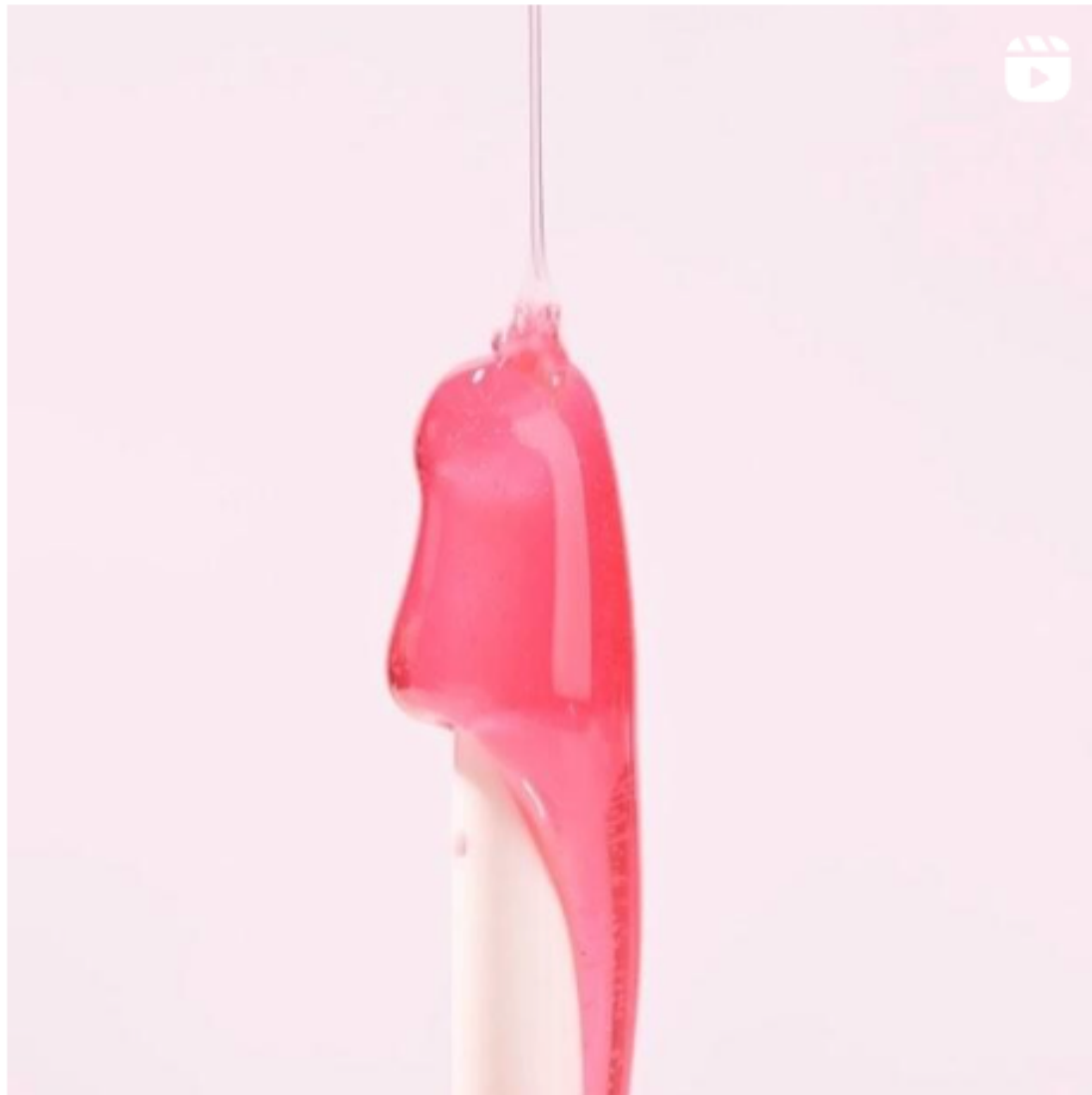
SHOOTS



CREATIVES



REELS





THANK YOU