



SOCIAL MEDIA CASE STUDY

Lotus Herbals



ABOUT THE BRAND

Lotus Herbals is a leading Indian beauty and skincare brand known for its natural and herbal products. Founded in the 1990s, the company has established itself as a pioneer in combining traditional Ayurvedic ingredients with modern science to create effective and safe beauty solutions.

Committed to harnessing the power of nature, Lotus Herbals offers a wide range of products including skincare, sun protection, makeup, and hair care. The brand prides itself on using plant-based ingredients and avoiding harmful chemicals, making it a popular choice for those seeking natural beauty alternatives.

With a focus on innovation and quality, Lotus Herbals has become a trusted name in the Indian cosmetic industry. Their products cater to various skin types and concerns, embodying the philosophy of holistic beauty that nurtures both the skin and the environment.

OBJECTIVES/TASK/BRIEF AT HAND

Our goal for Lotus Herbals was to take the legacy forward and establish the brand in the hearts on Gen - Zs.

They wanted to widen their audience by not just being a brand which curates to the audience above 35 years but also to someone who is just entering the world of skincare and makeup.

We focussed on creating fun, relatable content, did multiple events with a vibrant vibe to it and tapped on trending content which was shareable. Through all these measures, we were able to establish the brand in the minds of the younger generation and it also led to a higher engagement on the brand.

Moreover, we tapped on the Pride month, for their makeup category and did an event which led to the fact that Lotus Herbals is gender inclusive. For skincare, we have done multiple events and collaborations with the young and trending influencers to gain the trust of the audience who follows them and are willing to try out our products. By building a trust factor, we have successfully widen the audience range and are now solely focussing on growing this.

STRATEGIES INVOLVED

The multifaceted strategy that we followed was to create an engaging, informative, fun and visually appealing social media experience that aligns with the brand's identity and values, ultimately fostering a loyal and engaged online community.

Our major focus is always on creating trending content that is shareable and our strategy has been to incorporate information by showcasing them in a fun manner. By doing multiple events and collaborations, the brand has fostered its image in the minds of the younger audience and we have created such content that resonates with this strategy.

We worked on The Ultimate Sunscreen Fest, which was a 3 cities event based campaign which was ideated and executed by us and has led to a major change in their engagement and reach and has also led to a total 360 of their feed. The social media handles are not more vibrant and centric to the GEN Z audiences.

CAMPAIGN ACTIVATIONS

- THE ULTIMATE SUNSCREEN FEST

A campaign where we tapped on 3 cities – Delhi, Mumbai, Guwahati and launched their new UltraRX sunscreen serum, along with multiple influencers (over 150) and 3 Mega Creators like Nidhi Shah, Roshni Walia, etc.

- THE GOLDEN CARNIVAL

A campaign / event where we had launched their new White Glow Serum with The Rebel Kid, in Mumbai.

CAMPAIGN ACTIVATIONS

- POUT WITH PRIDE

A campaign wherein we invited influencers of the LGBTQ Community and launched their new lip color, Prep & Swipe.

- WPL, BEAUTY CARNIVAL & BIGG BOSS

Three campaigns done with a third party association, Mumbai Indians, Flipkart & Jio Cinema. We were working on curating videos and posts to promote the association as well as stories to reach to a wider audience

CAMPAIGN AMPLIFICATION (OFFLINE, INFLUENCERS, COLLABORATIONS, GIVEAWAYS ETC)

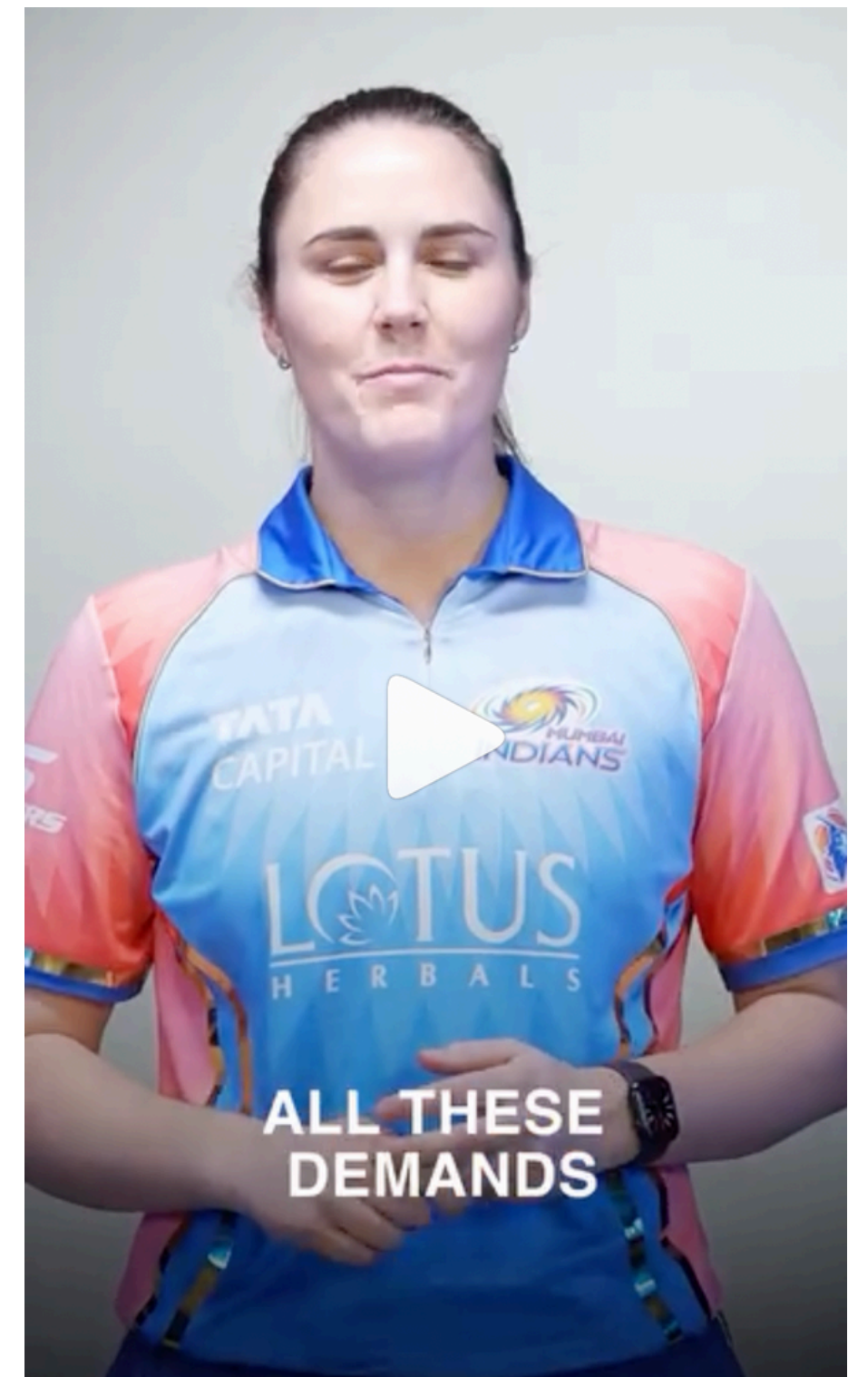
For all the campaigns, we have collaborated with multiple influencers, both Micro & Macro to increase the engagement.

We also did a Giveaway for makeup with had over 3000+ comments on it and had helped in the follower growth.

By doing multiple application videos, routines, ASMR, texture videos we have highlighted the products as well.

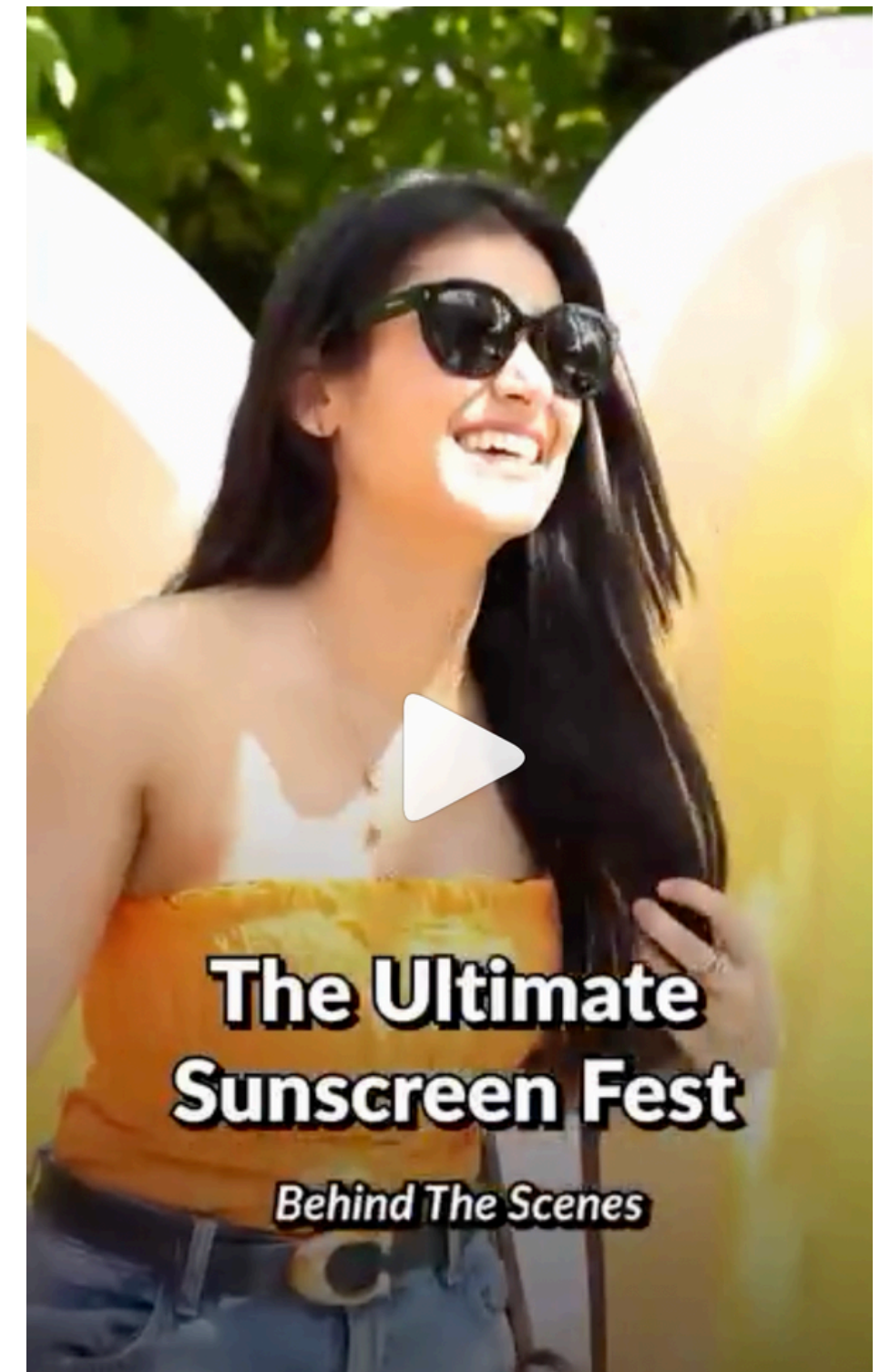
BRAND FILM OR ANY MAJOR PRODUCTION (IF APPLICABLE)

WPL X Lotus Herbals



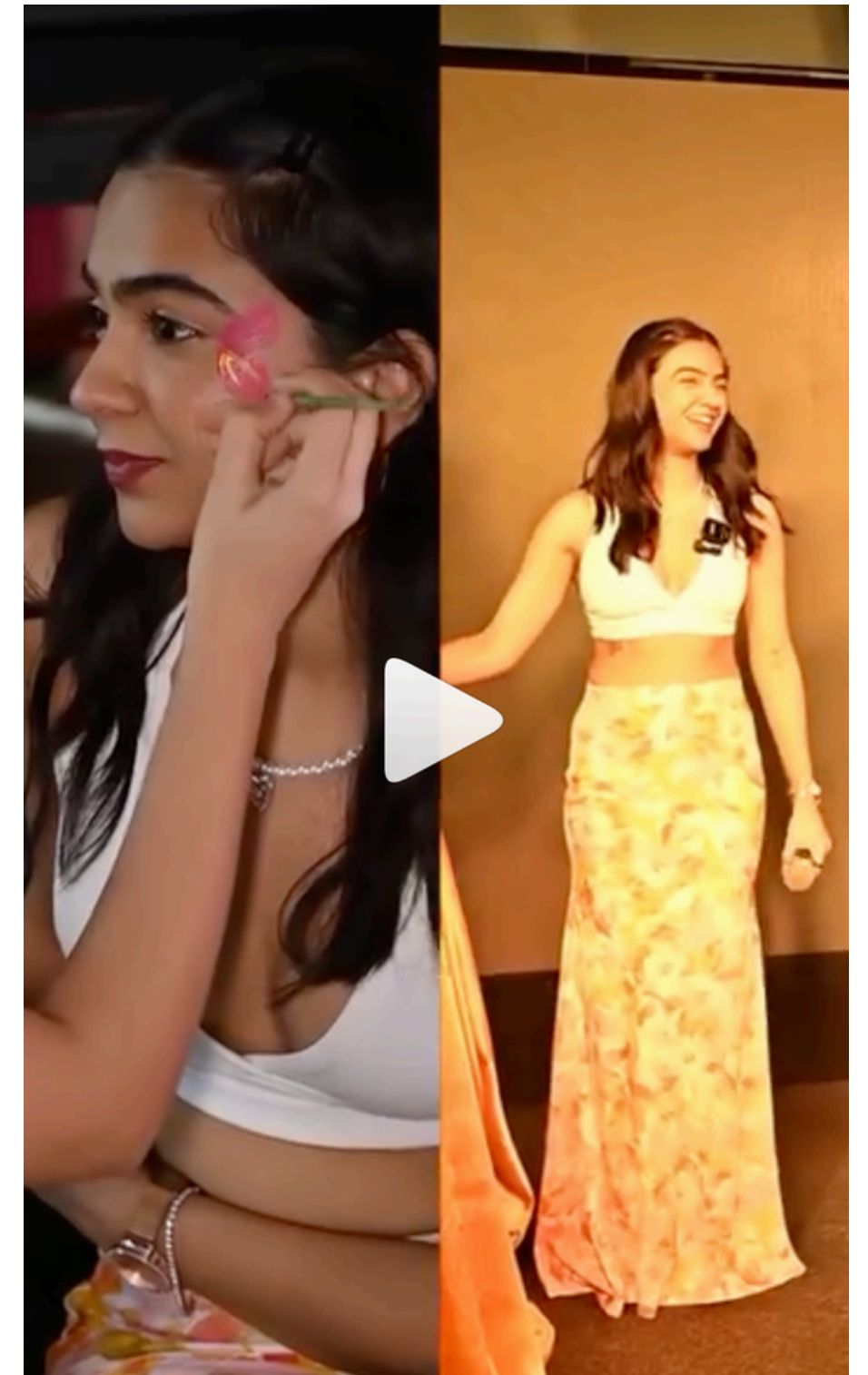
BRAND FILM OR ANY MAJOR PRODUCTION (IF APPLICABLE)

THE ULTIMATE SUNSCREEN FEST

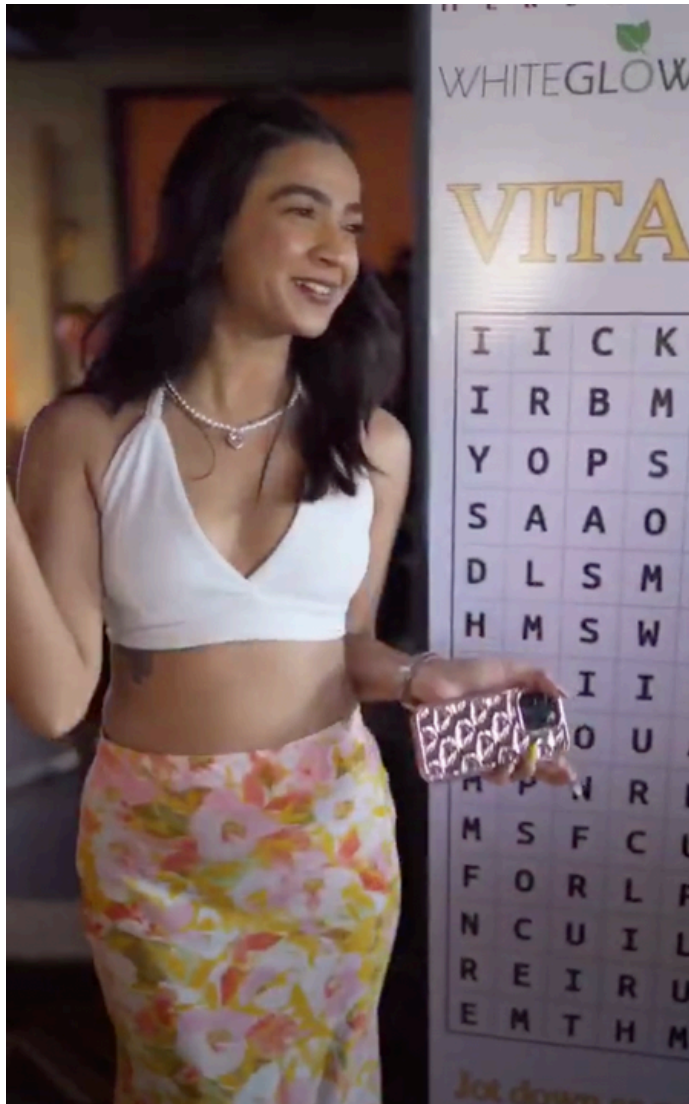


BRAND FILM OR ANY MAJOR PRODUCTION (IF APPLICABLE)

THE GOLDEN CARNIVAL



BEST PERFORMING POSTS



Reach	Impressions
1,562,888	2,033,796



Reach	Impressions
5,125,955	9,415,140



Reach	Impressions
857,489	1,067,912

RESULTS/STATISTICS

Impressions 595,144,959
+15.9%

By content type

- All Followers Non-followers



595,144,969

114,804,511
Accounts reached
99.3% from ads



114,804,511

1,248,403
Accounts engaged



1,248,403

RESULTS/STATISTICS

706,564
Followers

+2.2% vs Apr 11

Follower Growth

Analysis: The page performance and follower growth has improved after 'The Ultimate Sunscreen Fest' & 'Pout With Pride' events.

30X
TION



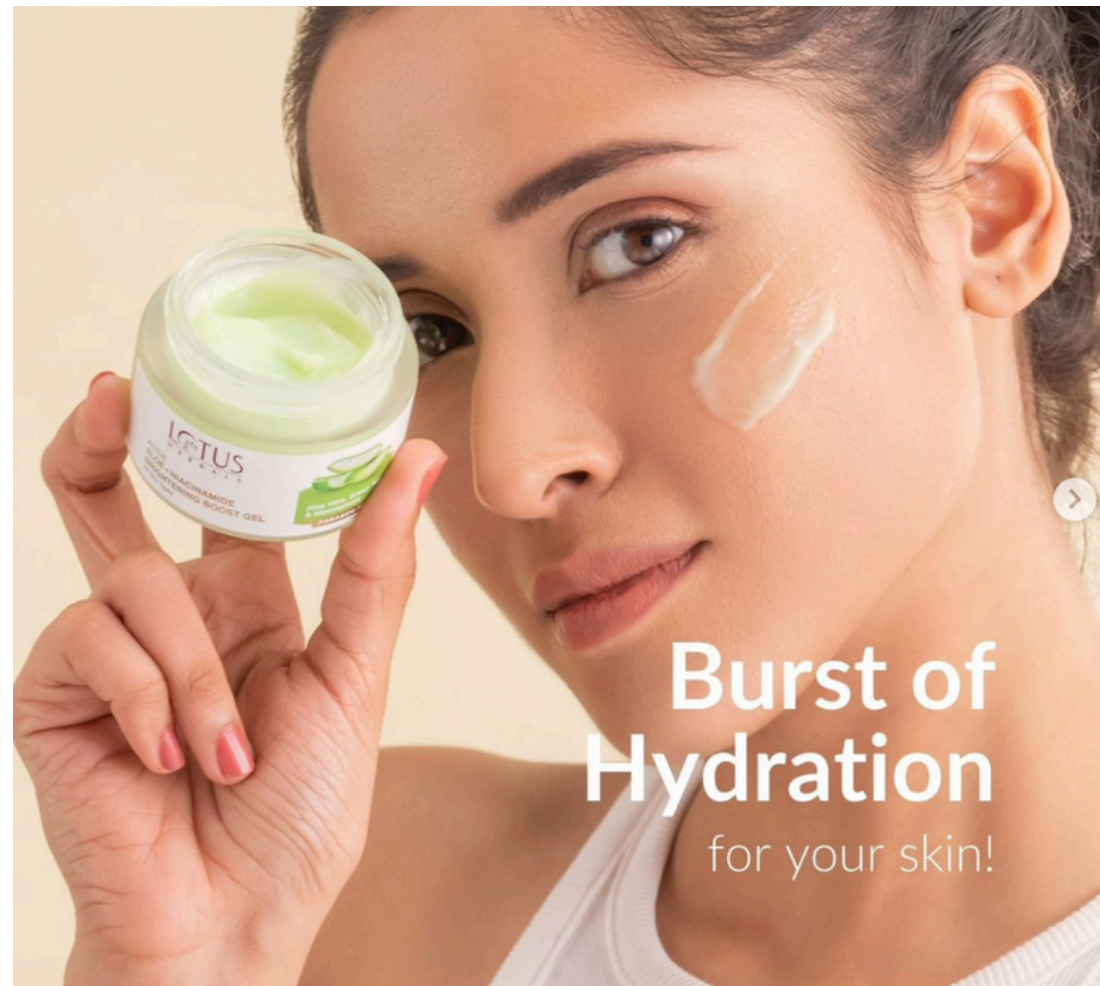
CONTENT CREATION

SHOOTS + CREATIVES + VIDEOS

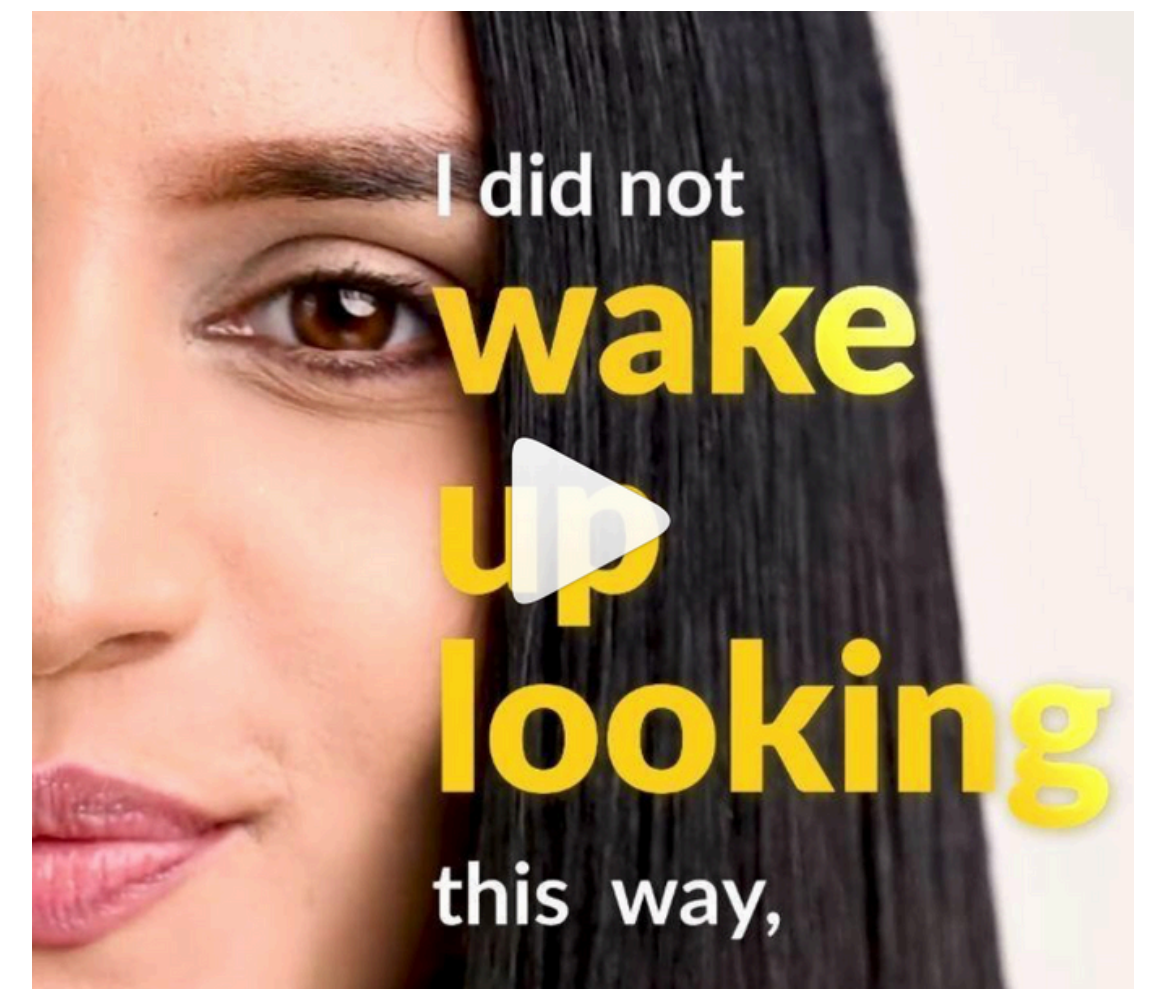
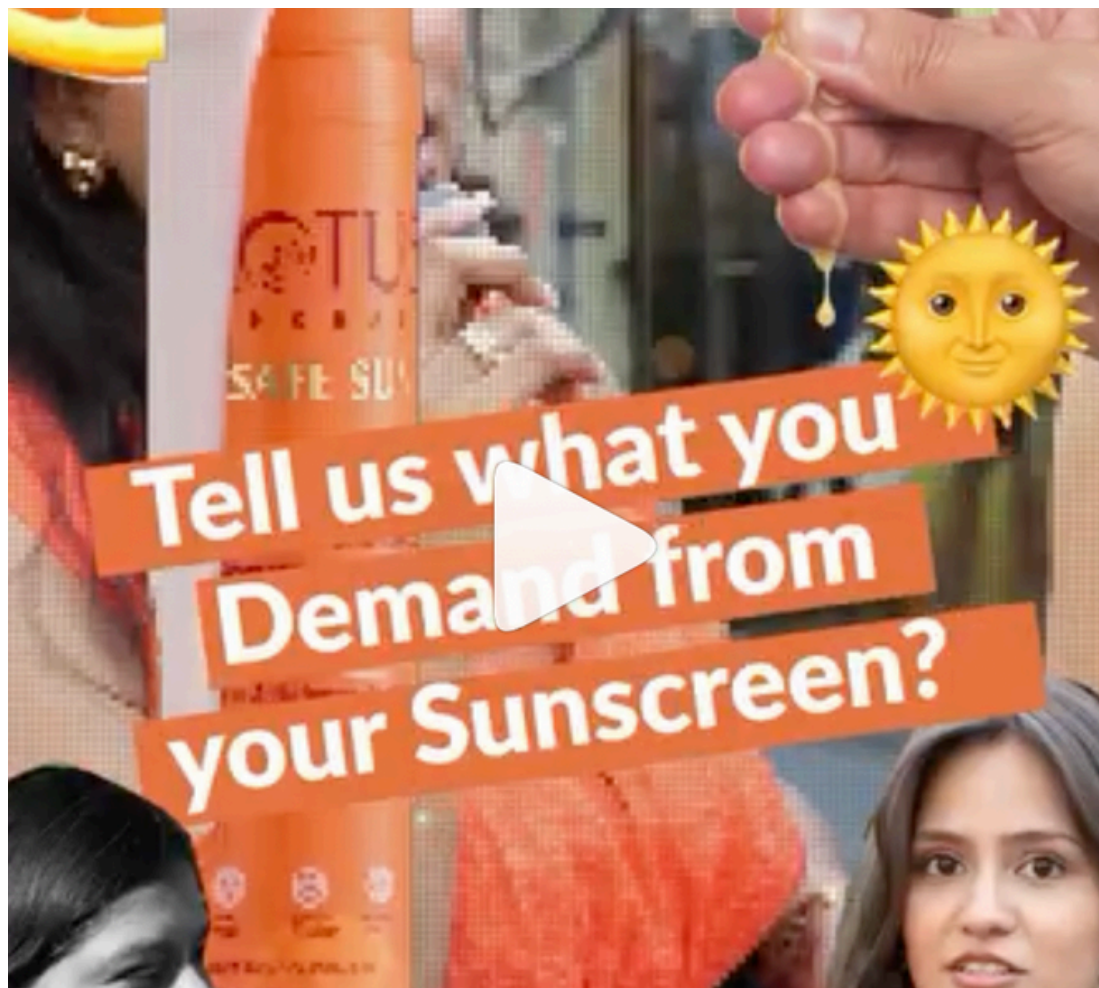
SHOOTS



CREATIVES



REELS





THANK YOU