

## AVON MATTE LIPSTICK CASE STUDY

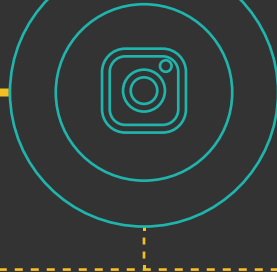
LAUNCHING A NEW AVON LIPSTICK TO THE MARKET THROUGH INFLUENCER MARKETING AND REACHING **264,489** PEOPLE.

### THIS IS HOW WE DID IT:

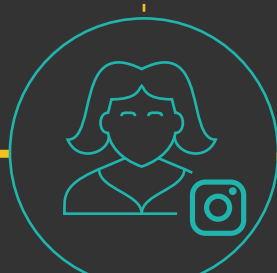
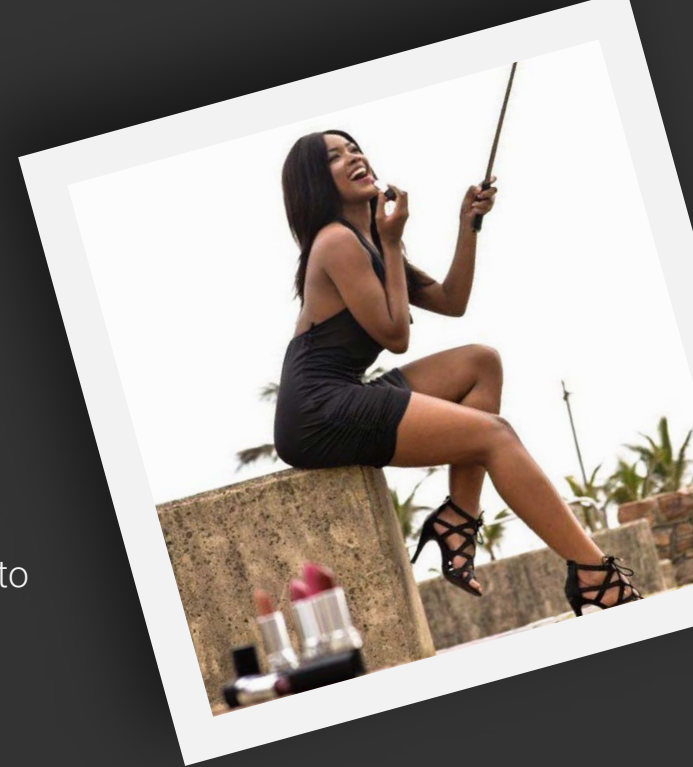
#### WHY?

AVON wanted to create awareness around the launch of their new Matte Lipstick range by highlighting the look and feel of the new product. A secondary objective of the campaign was to support the digital #MeetYourMatte competition running on AVON's social channels & utilise influencers to increase entries.

#### HOW?



It was determined that the best way to highlight the product offerings was to focus the campaign on Instagram.



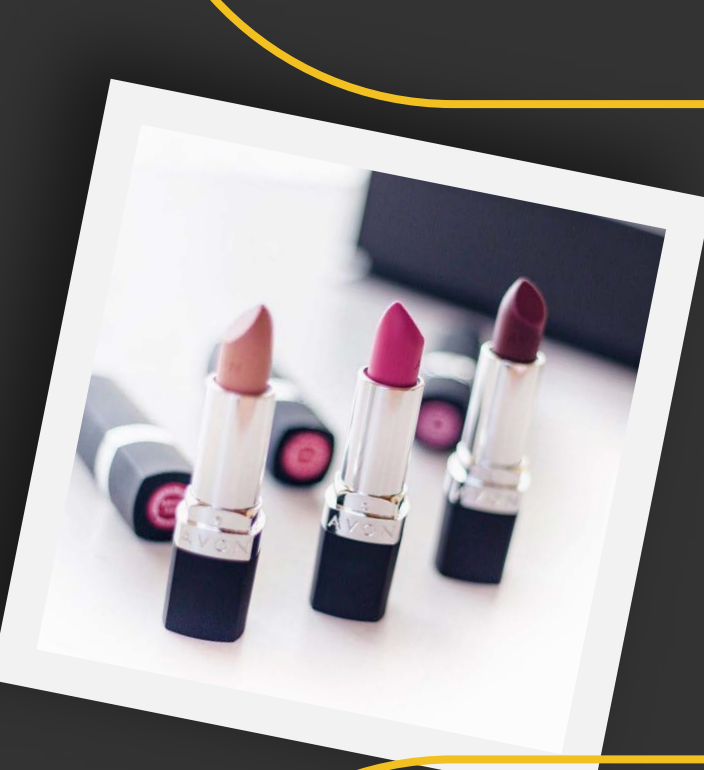
**10** beauty and fashion influencers were selected based on their reach, resonance and relevance on Instagram.



Influencers were sent various shades of lipstick and encouraged to create Instagram posts in their own style. The client gave the influencers full creative control.



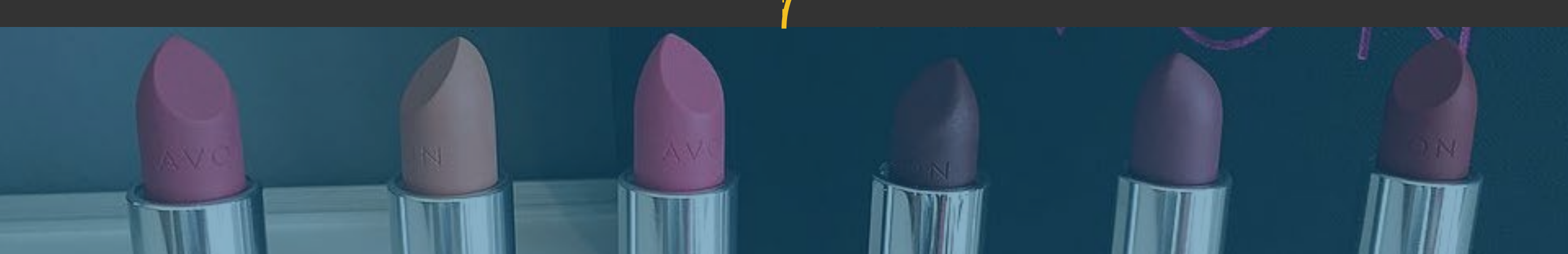
The influencers posted these images on Instagram. Paid media was added to the images to allow the inclusion of a call to action button linking to the AVON website.



AVON repurposed the images of the Influencers to use on their own Instagram feed.



This created conversation between Influencers, the brand and the respective audiences.



#### TOTAL REACH:



**264,489**  
People reached



**8,758**  
Engagements

#### WHAT WE LEARNT:

1. Influencers know their audience best and should be free to dictate the direction of the content.



2. Instagram is a fantastic and relatively inexpensive platform to utilise for campaigns that are best communicated visually.



3. Audiences are more likely to provide honest opinions about product when engaging with the Influencer rather than the brand.



4. The Influencers' endorsement were amplified with paid media in order to maximize the reach of the posts. This helped in targeting the relevant audiences beyond the Influencers' following which increases engagement.

