

VAVO DIGITAL

Case Studies

Leveraging the influence of creators to establish an authentic relationship with the audience.





#ItsSoYou Women's Day Campaign

Client

Max Fashion

Objective

- Promote the #ItsSoYou Women's Day campaign through influencer marketing.
- Encourage women to embrace their unfiltered selves and showcase authenticity.
- Drive engagement and brand awareness through influencer-led content.

Campaign Theme

Max Fashion launched its #ItsSoYou Women's Day campaign to celebrate women in an unfiltered way. The goal was to inspire self-expression and authenticity through influencer collaborations.

Campaign Duration

Limited-Time Activation

Platforms

Instagram (Reels & Stories)

Solution & Execution

1. Partnered with macro influencers such as Tripti Dimri, Anjali Sirvaramn, and Sanjana Sarathy.
2. Followed influencers around their homes as they solved clues and answered personal questions, providing an intimate and real perspective.
3. Content encouraged women to be themselves, embracing their individuality.

Key Takeaways

1. The campaign successfully positioned Max Fashion as a brand that supports individuality and real-life authenticity.
2. The #ItsSoYou campaign resonated deeply with the audience, leading to high engagement and positive feedback.
3. The influencer-led storytelling approach created a strong emotional connection with viewers, reinforcing the campaign's theme.
4. High-performing content featured intimate, relatable moments and interactive storytelling.

Influencers



Max Fashion

Influencer Collaboration Summary



Number of Creators Engaged

5 Macro Influencers / Celebrity

Content Types

Instagram Reels & Stories

Total Views Achieved

34M+

Total Reach

26.5M+

Total Likes

2M+

Key Focus

Self-expression, authenticity, and personal storytelling



Client

LoveChild By Masaba

Objective

- Drive awareness and engagement for LoveChild By Masaba's product range.
- Highlight new launches and product innovations through influencer-generated content.
- Leverage influencer testimonials to showcase product benefits.
- Create buzz and desirability among makeup and skincare enthusiasts.

Campaign Theme

1. Skip Everything Serum Tint (Mini & Without Brush)

- Content focus: Lightweight formula, seamless blending, and skin-like finish.

2. Lip Combos (Lip Liners & Lipsticks)

- Content focus: Perfect pouty lips, day-to-night transitions, and shades for brown skin tones.

3. Mini Masaba Collection (Postpartum Skincare)

- Highlighted as an essential for postpartum body care.

4. Skip Everything 4-in-1 Makeup Solution

- Campaign Messaging: "Skip the steps, not the glow!"

Campaign Duration

Ongoing Retainer

Platforms

Instagram (Reels)

Key Takeaways

1. The campaign successfully positioned LoveChild By Masaba as a go-to brand for easy-to-use, high-quality makeup and skincare.
2. The Skip Everything and Lip Combo products received significant traction due to their practical benefits and diverse shade range.
3. Influencer testimonials provided authenticity, making the campaign resonate with the target audience.
4. High-performing content featured detailed swatches, application tutorials, and lifestyle integrations.

Influencers



LoveChild By Masaba

Influencer Collaboration Summary



Number of Creators Engaged

45+ Micro Influencers

Content Types

Instagram Reels

Total Views Achieved

12.5M+

Engagement Rate

4.8% (above industry benchmark)

Audience

Demographics

70% female, primarily in the age range of 18-34

Key Focus

**#LoveChildByMasaba #Skipeverything
#GlowOnTheGo #LoveChildMasaba**

MARKS & SPENCER

Rethink Fashion Campaign

Client

Marks & Spencer Group

Objective

- Shift audience perception of fashion by encouraging them to 'Rethink' their outfit choices.
- Drive engagement and awareness for M&S fashion through influencer-led storytelling.
- Highlight the versatility of M&S clothing in different settings.
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Campaign Theme

Marks & Spencer Group, a major British multinational retailer specializing in clothing, beauty, home products, and food, launched the **Rethink Campaign** to redefine fashion perspectives. The goal was to encourage customers to experiment with styles and rethink traditional outfit choices.

Campaign Duration

Limited-Time Activation

Platforms

Instagram (Reels & Stories)

Key Products & Content Approach

1. Rethink Date Nights
 - Encouraged audiences to rethink date-night outfits beyond conventional choices.
 - Featured influencers styling M&S outfits in unique and elegant ways.
 - Hashtags Used: #MandS #StyleGuide #RethinkwithMandS #Ad
 - Featured Reel: [Instagram Reel](#)

Key Takeaways

1. The campaign successfully positioned Marks & Spencer as a trend-forward brand that encourages bold and creative fashion choices.
2. The Rethink Date Nights theme resonated strongly with the audience, leading to high engagement and positive feedback.
3. The influencer-led styling videos demonstrated the versatility of M&S outfits, inspiring audiences to experiment with their fashion choices.
4. High-performing content featured detailed styling tips, outfit breakdowns, and relatable fashion moments.

Influencers



Marks & Spencer

Influencer Collaboration Summary



Number of Creators Engaged

10+ Macro Influencers

Content Types

Instagram Reels, Stories & Static Posts

Total Views Achieved

8.3M+

Engagement Rate

5.9% (above industry benchmark)

Audience

Demographics

65% female, primarily aged 20-35

Key Focus

Showcasing creative styling and outfit versatility

COLORBAR X Badshah

Influencer Marketing Campaign

Client

Colorbar

Campaign Duration

One-Week Activation

Platforms

Instagram (Reels & Stories)

Objective

- Amplify Colorbar's products by integrating them with the latest Badshah song trend.
- Utilize influencers to promote both the hook steps of the song and Colorbar's beauty products.
- Enhance product visibility and engagement by associating with trending music content.

Solution & Execution

1. Partnered with 1000 influencers to create mass participation and social buzz.
2. Influencers showcased Colorbar products while performing hook steps to Badshah's song.
3. Content featured lipsticks, eye makeup, and other Colorbar products in an organic and entertaining way.
4. The campaign leveraged the power of music, trends, and beauty influencers to maximize reach and virality.

Campaign Theme

Colorbar collaborated with 1000 influencers to integrate beauty content with Badshah's latest song. The influencers creatively used Colorbar's makeup products while performing the song's hook steps, merging beauty and music trends for viral engagement.

Key Takeaways

1. The campaign successfully positioned Colorbar as an engaging and trendy beauty brand.
2. The #ColorbarXBadshah challenge resulted in high visibility due to the combination of beauty content with music trends.
3. The large-scale influencer participation ensured organic reach and engagement.
4. High-performing content featured creative makeup applications, engaging dance moves, and seamless product integration.

Influencers



Colorbar

Influencer Collaboration Summary



Number of Creators Engaged

1000 Nano/Micro Influencers

Content Types

Instagram Reels & Stories

Total Views Achieved

17.5M+

Total Reach

10.3M+

Key Focus

Trend-based engagement, beauty product promotion, music integration



Influencer Marketing Campaign

Client

Lotus Herbals

Objective

- Spread awareness about new and existing brand assets.
- Create significant brand recall to establish dominance in the beauty space.
- Reach a large audience base and attract new, younger consumers.

Campaign Theme

Lotus Herbals leveraged festive season marketing by collaborating with 150+ influencers. The influencers highlighted USPs of the brand while integrating the content into festive-themed beauty routines, ensuring high recall and engagement across various audience segments.

Campaign Duration

Festive Season

Platforms

Instagram (Reels & Stories)

Solution & Execution

1. Partnered with 150+ influencers across various audience demographics.
2. Content focused on how Lotus Herbals products enhance festive beauty routines.
3. Influencers showcased before-and-after looks, skincare routines, and unboxing experiences.
4. The campaign aimed at engagement-driven storytelling through influencer-led content amplification.

Key Takeaways

1. Successfully positioned Lotus Herbals as a trusted festive beauty brand.
2. Influencer-led content amplification created high brand visibility and recall.
3. The campaign resonated with a younger audience, strengthening the brand's market presence.
4. High-performing content included skincare tutorials, festive beauty transformations, and personal product experiences.

Influencers



Influencer Collaboration Summary



Number of Creators Engaged

150+ Micro Influencers

Content Types

Instagram Reels

Total Views Achieved

12.2M+

Engagement Rate

5.3%

Key Focus

Festive beauty content, product storytelling, brand recall



Influencer Marketing Campaign

Client

Nykkaa

Campaign Duration

2.5 Months Activation

Platforms

Instagram (Reels & Stories)

Objective

- Partner with Nano & Micro-Influencers to build consistency and transparency for the Nykaa brand.
- Increase brand awareness and product education through influencer-driven content.
- Highlight new launches including Aloe Vera, Facewash, and Sheet Masks.

Solution & Execution

1. Engaged 300 influencers, mainly nano & micro-influencers, to create organic and relatable content.
2. Influencers demonstrated the usage, benefits, and USPs of the products in Instagram Reels & Stories.
3. The campaign focused on real-life application, skincare routine integration, and product effectiveness.
4. The use of engaging visuals & tutorial-based content helped in driving brand credibility.

Campaign Theme

Nykkaa aimed to leverage influencer marketing to amplify the awareness and trust of their new product range. The campaign focused on authentic content creation, showcasing how these skincare products benefit everyday users.

Key Takeaways

1. Successfully positioned Nykaa's skincare line as a go-to solution for clear and healthy skin.
2. Partnering with Nano & Micro-Influencers led to high engagement and trust-building within the beauty community.
3. The tutorial-based and real-life application content ensured authenticity and relatability, making the campaign resonate with users.
4. High-performing content showcased product benefits, transformation journeys, and interactive Q&As.

Influencers



Influencer Collaboration Summary



Number of Creators Engaged

300 Nano/ Micro Influencers

Content Types

Instagram Reels & Stories

Total Views Achieved

10M+

Total Comments

10K+

Total Likes

2.3M+

Key Focus

Skincare routine integration, product tutorials, and authenticity.



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