

VAVO

DIGITAL

Building India's Boldest Beauty & Skincare Stories with Creators



Trusted by leading beauty brands



Who are we?



NEHA K. PURI
Founder & CEO



Vavo Digital is a full-service influencer and content marketing agency that helps brands craft powerful narratives, build authentic connections, and drive measurable impact. With a data-driven approach and a strong creator network across categories, we bring together strategy, creativity, and technology to deliver campaigns that don't just create buzz but also move the needle for brands.

From influencer collaborations and social media activations to large-scale digital campaigns, we design ideas that are relatable, scalable, and ROI-focused. Our team thrives on blending culture with content, ensuring every campaign resonates with the right audience at the right time.

Awards & News Coverage



Forbes

THE TIMES OF INDIA

ar Agency Reporter

Entrepreneur
35 UNDER 35
SPECIAL ISSUE
2018

[MTC] DIGITAL
INFLUENCER
AWARDS

FINANCIAL EXPRESS
Read to Lead



Clients We've Worked with



Govt & CSR Initiatives we have worked in



Maharashtra DGIPR



Govt of Haryana



Govt of Chhattisgarh

WORLD
ECONOMIC
FORUM

WEF



IndianOil

Indian Oil



Bharat
Petroleum

energising lives
BPCL



UNFPA



WAVES Summit



Govt of J&K



Vantara India



बिहार सरकार

Govt of Bihar



unicef

UNICEF



Goa Tourism Development
Corporation

Goa Tourism



मेरी सरकार

My Gov



CIDCO

CIDCO



Our Services

✓ **INFLUENCER MARKETING**

tailored mix across niches (dermatologists, lifestyle, beauty bloggers)

✓ **BEAUTY BOX SEEDING**

curated influencer kits to spark authentic reviews

✓ **TUTORIAL & ROUTINE CONTENT**

GRWMs, skincare hacks, "day in life" beauty routines

✓ **SOCIAL MEDIA AMPLIFICATION**

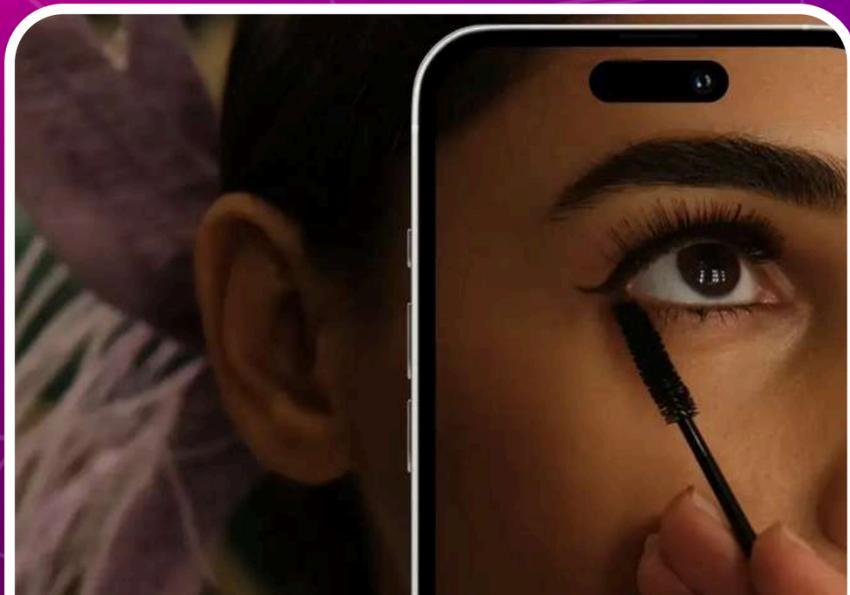
Instagram, YouTube, Pinterest, and WhatsApp

✓ **VIRTUAL TRY-ONS & AR FILTERS**

lip shades, foundations, serums

✓ **COMMUNITY CHALLENGES**

UGC-led trends (#GlowUpWithXYZ, #SkinCareSunday)



Why Us for Beauty & SkinCare?

WE UNDERSTAND THE BEAUTY & SKINCARE AUDIENCES



50+ beauty campaigns executed across skincare, haircare, and makeup



Expertise in nano, micro, macro & celebrity creator mixes



Strong regional influencer network for Tier 2 & Tier 3 markets



Proprietary tech-led tracking for real-time campaign monitoring



Focus on content formats that drive sales (tutorials, GRWMs, testimonials, reviews)

plom
— we have chemistry™ —

COLORBAR

d'Alba
p i e d m o n t

NOVOLOGY
THE NEW SCIENCE OF SKINCARE

Re'equil®

mamaearth™

VLCC

NYKAA

Himalaya™
HERBALS

T.A.C.®
the ayurveda co.



d'Alba

pedmont

Premium Korean Skincare – **Influencer Retainer Campaign**



Requirement

When d'Alba entered the Indian market, the **challenge was to create strong awareness and position** it as a premium Korean skincare brand in an already competitive beauty space. **The goal** was not only to introduce the brand but also to drive credibility and early sales momentum through the right mix of influencer-led storytelling.

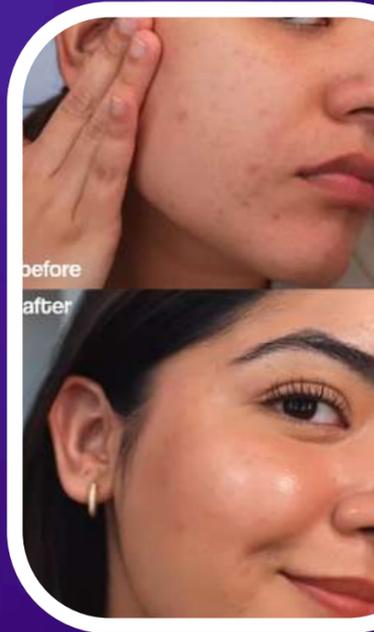
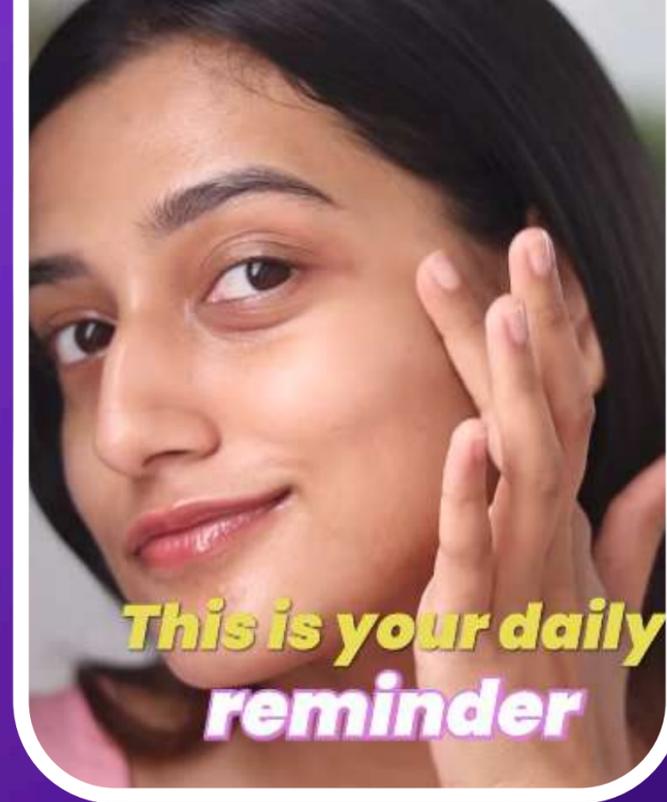
Strategy

Phase 1: Brand Launch in India

- Partnered with **50+** leading skincare & lifestyle creators to seed products & create first impressions
- Focused on **authentic testimonials, GRWM routines, and unboxing videos to spark discovery**
- Highlighted the fusion of science, luxury, and everyday skincare

Phase 2: Scaling Awareness & Sales

- **Always-on influencer plan** with macro + micro mix across Instagram
- Thematic campaigns around hydration, anti-aging & luxury skincare positioning
- Leveraged creator UGC for ads, e-commerce platforms, and digital storefronts
- Regional nano creators tapped for **Tier 2/3 markets**



50+ **MACRO AND MICRO CREATORS**



d'Alba
p i e d m o n t



Top Performing
Creators

3.1M+ REACH

3.9M+ VIEWS

70.5K LIKES

13K COMMENTS & SHARES

0.5 CPV



NYKAA

Sparking conversations and relatability that turned **product demos into trending beauty hacks**



Requirement

To launch and build awareness for Nykaa's new Aloe Vera range, facewash, and sheet masks while creating authenticity and transparency through relatable influencer voices.

Strategy

In just 10 days, We activated **300 creators**, Each creator highlighted usage, benefits, and key USPs in their own unique style, ensuring the content felt natural and trustworthy. This approach allowed **Nykaa to tap into diverse communities, drive conversations at scale, and reinforce the brand's credibility in the skincare category.**

Creator Mix

A curated balance of nano and micro influencers across metros and Tier 2 markets delivered both scale and relatability, making the campaign feel authentic and trustworthy.

300 NANO AND MICRO CREATORS



NYKAA



Top Performing
Creators

10.2M+ REACH **14M+ VIEWS** **607K+ LIKES**

13.2K+ COMMENTS **0.64 CPV** (Monthly)

Aakanksha Nahire

Sakshi Singh

Karanisha

Deblina





Requirement

Novology, a skincare brand by Hindustan Unilever (HUL), wanted to establish trust and awareness in India by **highlighting its dermatologist-backed solutions across key concerns:** Acne, Hyperpigmentation (HP), and Dry Skin (DS).

Strategy

- Activated 40 dermatologists pan-India to create expert-led content across Instagram and YouTube.
- Each dermat focused on one specific category (Acne, HP, or DS) delivering targeted education and product explainers.
- Content formats included clinical breakdowns, usage guidance, and ingredient-led storytelling (Niacinamide, Hexylresorcinol, etc.).
- Campaign ensured both scientific credibility and consumer relatability, making skincare science easy to understand.
- All content was repurposed across Novology's brand handles and e-commerce platforms for maximum impact.

Creator Mix

Dermatologists with strong digital presence, trusted by skincare-first audiences. Each was mapped to a concern category, ensuring expertise and relevance



40 DERMATS





Top Performing
Creators

2.8M+ REACH

3.6M+ VIEWS

112K+ LIKES

6.1K+ COMMENTS

0.77 CPV

Dr Rashmi Shetty



Dr. Tanya S Dubey



Dr Nirupama Parwanda



Dr. Ruby Tandon



Dr. Anvi Vaidya





Turning awareness into genuine consumer intent within just days



Requirement

Plum wanted to break into the highly competitive Vitamin C skincare category and establish its new range as a go-to solution for glow and healthy skin, driving both awareness and product trials among young, skincare-conscious consumers.

Strategy

A month long campaign, we activated 125 nano and micro skincare creators who produced tutorial-style reels, AM/PM routines, and authentic testimonials showcasing visible glow results. Content was designed to feel educational yet relatable, encouraging consumers to adopt Vitamin C as part of their daily skincare.

Creator Mix

A handpicked mix of skincare-first creators, lifestyle bloggers, and regional voices ensured both trust and scale — reaching metro audiences while also tapping into Tier 2 beauty aspirants.



125

NANO AND MICRO CREATORS



plom[®]



Top Performing
Creators

2.7M+ REACH

3.5M+ VIEWS

172K+ LIKES

9.3K+ COMMENTS

0.68 CPV

Unnati Kansara



Simran Lulla



Nitika Verma



Harshita Hari



Rimsha Memon





Long-term retainer partner



Requirement

Pilgrim partnered with us on a long-term retainer to consistently drive brand visibility and deeper audience engagement, while ensuring each new launch received focused amplification.

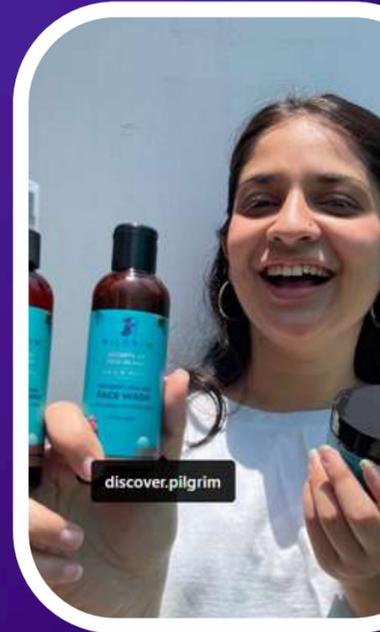
Strategy

We designed monthly social media activations where influencer content was tailored to align with the product of the month. Feed colors, themes, and creator storytelling were planned to seamlessly match the promoted range, ensuring strong brand recall and aesthetic consistency.

Creator Mix

Over the course of six months, we activated 2000 diverse creator mix of nano, micro, and mid-tier influencers was activated each month, with selections tailored to the specific product range from skincare specialists for credibility to lifestyle creators for wider appeal ensuring both trust and scale.

Are you looking for a skin care brand that is:



2000

NANO, MICRO & MID-TIER CREATORS





Top Performing
Creators

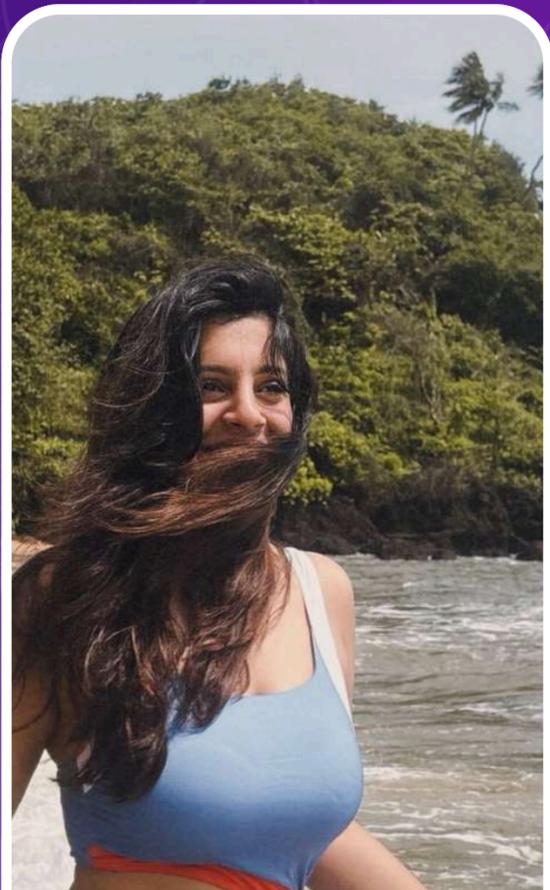
30.2M+ REACH **36M+ VIEWS** **513K+ LIKES**

85K+ COMMENTS **0.73 CPV** (Monthly)

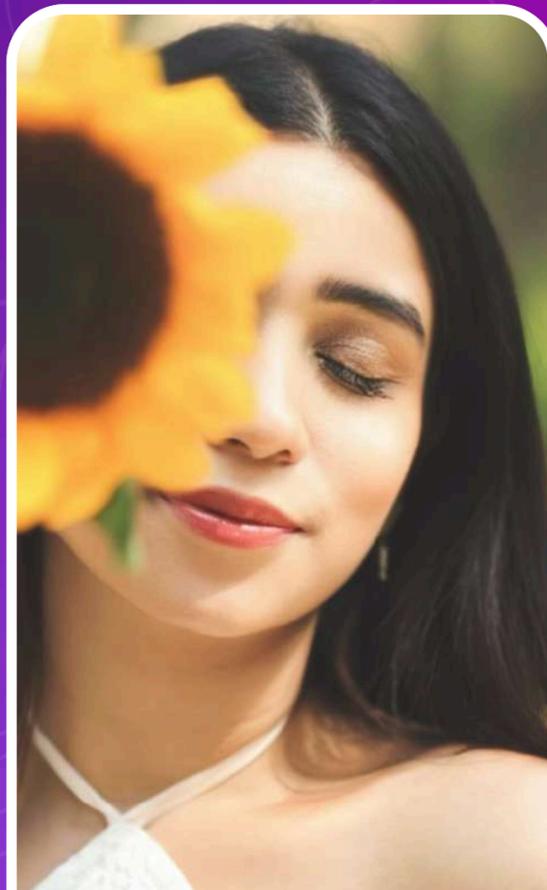
Geetika Singh



Paridhi Pareek



Kimmy Nagpal



Shreya Solanki Jain



Tanvi trivedi



COLORBAR

With 1000 influencers in sync, this was one of the largest music-led beauty campaigns in India



Requirement

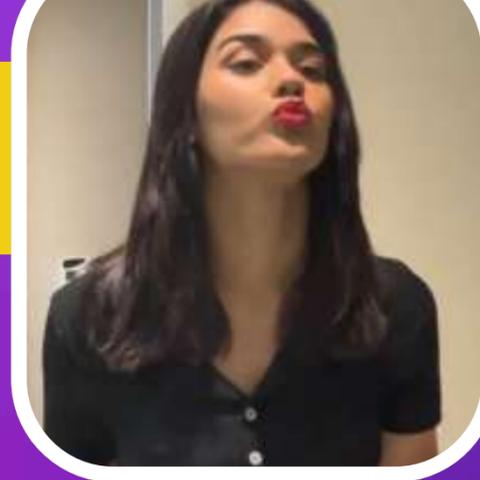
Colorbar wanted to create a larger-than-life digital moment that would make its makeup products trend across social platforms. The objective was to amplify visibility and drive mass engagement by tapping into pop culture and music-led virality.

Strategy

- Activated 1000 influencers across beauty, lifestyle, and entertainment categories to maximize reach.
- Leveraged Badshah's trending track to tie Colorbar with a cultural music moment.
- Creators integrated Colorbar products while performing the song's viral hook step, blending beauty with pop culture.
- Designed the campaign as a mass participation challenge, encouraging organic adoption beyond paid creators.
- Ensured visibility across metros and Tier 2/3 markets through a diverse creator mix.

Creator Mix

From beauty specialists to lifestyle entertainers and regional voices, the creator pool spanned all audience segments, ensuring mass reach and relatability across India.



1000

NANO, MICRO & MID-TIER CREATORS



COLORBAR



Top Performing
Creators

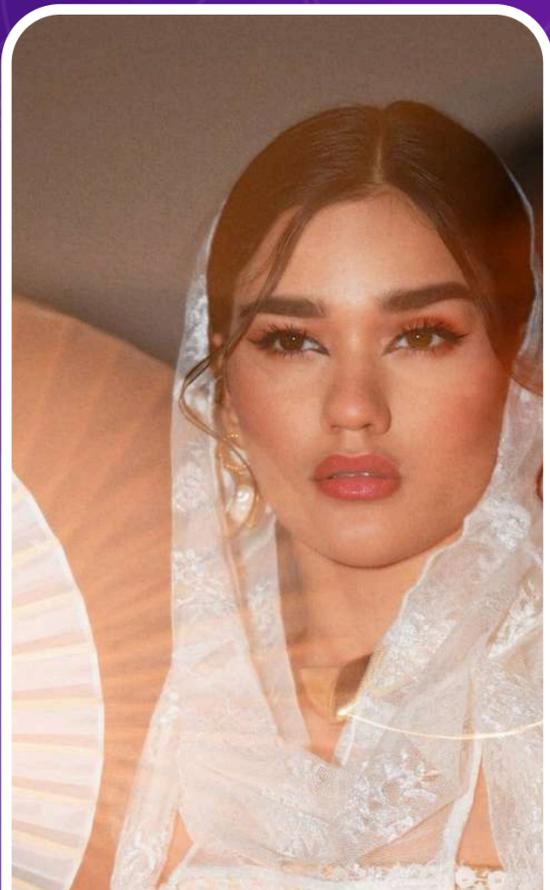
5.9M+ REACH **6.6M+** VIEWS **183K+** LIKES

26K+ COMMENTS **0.63** CPV

Amruta Agarkar



Jahanvi Choudhary



Manjima



Dimpy Khera



Prerna Panda





LoveChild's launch reels generated over **1.5M+ views in a matter of hours**



Requirement

To launch LoveChild by Masaba's new makeup drops with a bang — creating a wave of bold, experimental, and easy-to-wear looks that matched the brand's fearless personality.

Strategy

- Collaborated with 45 Instagram creators across beauty, fashion, and lifestyle niches.
- Focused on lip shades and hero products, with creators highlighting everyday wearability alongside bold, statement looks.
- Ensured content formats included GRWMs, shade-swatching reels, and quick tutorials to showcase versatility.
- Leveraged Masaba's aspirational brand persona to create cultural recall among Gen Z and millennials.

Creator Mix

A handpicked mix of beauty creators, fashion influencers, and edgy lifestyle voices ensured LoveChild's launch felt bold yet relatable from everyday makeup lovers to trendsetters shaping Gen Z culture.



45

MICRO CREATORS



BEAUTY
LOVECHILD
maşaba



Top Performing
Creators

2.1M+ REACH **2.75M+** VIEWS **71K+** LIKES

5.2K+ COMMENTS **0.65** CPV

Naazneen Saiyed



Parna



Sneha



Vallabhi Meswani



Kirtana





Day-to-night usage, gender-neutral positioning, and versatile benefits



Requirement

Oteria wanted to be seen as more than just a product brand — the goal was to embed its skincare and haircare range into everyday life, showing how it supports different people, different needs, and different routines across the day.

Strategy

- Partnered with 35 male and female influencers across Instagram and YouTube.
- Showcased Oteria's products through AM-to-PM routines, highlighting day-to-night relevance.
- Balanced skincare and haircare storytelling, positioning Oteria as a holistic beauty brand.
- Featured creators across beauty, lifestyle, and wellness genres to appeal to varied audiences.
- Focused on inclusive, relatable content that made the brand feel part of everyday life.

Campaign Highlight

From morning to midnight, male to female, skincare to haircare — Oteria became the brand that lived in people's routines, not just their shelves.



35

MICRO CREATORS





Oteria



Top Performing
Creators

975K+ REACH

1.4M+ VIEWS

3.85% ER

0.73 CPV

Nidhi Katiyar



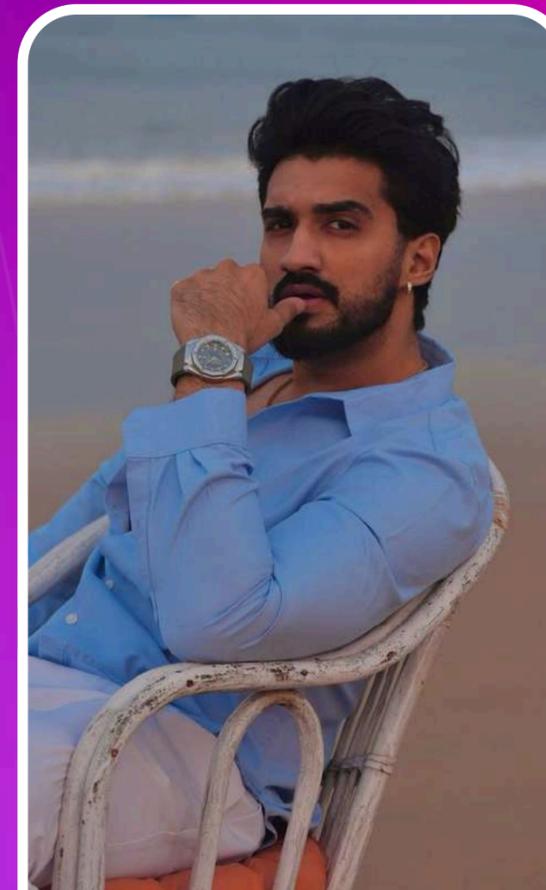
Tarun bedi



Priya Seth



Kunal Vachhani



Smriti Thakur





Bringing MARS **Closer to Regional Audiences** Through Local Voices



Requirement

MARS wanted to strengthen awareness and visibility for its product range by tapping into regional YouTube audiences, building local trust and wider reach across South India.

Strategy

- Partnered with regional YouTube creators who already had deep influence in Tamil, Telugu, Kannada, and Malayalam-speaking communities.
- Content was created in local languages, seamlessly weaving MARS products into daily-life storytelling.
- Leveraged YouTube Shorts for snackable, viral discovery, while also building longer explainers for product credibility.
- Approach positioned MARS not as an “outsider brand,” but as part of the everyday beauty conversations in South India.

Campaign Highlight

By speaking the language of its consumers, MARS unlocked a new wave of loyalty – proving regional content is the fastest route to deeper brand love.



12 **MICRO**
CREATORS



MARS



Top Performing
Creators

878K+ REACH **952K+ VIEWS** **32K+ LIKES**

3.5% ER **0.58 CPV**

Anupallavi



Barnali Roy



Swetha



Maheshwari



Priya



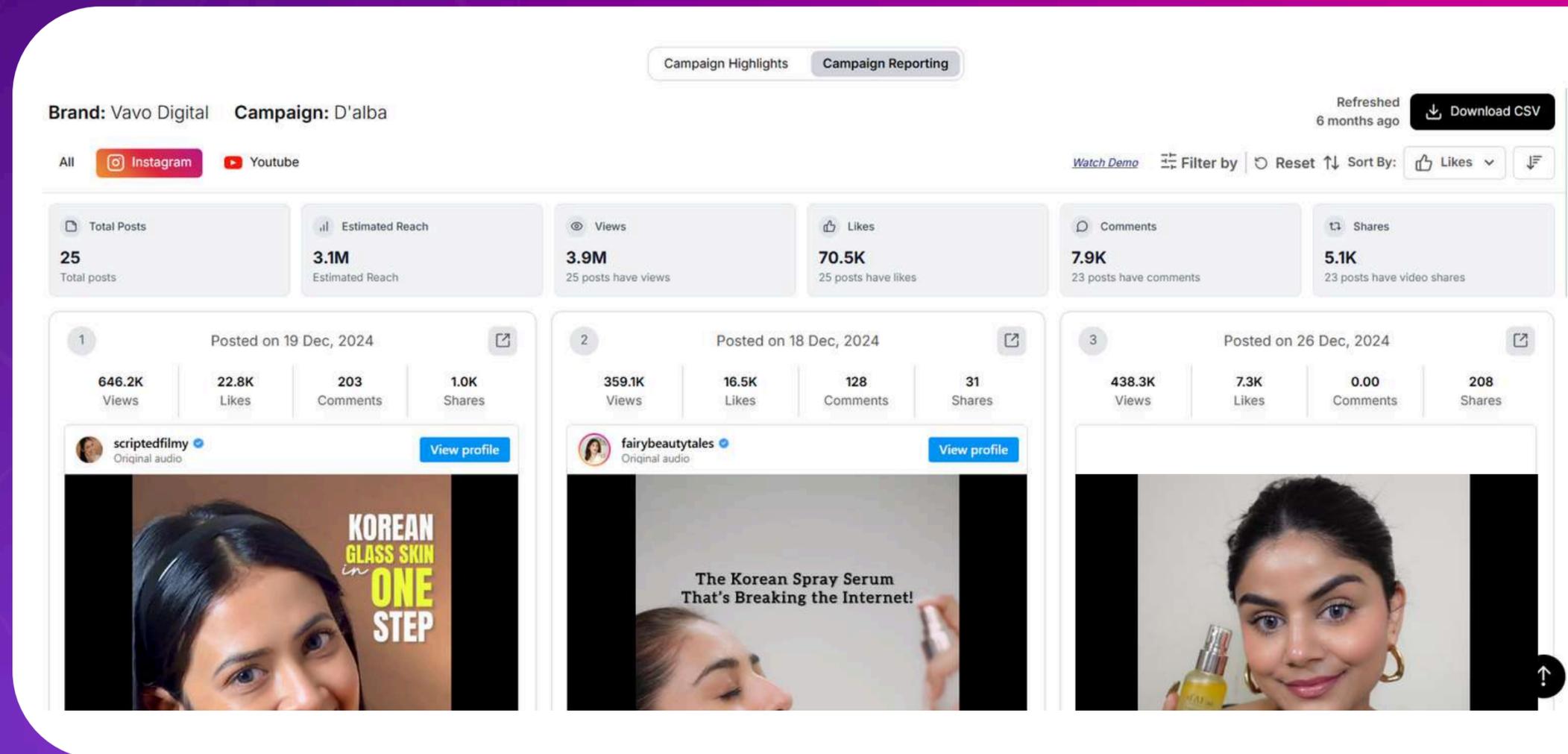
Live Campaign Tracker

FOR YOU TO HAVE A BIRD'S EYE VIEW OF THE INFLUENCER CAMPAIGNS

We will share our online live tracking tool that lets us as well as you keep an eye on the campaign every 24 hours.

Having this tracker gives us the opportunity to tweak the content and reel info based on how the campaign is doing.

The tool will help you monitor the total views, reach, engagement, reach, and how each influencer's content is performing in real-time.



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