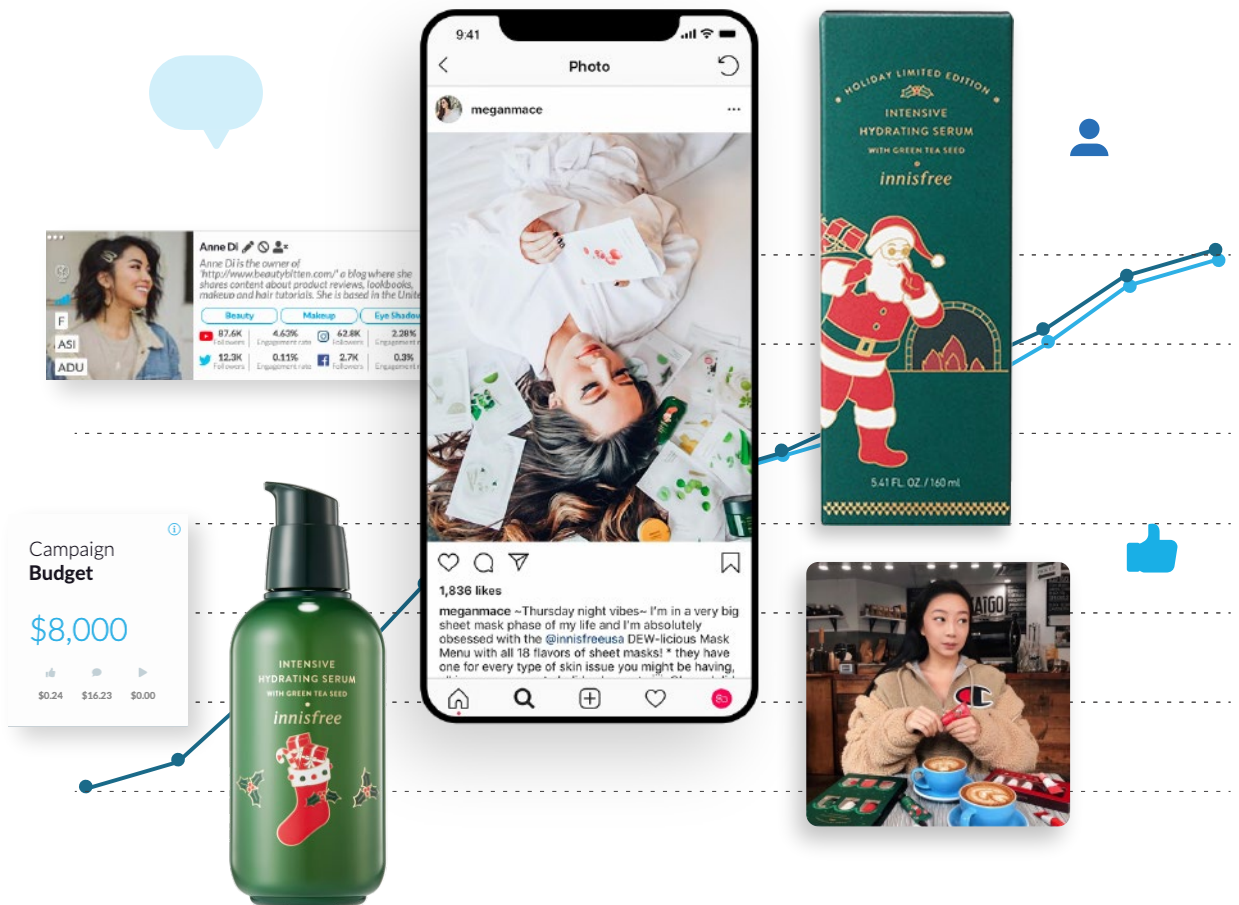




innisfree

Holiday Collection Influencer Campaign

2018

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Intro



innisfree is an accessible, environmentally conscious Korean skincare brand within the Amore Pacific company. The brand offers innovative beauty solutions powered by the finest natural ingredients responsibly sourced from Korea's Jeju Island. Thanks to its volcanic origins, this fertile oasis has a unique ecosystem with unparalleled resources to nurture beautiful skin.



Campaign Objectives

Amore Pacific is a mover and shaker in the Korean beauty space

MAIN GOAL

The company invented the cushion compact, and brought green tea in skincare to the forefront. Its 2-year-old brand, *innisfree*, is the affordable and high-quality entry point into the K beauty space for new skincare consumers.

GOAL 01

Utilize influencer marketing to gain awareness for products in the U.S. Market

GOAL 02

Create beautiful user-generated content featuring a diverse range of women

innisfree's main goal with influencer marketing was to gain more awareness for its products and its mission, especially within the US market. Considering the price point and quality of its products, *innisfree* wanted to make natural beauty and skincare something accessible to every woman, not just an elite or expensive regimen reserved for only the most glamorous or luxurious consumers. It was important to their mission of accessible natural beauty to target a diverse range of women, hailing from different locations and ethnic backgrounds.

ANCILLARY GOAL

As an ancillary goal, *innisfree* wanted to create beautiful user-generated content featuring a diverse range of inspired women. The brand hoped that a new audience could see social media influencers looking just like them, and become excited about a natural beauty line with a clear and relatable mission. The product, though already popular with Asian and Asian-American women, was capable of crossing cultural and geographic lines and educating a wider yet relevant audience about the advantages of Korean skincare routines and naturally derived products.

Green Holidays 2018 Limited Edition Collection

The 2018 Holiday campaign was its first project partnering with HYPRBrands, a data-driven influencer marketing platform with a team of dedicated and experienced account managers. Together, HYPR and *innisfree* wanted to test their product awareness strategy against a slice of niche influencers on Instagram, so they could gain insights and metrics into their campaign ROI.

influencer marketing quickly in the coming months, especially with many product rollouts and relaunches around the corner in Spring 2019. The Holiday campaign was critical to prove the effectiveness of influencer marketing to the organization, securing more budget and trust in this advertising medium

campaign collaborating with Instagram influences. Their major KPI was engagement rate (likes and comments divided by number of influencers) among the target audience: college-aged women between 18-26 hailing from a range of backgrounds within the United States.

05

Target Demographic



Women 18-26

new to and interested in
beauty products

innisfree targeted women between 18-26 years old. The target audience wants to learn more about skincare and share sentiments about natural ingredients and eco-consciousness. It was also important to expand beyond the sphere of Asian-American women to all women.

The target audience should be engaged with mid-level, non-celebrity influencers who cater to this type of content with beautiful imagery and relatable captions. Finding trustworthy influencers with proven levels of engagement was critical. A low level of audience overlap was desired, to help remarket and encourage these women to see the products from different perspectives, moving down the sales funnel.



Challenges

Breaking into the saturated US market with a new skincare line was a challenge, especially on a small budget. So it was critical to find influencers with high-quality content and engaged audiences who young women trusted and felt represented them.

In highly visual Instagram influencer marketing, it's a challenge to balance the needs of the influencer to maintain their brand with the needs of innisfree to maintain its own brand value and direction. In this way it becomes more of a brand partnership, and trying to find that dynamic that bolsters both sides is always a challenge.

And finally, the campaign would only be successful if it reached and engaged the right people. It was critical to ensure that every dollar reached the right audience of young, diverse women with an interest in beauty and natural skincare. To calculate true reach, the campaign needed to avoid fraudulent audiences or engagements and account for audience overlap.

- 01 **BREAKING INTO US MARKET**
- 02 **REACHING THE RIGHT AUDIENCE**
- 03 **TRACKING AND MEASURING CAMPAIGNS**



Solution

Smart influencer marketing tools were critical to delivering on the campaign objectives. HYPR's extensive influencer marketing platform was used to identify influencers from a database of over 12 million. The search immediately revealed hundreds of potential influencers, narrowed down by those who had recently had social conversations in topics like "beauty," "skincare," "makeup," "fashion."



12M

Influencers on HYPR's platform

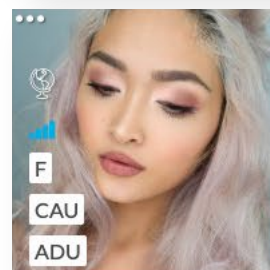
3,000+

Segments represented in HYPR search tools



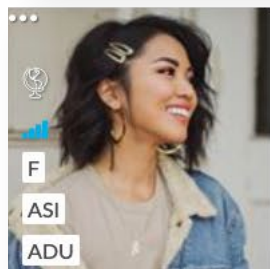
Shebby Liqueste ✍️🔒👤
professional makeup artist + beauty vlogger let's collab: shebbychic@gmail.com snap & tweet me: shebbychic hmua bookings: (Viber) 09257885887

Skincare		Makeup		Lipstick	
54K	2.38%	41K	0.51%		
Followers	Engagement rate	Followers	Engagement rate		
1.6K	-				
Followers	Engagement rate				



Cin ✍️🔒👤
Cin is a blog that shares content about beauty,fashion,lifestyle and skin care products.

Skincare		Eye Shadow		Makeup	
77K	6.33%	36.5K	3.76%		
Followers	Engagement rate	Followers	Engagement rate		
13.3K	0.39%				
Followers	Engagement rate				



Anne Di ✍️🔒👤
Anne Di is the owner of 'http://www.beautybitten.com/' a blog where she shares content about product reviews, lookbooks, makeup and hair tutorials. She is based in the United

Beauty		Makeup		Eye Shadow	
87.6K	4.63%	62.8K	2.28%		
Followers	Engagement rate	Followers	Engagement rate		
12.3K	0.11%	2.7K	0.3%		
Followers	Engagement rate	Followers	Engagement rate		



NATURAL VS. GLAMOUR

We analyzed audience demographics to find potential influencers of different ethnicities, with diverse and devoted followers within the United States. A mix between natural and glamorous aesthetics was important, so innisfree could target a new consumer who may not be yet aware of the natural look within the K beauty space. This differentiation could also serve as an analytical “test run,” showing the team what could perform best as they scale their campaigns in the coming months alongside new seasonal product launches.

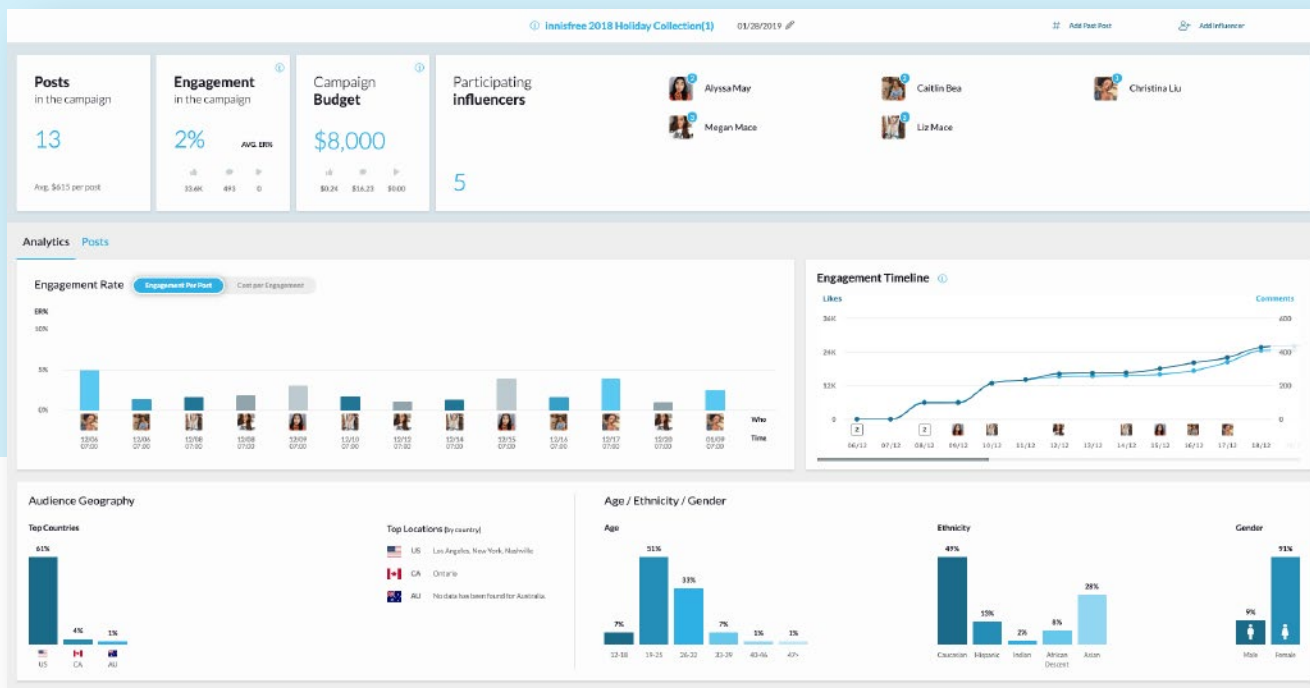
Mid-level influencers were identified with followings between 50,000 and 200,000 and put into a list, a tier innisfree knew was within budget. innisfree then analyzed engagement rates for these shortlisted influencers that were calculated by HYPR’s high-tech algorithms, and compared them to other similar content creators. The team didn’t select anyone with an engagement rate below 2%, ensuring their modest budget would truly reach and inspire the right people.

INFLUENCER REQUIREMENTS

MID-LEVEL INFLUENCERS (FOLLOWERS)

50-200k

2% **ENGAGEMENT RATE**
(OR HIGHER)



The team used HYPR’s audience overlap tool to assess how many duplicate followers they would find between different potential influencer configurations. They eventually settled on an overlap of 13.6% across five influencers, reaching around 632,000 Instagram followers of which 546,000 were unique. We used our technology to reach out to all these influencers to see who was interested, quickly narrowing down a list of candidates who wanted to work with *innisfree*. Then outreach was conducted by the brand thanks to contact information provided in the HYPR platform.

The account management team negotiated contracts with the influencers, encouraging them to partner for a smaller budget, make an early impact, and set themselves up for success with the possibility of a long-term brand partnership.

Creative direction was dictated largely by the influencers themselves, so they could create authentic posts that were relatable and covered unique aspects of the products. Each creator published two timeline photos and several story mentions. Some creators posted all of the products in their exciting and shiny holiday packaging, encouraging their followers to treat themselves to a new beauty regimen or buy a fun, accessible gift that’s perfect for female friends or a sister. The intention was inclusivity: “Let’s include more women into this experience.”

13.6%

Audience overlap between the 5 influencers

Audience Perception

The Holiday campaign was all about joy and fun — the presentation on each of the photos was beautiful and thoughtfully authentic UGC.

Depending on which influencers the target consumer was following, she saw either individual products or the entire collection, being trialed and reviewed by someone she admired, who looked like and inspired her. These weren't celebrities, they were people she knew cared about what they were saying, and were authentic about what they posted and shared.

It was almost like getting a product review from a trusted friend: Have you heard about this?

She saw a lineup of products that was natural and good for her skin, and being exposed to something new and fresh was exciting – “This looks cute!” “Sparkly, shiny, colorful; What is this?” The packaging of the collection was inspired and colorful, visually interesting, and fun. It popped off the timeline. She was getting inspired, too: Seeing how accessible products are, she thought,

“Maybe this is for me too? Maybe I could be included in beauty.”

The familiarity of seeing the same product across different influencers she loved was nice and exciting: “I’ve seen this before, what are they all about?”

The posts rolled out around early December and were shared for approximately a month, leaving her plenty of time for gift planning and giving, and a little self-care treatment for herself, too.



The familiarity of seeing the same product across different influencers she loved was nice and exciting:

“I’ve seen this before,
what are they all about?”

Performance

16k

Likes

250

Comments

632k

Followers

546k

Unique Followers



The Holiday campaign was launched across five mid-tier influencers who all earned a 2% engagement rate or above on their sponsored posts overall, considered strong for the industry. They averaged \$615 per post for an overall campaign budget of \$8,000. Using HYPR analytics, they calculated that they spent \$0.24 per like and \$16.23 per comment. Overall they earned over 16,000 likes and 250 comments, with a total reach of 632,000 followers and 546,000 unique.



91%

Engagements (female)

61%

Engagements (USA)

84%

Engagements (19-32 age)

HYPR's dashboard broke down the cost per engagement from different influencers and their specific posts. The most effective influencer from a cost perspective was named Christina Liu, who also delivered the most engagement comparatively across all the campaign's sponsored posts. The first post published by each influencer was often the most effective from a cost perspective.

91% of the engagements were female, which is impressive considering that many brands struggle to find female influencers who have majority female audiences. 61% of engagements came from the United States, with the most engaged audiences hailing from Los Angeles, New York, and Nashville. Excitingly, 84% of engagements came from the 19-32 age demographic, and the engaged audience was ethnically diverse as well. The results met all of the objectives for the campaign. We measured performance, and just like our engine predicted, we hit the right demographics.



Christina Liu

They used these insights and their new resources to scale their campaigns in later months



18
Influencers

3%
Engagement

114k
Likes

1.1k
Comments

Using the analytics gained in this campaign from HYPR's simple, high-powered dashboards, innisfree was able to prove the ROI of influencer marketing with meaningful metrics like EMV (earned media value), cost per engagement, and targeted audience engagement down to a post level. Our anti-fraud analytics tool identified that the engagements were valid and there was no suspicious spike of purchased followers, strange comments, or other fraudulent signs.

They used these insights and their new resources to scale their campaigns in later months, launching a Green Tea skincare line under the hashtag #ThirsTeaThursday, a recognizable pun on the popular day-of-the-week hashtag. This campaign included 18 influencers in total and a threefold budget. These campaigns targeted different topics among influencers audience, and earned different feedback about what was working. They earned a 3% net engagement rate on this springtime campaign and over 114,000 likes and 1,100 comments.

