

Case Study

FORMULA 10.0.6[®]

inzpire.me

Campaign Overview

Formula 10.0.6 used influencer marketing to: (1) raise awareness of their skincare range and (2) generate stellar content. To accomplish this, they collaborated with 90 content creators in Norway, Sweden, Denmark, and the United Kingdom.

The creators published colorful photos of products they selected from the range offered by Formula 10.0.6. This allowed them to promote products they genuinely love, which drove authenticity. To inspire quality content, Formula 10.0.6 also ran a competition for the creators. They were invited to submit a self-portrait with their favorite product in order to win their full product range.

On average, Formula 10.0.6 created content for 155€ a piece, which was up to 4x cheaper than content created by professional creative studios.





90

Content
Creators



6

Campaign
Duration (Weeks)



155

Cost per piece of
content



90

Pieces of Unique
Content Created



13,985*

Euros
Spent



70

Cost saved per
piece of content



A woman with a white towel wrapped around her head like a turban is looking thoughtfully to the side. She is wearing a dark floral patterned top, a gold necklace with large medallions, and large ornate earrings. Her hand is near her chin. A teal rectangular overlay is positioned on the left side of the image, containing the text 'Campaign Results' in white. The background is softly blurred, showing what appears to be a bathroom or spa setting.

Campaign Results



58,210

Total Engagements



691,240

Reach



1,949,380

Total Followers



3.0

Average Engagement



970,250

Impressions



14.4

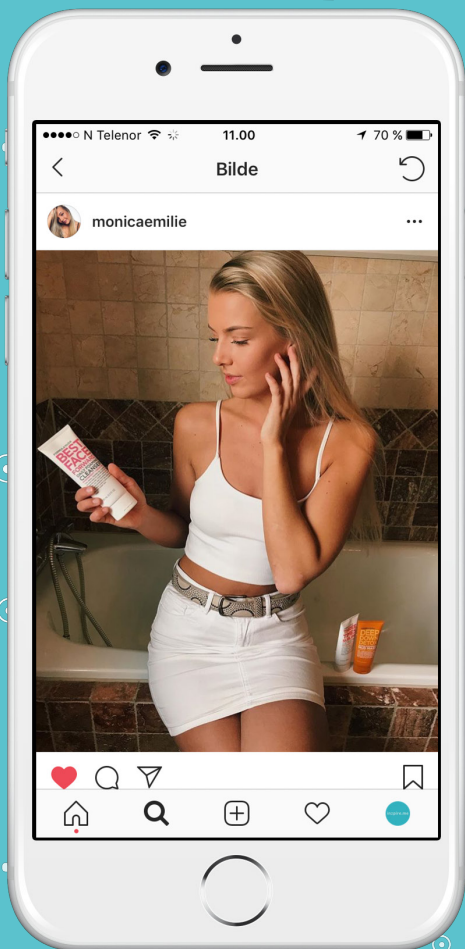
Cost Per 1,000 Impressions



Standout Collaborations

Notable influencers who nailed their collaborations with stellar content and high engagement





@monicaemilie



35,900

Followers



4.4

Engagement
Rate



1,550

Likes



20

Comments

@ronjaalise



6,005

Followers



5.3

Engagement
Rate



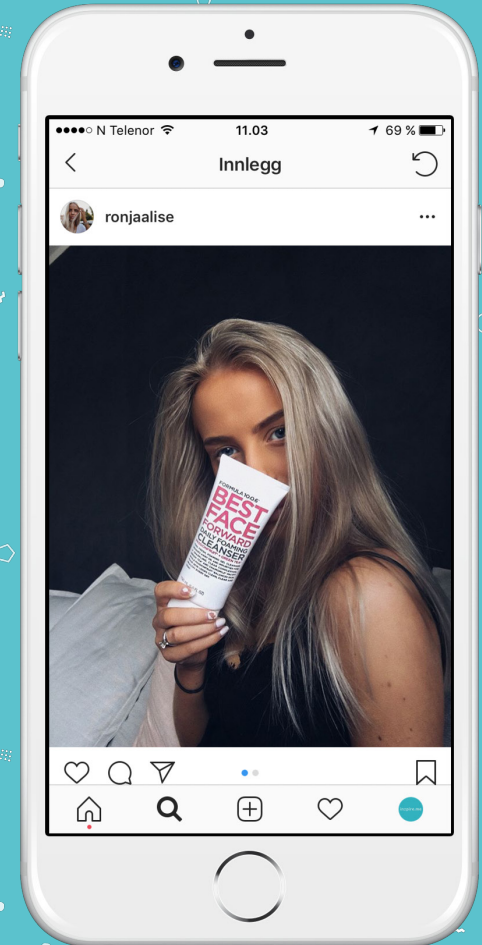
303

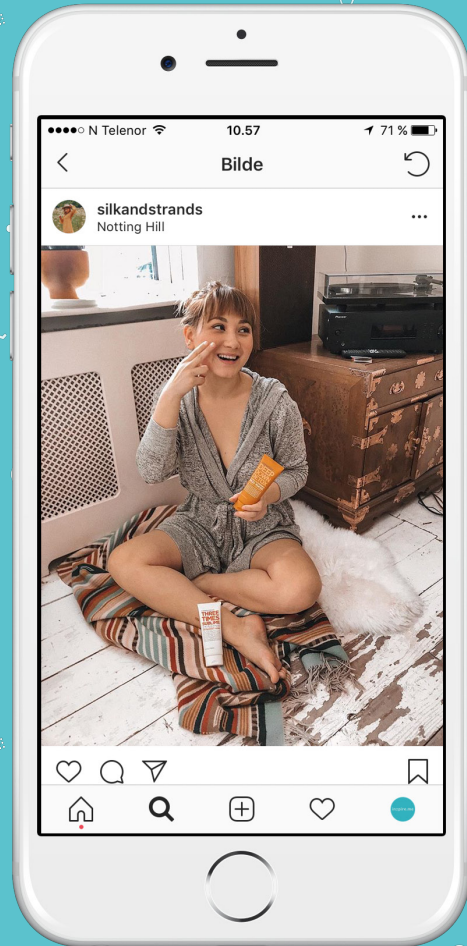
Likes



13

Comments





@silkanstrand



5,309

Followers



15.5

Engagement
Rate



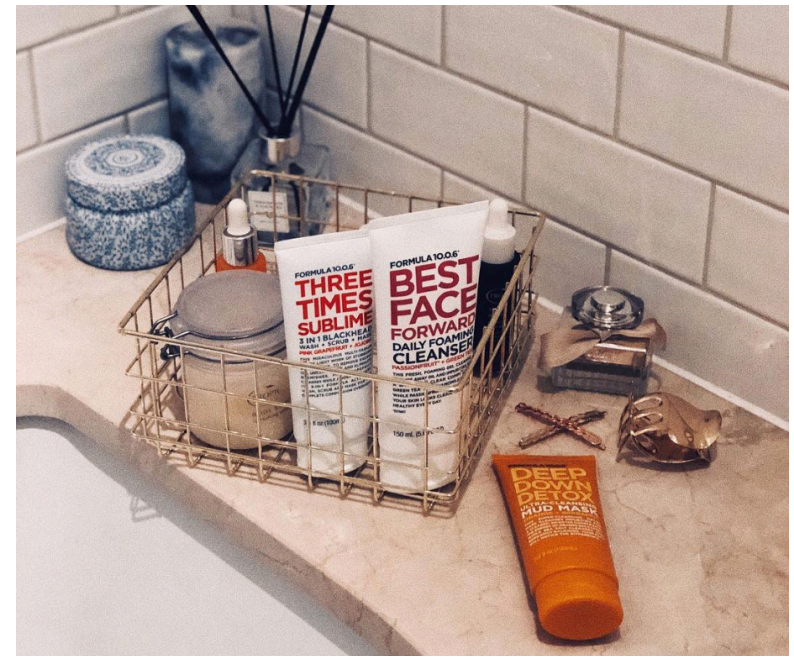
707

Likes



116

Comments





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inspiring stories around the globe

