

Boosting Beauty: The Wellness Shop & Onbeat Entertainment

Discover how The Wellness Shop, a clean-label wellness and skincare brand, partnered with Onbeat Entertainment to launch a highly successful influencer campaign for their Collagen Skin Radiance Juice. This case study highlights innovative strategies and impressive results in building brand trust and awareness.



The Hero Product: Collagen Skin Radiance Juice

The Wellness Shop: Brand at a Glance

The Wellness Shop specialises in natural, effective, and conscious clean-label wellness and skincare products. Their philosophy centres on harnessing the power of nature for visible results.

Product Spotlight: Collagen Skin Radiance Juice

This plant-based collagen drink is designed to enhance skin's natural glow, improve firmness, and boost hydration from within. It represents a commitment to inner wellness for outer radiance.



Campaign Objectives: Cultivating Trust & Awareness

Showcasing Visible Results

Demonstrate the tangible benefits of the Collagen Skin Radiance Juice through authentic user experiences.

Highlighting Ingredient Benefits

Educate the audience on the powerful natural ingredients contributing to skin health.

Building Authentic Reviews

Generate genuine testimonials and usage visibility from relatable influencers.

Relatable Storytelling

Create compelling narratives that resonate with the target skincare audience, fostering a deeper connection.



Onbeat's Strategic Approach: Focused Execution

1

Authenticity & Trust

Leveraged nano and micro skincare influencers renowned for their honest and unbiased reviews, ensuring genuine endorsement.

2

Daily Usage Journey

Influencers documented their daily consumption of the juice, showcasing gradual improvements and visible glow progression.

3

Result-Oriented Content

Capitalised on popular trends like "See Result," "Glass Skin Routine," and "Something Changed My Skin" to drive engagement.

4

Ingredient Spotlight

Educated consumers on the benefits of key ingredients such as plant-based collagen, Vitamin C, antioxidants, and their anti-ageing properties.



Creative Formats: Engaging Content in Action

POV Daily Routine

Authentic home shots with natural lighting, creating a relatable and aspirational feel.

ASMR Shots

Sensory experiences with pouring, bottle close-ups, and sipping sounds to captivate the audience.

Before & After Transitions

Visually striking transformations showcasing glowing skin, capturing attention and demonstrating efficacy.

Korean Glass Skin Trend

Integration of a highly popular skincare trend to boost virality and relevance.

Honest Review + Taste Reaction

Genuine feedback on taste and benefits, enhancing credibility and consumer trust.

Texture Shots

Detailed visuals of the drink's colour and consistency, appealing to aesthetic preferences.

Performance & Results: Measurable Success

2.1M+

Total Organic Reach

Extensive visibility across various platforms, significantly expanding brand exposure.

6.8%

Avg. Engagement Rate

High interaction from the audience, indicating strong interest and content resonance.

50+

Reusable UGC Assets

A wealth of high-quality content for future advertising campaigns and website integration.

2000+

Tracked Link Clicks

Significant traffic driven to The Wellness Shop's platforms, indicating strong call-to-action effectiveness.

950+

Audience Queries

Numerous comments and questions reflecting genuine curiosity and purchase intent.

20%

Ad CTR Increase

A substantial boost in click-through rates for subsequent ads, demonstrating enhanced brand awareness and credibility.

This campaign delivered exceptional results, validating Onbeat Entertainment's strategic approach and The Wellness Shop's product appeal.

Partner with Onbeat Entertainment

Key Highlights from the Campaign

- Strong trust cultivated through relatable influencer storytelling.
- Authentic review formats significantly boosted purchase confidence.
- Integration of the "Glass Skin Secret" trend drove virality.
- Cost-effective mix of nano and micro creators yielded higher ROI.
- Brand acquired valuable, reusable content for long-term marketing.

The Wellness Shop achieved high brand credibility, increased purchase intent, and gained long-term content value through relatable influencer storytelling powered by Onbeat Entertainment.



Influencer Marketing | UGC Creation | Brand Growth

Ready to elevate your brand's presence and impact?

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