



How PLUM Built Real Consumer Trust Through Micro-Influencers

A case study by Onbeat Entertainment Agency showing how strategic influencer sampling drove authentic engagement and cost-effective content at scale.

The Challenge: Breaking Through Skincare Noise

What PLUM Needed

PLUM wanted to amplify awareness for their skincare and bodycare range while generating authentic social proof. The goal wasn't just reach—it was building genuine trust through real user experiences.

They needed content that could work everywhere: paid ads, social feeds, in-store displays, and product pages.

The Core Goals

- Increase product awareness across key demographics
- Generate honest, relatable user reviews
- Create reusable UGC for omnichannel marketing
- Drive in-store interest and conversions

The Onbeat Strategy: Precision Over Volume

01

Smart Creator Selection

We handpicked 45+ micro and nano influencers across beauty, skincare, and lifestyle—prioritizing engagement quality over follower count. Each creator was matched by skin type relevance and regional audience strength.

03

Product Communication

Highlighted key USPs: Niacinamide brightening benefits, coconut milk hair strengthening, body lotion texture reviews, and PLUM's dermat-tested, 100% vegan positioning.

02

Content Direction

Guided creators to produce honest reviews, texture demos, before-after testimonials, and in-store experience visits. Every piece felt personal and authentic—no script, just real experiences.



Content Formats That Connected

Review Reels

Honest product experiences and results shared in engaging vertical video format.

Texture Demos

How-to-use content showing product application and finish in real lighting.

Transformation Stories

Before-after content building credibility through visible results over time.

In-Store Visits

Creator store visits at PLUM R-City location bridging online buzz to offline action.

Results: Numbers That Matter

112+

Premium UGC Assets

High-quality content pieces delivered across formats—ready for immediate brand use.

5.7%

Avg. Engagement Rate

2–3x higher than industry average, proving authentic content drives real interaction.

1.8M+

Organic Views Generated

Massive reach without paid amplification—pure word-of-mouth momentum.

Cost Efficiency

The campaign delivered **68% more content** compared to traditional shoots, while UGC production saved PLUM **75%** of typical studio shoot costs.

Long-Term Value

Brand reused content across paid ads, product pages, and in-store screens—maximizing every asset's lifecycle and ROI.

Why This Campaign Worked

Real People, Real Skin

Hyper-targeted creator selection based on actual audience skin needs and concerns—not vanity metrics. Every recommendation felt personal.

Affordable UGC at Scale

Complete handling of briefing, coordination, approvals, and delivery. High-volume content production without the traditional agency markup.

Chemistry Over Impressions

Generated organic sales through relatable creators who genuinely loved the products. Trust beats reach every time.

Meet the Plum coconut milk & Peptides Shampoo and conditioner





Ready to Build Real Consumer Trust?

"Not just impressions. We built chemistry between PLUM and consumers."

Onbeat Entertainment specializes in influencer campaigns, UGC creation, events, and offline + online activations that drive measurable results. Whether you need authentic product reviews, cost-effective content at scale, or campaigns that convert—we've got you covered.

[Let's Collaborate](#)

[View Our Work](#)