

**Vaaree**

# How Vaaree Turned Home Décor Into a Viral Lifestyle Movement

A case study by ONBEAT Entertainment Agency on building brand trust through influencer-driven storytelling in the home & living category.

# The Challenge & Strategic Vision

## Campaign Objective

Increase brand visibility and drive product desirability for Vaaree's home décor essentials through authentic, lifestyle-focused influencer content.

The goal: Make Vaaree products synonymous with everyday comfort and Pinterest-worthy aesthetics.

## Our Approach

We designed a content strategy centered on **real home moments** rather than promotional ads—focusing on inspiration over selling.

By partnering with home décor enthusiasts and lifestyle creators, we built trust through genuine storytelling.

*Cozy* Slowly turning this flat into a Home



# Content Strategy That Drives Desire



## Creator Selection

- Home décor enthusiasts
- Lifestyle creators with strong female audiences
- Authentic storytellers with high engagement rates



## Content Buckets

1. Cozy Home Transformations
2. Haul & Unboxing Experiences
3. Product Utility + Aesthetic Appeal
4. Couple/Family Relatable Stories

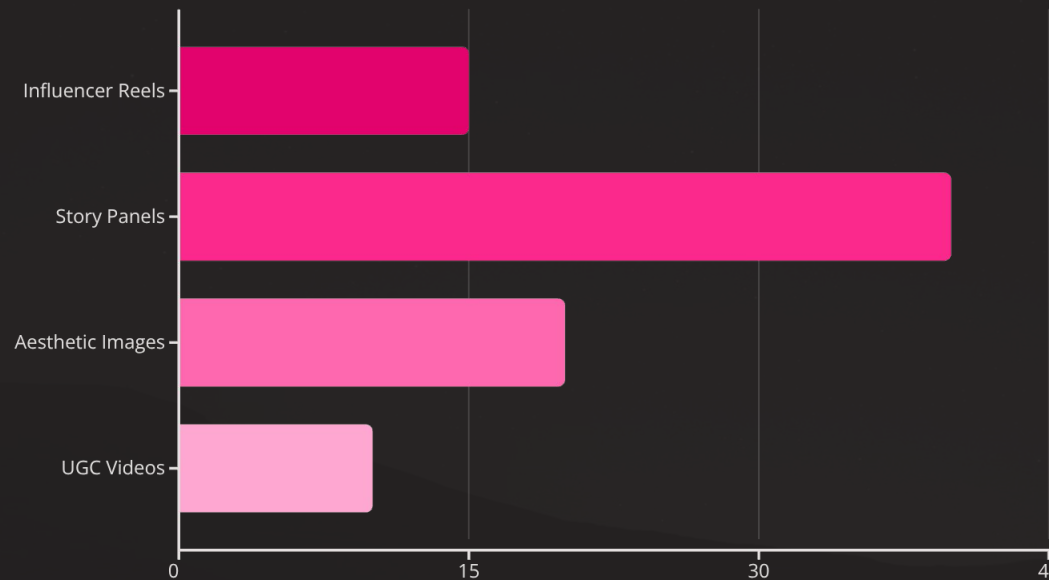


## Format Mix

- Instagram Reels
- Aesthetic Photos
- POV Cozy Corner Videos
- Haul + First Impressions

# Campaign Execution & Viral Content Themes

## Deliverables



## Top-Performing Content Themes

- **"Pinterest-y Finds Haul"**  
Viral reel theme showcasing product discovery moments
- **"Cozy Corner Transformation"**  
High emotional engagement through before/after reveals
- **"Couple Unboxing Moments"**  
Relatable, fun content that humanized the brand
- **"New Week, Fresh Bed Makeover"**  
Product usage storytelling tied to weekly routines

All content was created inside **real homes**, ensuring genuine audience impact and inspiring viewers to make their own purchases.

# Results That Speak for Themselves

1.3M

Total Reach

Organic & boosted impressions

95K

Engagement

Likes, comments & interactions

+32%

Website Traffic

Spike during campaign week

11K

Saves & Shares

Key metric for purchase intent



## Audience Response Highlights

- **High Save Rate** indicating strong purchase interest
- Comments actively requesting product links and pricing
- Multiple audiences recreated cozy setups inspired by the content



This is my cozy corner for instant comfort like just give me my chai, my

# Why This Campaign Worked & What's Next

## Success Factors



### Emotional Storytelling

High-quality showcasing that drives inspiration, not promotion



### Creator Trust

Strong audience relationships within the home niche



### High Relatability

Home improvement positioned as accessible lifestyle

"Content looked like what real shoppers create—not ads. That's exactly what we wanted to boost trust."

— Vaaree Digital Team

## Next Steps for Scale

1

### Influencer Home Styling Series

"Vaaree Cozy Corners" recurring content

2

### Seasonal Décor Campaigns

Valentine's Day, Festive, and holiday-specific themes

3

### E-Commerce Integration

Amazon + Myntra tracking for direct sales attribution

