

T.A.C.
the ayurveda co

T.A.C: The Ayurveda Co. - Influencer & UGC Campaign

Discover how Onbeat Entertainment Agency propelled T.A.C, India's rapidly growing personal care brand, to new heights with a captivating influencer and user-generated content campaign, blending ancient Ayurvedic wisdom with modern beauty needs.

Brand Vision & Campaign Objectives



T.A.C: The Ayurveda Co.

T.A.C is at the forefront of India's personal care industry, offering toxin-free products rooted in authentic herbal solutions and cutting-edge skin science. Their mission is to fuse ancient Ayurvedic principles with contemporary beauty demands.

Campaign Objectives: Amplify Awareness & Drive Sales

- Highlight Premium Ingredients
Showcasing the luxurious and authentic Ayurvedic components.
- Demonstrate Product Efficacy
Featuring real textures and genuine user reviews.
- Build Consumer Trust
Generating credible user-generated content.
- Boost Conversions
Driving direct sales via website and Amazon platforms.

Featured Product Ranges

Kumkumadi Range

Infused with the richness of Saffron and 24K Gold, this range includes a luxurious Face Scrub and Face Wash, designed to impart a radiant glow.

Eladi & Neem Range

Targeting specific skin concerns, this range features an effective Acne & Spot Correction Serum, harnessing the power of traditional botanicals.




Cosmic Pink Lipstick Range

A vibrant collection of lipsticks, offering a spectrum of cosmic pink shades for modern beauty enthusiasts.



7% Kumkumadi Face Scrub

– with –
Saffron & 24K Gold

 TOXIN-FREE |
  SULPHATE & PARABEN FREE |
  ALL SKIN TYPES

Get a golden glow with T.A.C Kumkumadi Face Scrub infused with authentic Saffron & 24K Gold dust.

100g e 3.53 oz.

Strategic Influencer Engagement

Our multi-creator UGC and Review Campaign leveraged diverse influencer niches to ensure broad appeal and authentic content creation.



Beauty Niche

Influencers specialising in beauty trends and product reviews, offering expert opinions and sophisticated demonstrations.



Skincare Niche

Dedicated skincare experts providing in-depth analysis and showcasing product benefits for specific skin types and concerns.



Lifestyle Niche

Influencers integrating products into their daily routines, demonstrating seamless usability and aspirational living.

Captivating Content Highlights



Unboxing Videos

Crafted to evoke a premium brand feel, featuring luxurious close-up shots of elegant white and gold packaging.



Texture & Ingredient Focus

Macro shots vividly captured the authentic textures, including 24K gold dust and the radiant Kumkumadi glow, highlighting product authenticity.



Lipstick UGC

Engaging shade reveals, hand swatches, and compelling visual storytelling brought the Cosmic Pink Lipstick range to life.



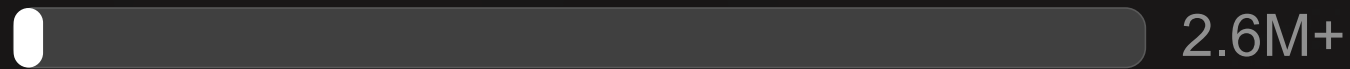
Neem & Eladi Acne Serum

Presented as "Daily Skin Food in a Serum," supported by relatable user-generated testimonials.



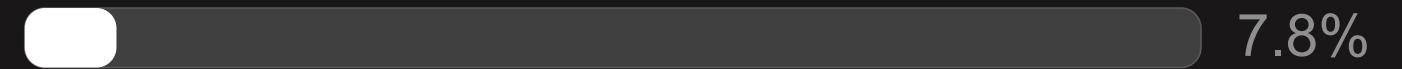
Exceptional Campaign Results

The campaign delivered outstanding results, significantly boosting brand visibility and sales for T.A.C.



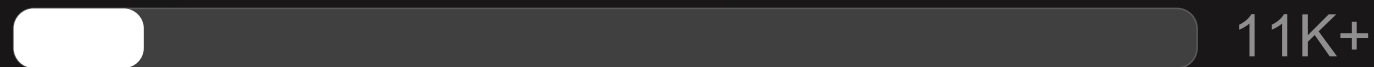
Total Reach

Extensive visibility across multiple platforms, connecting with a vast audience.



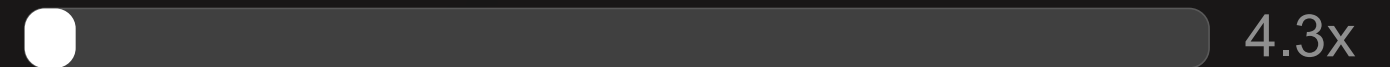
Engagement Rate

High interaction from the audience, demonstrating strong campaign resonance.



Average Story Swipe Ups

Significant direct traffic driven to product pages, converting interest into action.



Product Search Rise

A remarkable surge in searches for the Kumkumadi range, indicating heightened interest.

Furthermore, user-generated content from the campaign was successfully leveraged in paid advertisements, leading to an enhanced Return on Ad Spend (ROAS).

OnBeat

Why Onbeat Entertainment Agency Delivers



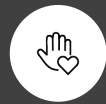
Expert Niche Network

Deep connections within the beauty and skincare influencer landscape, ensuring authentic partnerships.



Premium Content Production

Commitment to high-quality UGC and aesthetically pleasing production that aligns with brand values.



Authentic Trust Building

Fostering genuine consumer trust through organic, non-promotional content.



Ad-Ready Assets

Providing versatile content and audience-driven reviews optimised for immediate advertising use.

Onbeat Entertainment Agency specialises in influencer marketing, UGC production, and digital campaigns for leading beauty, lifestyle, fashion, and Indian consumer brands. We don't just post; we deliver tangible results.

Let's Collaborate: Info@onbeatagency.com | Mumbai | PAN India Influencer Network