

Truvèda: Truly Ayurveda Influencer Success

Discover how Onbeat Entertainment's campaign elevated Truvèda, a natural Ayurvedic personal care brand, through authentic creator storytelling.



Truvèda: Holistic Wellness

Truvèda is a burgeoning Ayurvedic personal care brand committed to 100% natural ingredients, ethically sourced from Indian farmers. Their product range includes pure essential oils, cold-pressed coconut oil, and organic honey, all promoting holistic Ayurvedic wellness.



Campaign Goals

The primary objective was to amplify awareness, cultivate trust, and encourage product trials of Truvèda's core offerings through genuine, creator-driven content. This content focused on highlighting the tangible benefits of real product usage.

- **Build Credibility**
Reinforce the "Truly Natural Ayurveda" promise.
- **Educate Audience**
Explain product usage and benefits effectively.
- **Boost Engagement**
Increase organic reach with authentic user content.
- **Drive Purchase**
Incite intent for Rosemary Oil & Coconut Oil.

Strategy & Execution: Onbeat Entertainment's Approach

Onbeat Entertainment meticulously crafted a strategy to ensure maximum impact and authenticity, leveraging micro and nano creators.



Influencer Selection

Focused on micro & nano creators (Lifestyle, Hair Care, Beauty) for genuine trust and authenticity.



Content Formats

Tutorials, Unboxing, How-to videos, Benefits explanations, and compelling Before/After usage showcases.



Product Highlights

Emphasised Rosemary Essential Oil, Pure Coconut Oil, and Organic Honey.



Core Messaging

"Truly Ayurveda • 100% Natural • Cold Pressed • Authentic Benefits".



Call to Action

"Try it for real results", "Mix & apply for hair growth/dandruff control", "Safe for daily use".

Visual Impact: Content Showcased

Creators delivered visually rich and informative content, effectively translating Ayurvedic principles into engaging narratives.



Each piece of content was designed to resonate with the audience, showcasing the products' purity and efficacy in a compelling manner.

Tangible Results & Lasting Impact

The campaign delivered impressive metrics, reinforcing Truvèda's brand presence and driving consumer interest.

27

Content Pieces

18 creator videos + 9 static posts,
forming a rich UGC library.

350K+

Total Reach

Over 350,000 organic views garnered.

4.8%

Engagement Rate

Consistently high average engagement
rate.

2.5x

Brand Recall

Higher interest in "Truly Ayurveda"
keyword.

62%

Purchase Intent

Viewers saved/visited profile for product
links.

Key Highlights of Success

- **Educational content:** Drove 3× more saves, demonstrating its value.
- **DIY routines:** Improved product relatability and accessibility.
- **Natural tone:** Non-sponsored feel significantly increased trust.
- **Actual usage:** Creators showcased real benefits, not just promotions.

Why Truvèda x Onbeat Worked

Authentic Creators

Genuine voices delivered the Ayurveda message.



Results-Focused

Emphasis on benefits, not just selling.



Product Demonstrations

Clear guidance on how to use each product.



Genuine Curiosity

Built real interest and purchase intent.



Reusable UGC

Provided valuable content for future marketing.

Truvèda achieved strong brand trust, authentic credibility, and educated its audience, transforming Ayurvedic knowledge into accessible daily use products through Onbeat Entertainment's strategic creator storytelling.

Deliverables Provided to Truvèda

- **High-quality UGC videos:** Hair and Skin DIYs.
- **Product photos:** For website and social media.
- **Educational content scripts:** And engaging reel hooks.
- **Influencer reviews:** Plus compelling captions.

Interested in a Campaign Like This?

Let's create Impactful Influencer Marketing for your brand.

Onbeat Entertainment Agency

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