



## UBIK Solutions Pvt. Ltd.: Unveiling Dermatologist- Approved Skincare

Discover how Onbeat Entertainment Agency transformed UBIK's skincare brand, building trust and awareness in a competitive market.

# The Challenge: Building Trust in a Saturated Market

UBIK Solutions Pvt. Ltd. sought to establish strong trust and widespread awareness for their dermatologist-recommended products: Z-Block Sunscreen, LipZlite Cream, and 360° Block Sunscreen Gel.

However, they faced significant hurdles:

- Low consumer confidence in medical skincare.
- Market dominance by well-known chemical-free brands.
- The critical need to highlight their doctor-tested, safe, and results-oriented positioning.



# Onbeat's Strategic Approach: Influencer Advocacy & Result-Proof Content

Onbeat designed a comprehensive Influencer Advocacy and Result-Proof Content Campaign, focusing on genuine experiences and transparent results.



## Verified Creators

Engaged verified skincare creators, mom influencers, and sensitive-skin users.



## Reverse Problem-Solving

Developed content like "This Duo Saved Me" to address specific skincare concerns.



## Raw, Authentic Results

Utilised non-glam camera shots to showcase honest product efficacy and build authenticity.



## Dermatologist-Voice Messaging

Crafted messaging that conveyed expert endorsement without overwhelming medical jargon.



## High-Quality Demonstrations

Focused on premium unboxing, application, and sunlight demonstration shots.

# Campaign Execution & Impressive Performance



## Execution Details

- **Influencers Onboarded:** 18 creators from the Skincare/Dermatology niche.
- **Audience Size:** Reached between 5k – 250k followers per influencer.
- **Content Types:** Reels, Routine Videos, Product Demos, Testimonials.
- **Key USPs Highlighted:** Non-greasy, Paraben-Free, Dermatologist Tested.
- **Campaign Duration:** A concentrated 14-day Instagram campaign.

## Outstanding Results

1.3M+

Organic Reach

Demonstrating widespread visibility across target audiences.

7.5%

Average Engagement Rate

Highlighting highly interactive and interested audiences.

21,000+

Saves & Shares

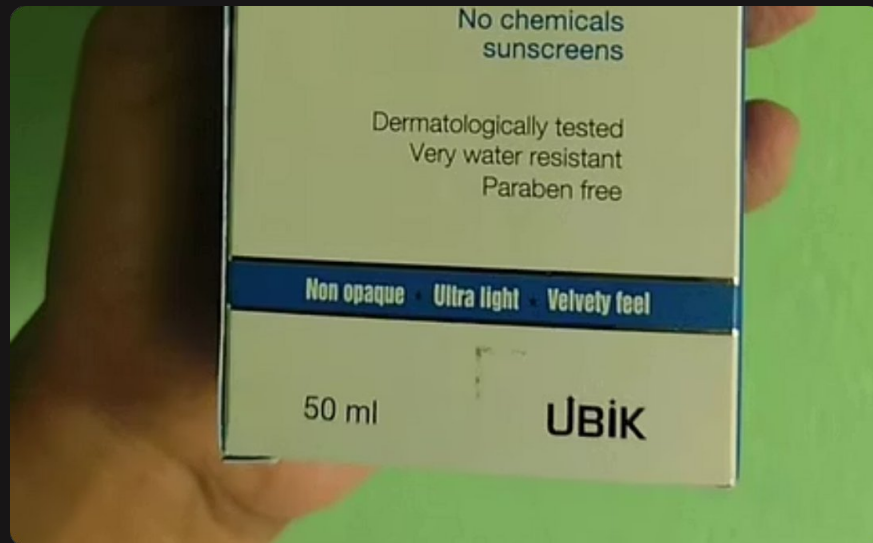
Indicating strong consumer interest and content utility.

1,800+

Direct Brand Queries

Translating directly into potential customer leads.

# High-Impact Creative Wins That Built Credibility



## “This Duo Saved Me”

Real user testimonials featuring LipZlite + Z-Block Sunscreen generated maximum DMs and saved posts, significantly increasing trial interest.



## Sunlight Texture Demo

Showcasing the non-oily, matte finish in natural light built crucial trust among users with oily skin.



## Dermatologist Recommended UGC

This user-generated content claim boosted product credibility and conversions organically, without relying on paid advertising.

"Positioned Ubik as a science-backed dermatologist-trusted brand, increasing organic demand through consumer trust, not ads."



# Partner with Onbeat: Your Path to Authentic Brand Growth

Onbeat Entertainment Agency is committed to driving measurable results through authentic and impactful influencer marketing.



## Strategic Creator Selection

Curated partnerships for maximum relevance and impact.



## 100% Authentic Content

Problem-solution narratives that resonate deeply with audiences.



## ROI-Focused Campaigns

Driving organic conversions and sustainable growth.



## Reusable UGC Assets

Content that fuels ads, e-commerce, and website testimonials for long-term value.

**ONBEAT ENTERTAINMENT AGENCY**

✦ Influencer Marketing | UGC Production | Brand PR