

# UrbanGabru Hair Removal Spray: How Relatable Content Drove 1.8M+ Reach

A strategic influencer campaign by Onbeat Entertainment that turned a men's grooming product into a viral must-have through authentic storytelling and real results.



## The Challenge

# Reaching Young Men Where Traditional Marketing Fails

UrbanGabru needed to build awareness and trust for their Hair Removal Spray in a competitive grooming market. The target was clear but hard to reach: men aged 18-30 who were tired of painful hair removal methods and wanted quick, effective solutions.

The real opportunity? Tier 2 and Tier 3 cities where purchase intent was high but brand trust needed building through authentic voices, not polished advertising.



# Strategy: Authenticity Over Polish

Onbeat Entertainment designed a campaign that rejected typical influencer glamour in favor of relatable, meme-worthy content that felt genuine to the target audience.



## Relatable Storytelling

Scripted fun, meme-style content featuring mom reactions, friends teasing, and college humor that resonated with everyday experiences.



## Male Creator Focus

Selected creators with authentic male grooming audiences who could speak credibly about the product's benefits.



## Demo + Reaction

Real on-camera application showing actual hair removal results in 3-5 minutes—no editing tricks or exaggerated claims.



## Regional Reach

Added creators from Hindi, Marathi, and Bengali audiences to penetrate Tier 2 and Tier 3 markets effectively.

# Content That Converts: The Winning Formula

## Before/After Demos

Visible results showing chest hair removal in 3-5 minutes

## Funny Hooks

Mom getting angry, friends teasing—content designed to be shared

## Natural Settings

Local markets and home tutorials, not studio perfection

## Hero Positioning

Product shown as the quick solution for modern men's grooming

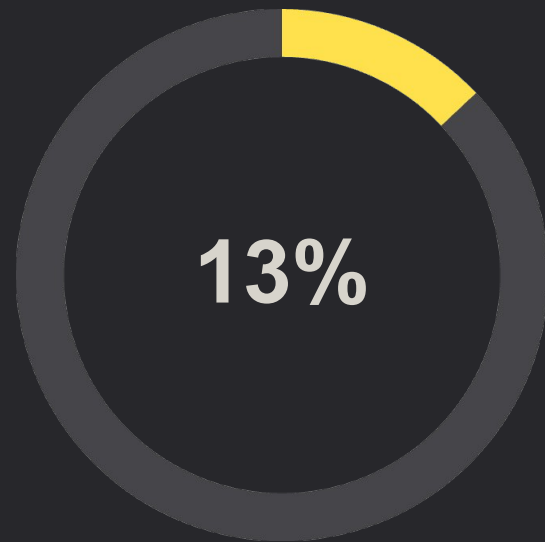


# Campaign Performance: Real Numbers, Real Impact

25+

Creators Activated

Micro and mid-tier influencers with authentic male audiences



Peak Engagement

Videos achieved 5-13% engagement rates with high-quality interactions

1.8M+

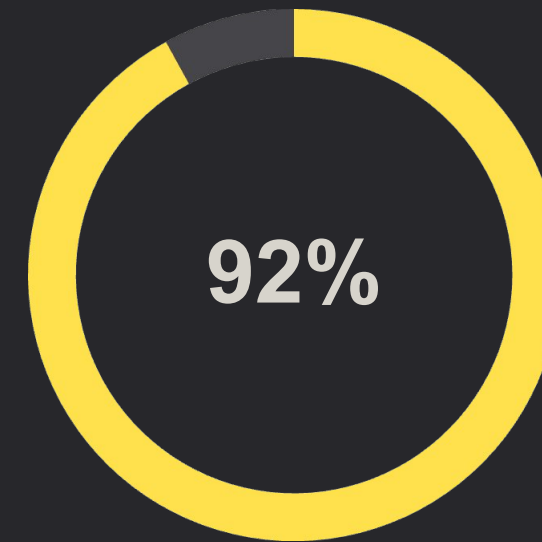
Total Reach

Cumulative organic views across all creator content

21K+

Click-Throughs

Users clicking creator link stickers to learn more or purchase



Positive Sentiment

Comments asking for price and purchase links dominated the conversation

Most Asked Comment: "Bro, price kya hai? Links share karo!"

Average video saves: 350-500 per video—audiences bookmarking content to purchase later.

# Why This Campaign Became a Viral Success

1

## Real Demo Over Glamour

Avoided lifestyle content in favor of authentic, on-camera product demonstrations showing actual results.

2

## Meme + Practicality

Content designed to be both shareable and useful—entertainment that educates and converts.

3

## Problem-Solution Focus

Addressed men's insecurity about body hair with a quick, painless solution they could trust.

4

## Tier-2 Trust Building

Local creators built high trust with low bounce rates in key growth markets.

---

## The Outcome

UrbanGabru's Hair Removal Spray became a viral grooming pick, leading to increased repeat queries, higher organic search on e-commerce platforms, and multiple creators voluntarily reviewing the product afterward—delivering free word-of-mouth value.

"This campaign proved that authenticity beats production value when you're targeting audiences that value real results over polished promises."