



Beauty Barn × Onbeat Entertainment

Influencer-Led Product Education Campaign for K-Beauty

About Beauty Barn

The face shop rice water cleanser



Beauty Barn is India's trusted K-Beauty marketplace, offering authentic Korean skincare and makeup products nationwide. The brand has built a loyal following through quality-driven curation, science-backed formulations, and a commitment to affordable luxury that delivers visible results.

Recognized as a leader in authentic K-Beauty, Beauty Barn bridges the gap between Korean innovation and Indian beauty enthusiasts seeking genuine, results-driven products.

Campaign Goals



Brand Recall

Establish Beauty Barn as the go-to destination for authentic K-Beauty products in India



Product Education

Demonstrate proper usage, benefits, and real results through relatable content



Audience Connection

Reach and engage women audiences through trusted, relatable creator partnerships



Trust Building

Showcase genuine product experiences and authenticity, not scripted advertisements

Strategic Content Approach

01

How-To Tutorials

Night routines, serum application techniques, and lip color routines demonstrated step-by-step

02

Real Results

Live demonstrations of texture, absorption speed, and visible glow on camera

03

Unboxing Experience

Authentic packaging reveals to build trust and showcase product legitimacy

04

Honest Reactions

Problem-solution narratives with genuine creator feedback and skin transformation



Influencer Strategy

5K-80K

Follower Range

Niche, engaged audiences

5

Target Markets

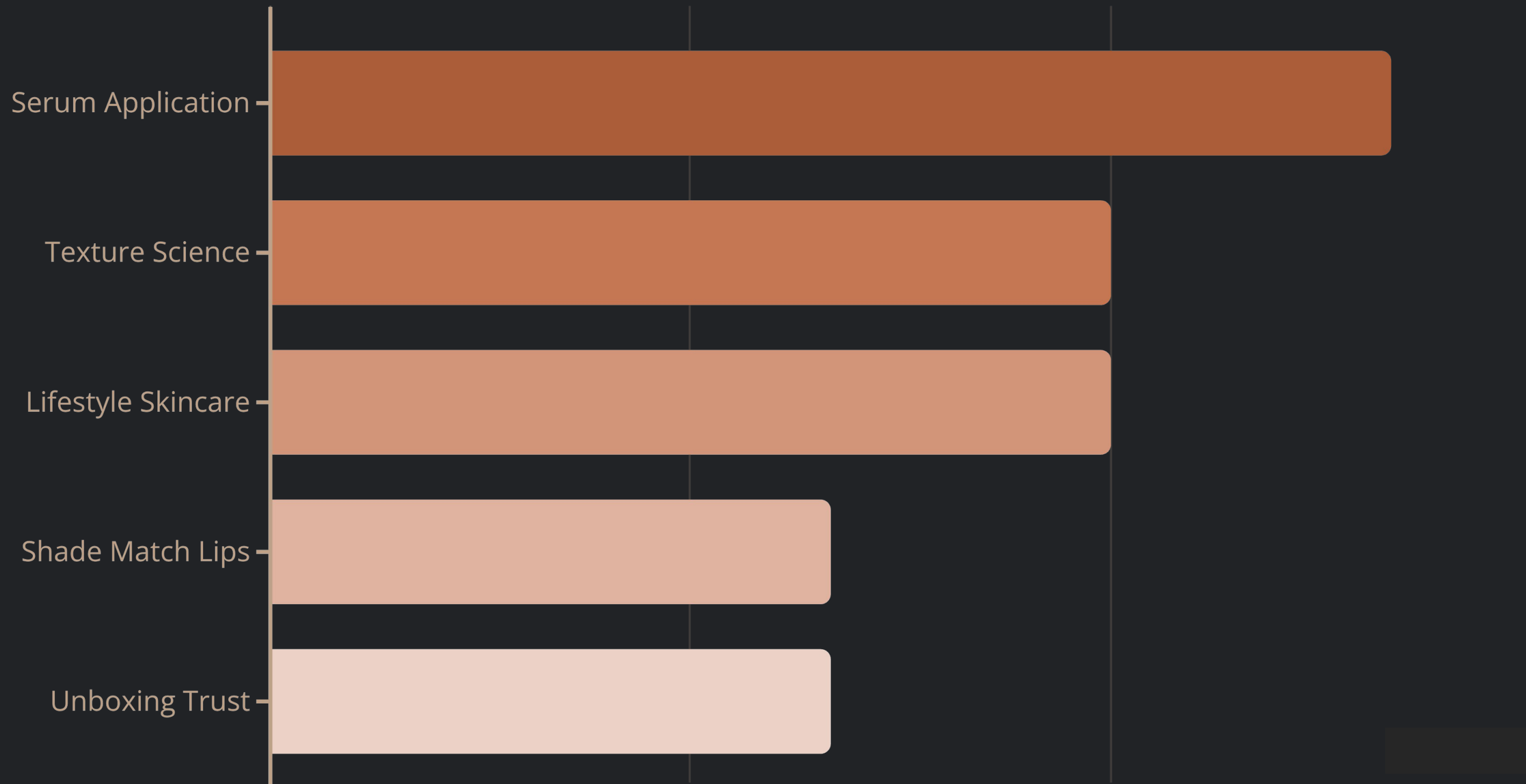
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Creator Selection Criteria

- Skincare-enthusiast women creators with authentic voices
- Focus on real skin, real results—minimal editing or filters
- Relatable skin types that mirror target audience concerns
- Proven engagement with beauty and wellness content

Featured Products: Hydrating glow serums, The Face Shop rice water cleanser, Korean tinted lip solutions in brown tones

Campaign Execution



Campaign Results



Engagement Rise

Across targeted beauty audiences



Women Reached

Organic reach across India



Purchase Queries

"Which shade?" "Is this original?"

The campaign triggered significant conversion interest through "visible results within seconds" demonstrations, with increased demand for rice water cleansers and hydrating serums.

Why This Campaign Succeeded



Education First

Built understanding and trust before pushing sales messages



Relatable Creators

Used real skin types, not models with perfect complexions



Results-Driven

Instant glow tests and lip shade matching provided proof



Authenticity Trust

Unboxing videos verified product legitimacy and packaging



Honest Messaging

Natural content over scripted promotional scripts

Partner with Onbeat Entertainment

Ready to Grow Your Beauty Brand?

Onbeat Entertainment Agency specializes in creator-led campaigns that build trust, educate audiences, and drive measurable results. We deliver offline and digital brand experiences for skincare, fashion, lifestyle, luxury, and Gen-Z brands.

Our Expertise:

- Influencer strategy and creator partnerships
- Product education content flows
- Authentic messaging and real shot direction
- Multi-city visibility campaigns

