

# Nykaa Fashion x Onbeat Entertainment

How strategic influencer collaborations drove 13M+ impressions and transformed seasonal fashion campaigns into a premium brand experience

The logo for Nykaa Fashion is displayed in a vibrant pink color against a black background. The word "NYKAA" is written in a large, bold, cursive script font, while the word "FASHION" is written below it in a smaller, clean, sans-serif font.

NYKAA  
FASHION

## THE CHALLENGE

# Building Premium Fashion Recall in a Crowded Market

Nykaa Fashion approached Onbeat Entertainment with a clear vision: establish themselves as the go-to destination for premium fashion while driving conversions during key seasonal moments. The challenge was creating authentic brand connections with Gen Z and millennial women who value real style over celebrity endorsements.

The campaign needed to push three distinct categories—Wedding fits, Partywear, and Resort wear—while maintaining brand consistency across both digital and physical touchpoints. Success meant balancing aspirational messaging with accessible price points during their "Thank God It's Sale" promotion.



# Campaign Goals & Target Audience



## Brand Visibility & Recall

Reach Gen Z and women aged 18-35 with premium fashion messaging that sticks



## Drive Sale Conversions

Boost purchases during "Thank God It's Sale" with compelling seasonal content



## Aspirational Positioning

Build premium brand image while staying trendy and accessible



## Real Influencer Power

Leverage authentic shoppers, not distant celebrities, to create genuine connections

# The Onbeat Strategy: Multi-Touch Influencer Experience

01

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## Event Presence + Content Creation

Influencer attendance at Nykaa Femina Beauty Awards with styled looks linked back to Nykaa Fashion outfits, creating royal experience shots that made the brand feel aspirational

02

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## Lifestyle Reels + Try-Ons

Authentic shopping experiences: "Shop my Shaadi Looks," "Resort Fits for Holiday Season," and "Party Glam Under ₹1999"

03

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## Sale Awareness Creatives

Trending hooks like "This Shaadi Season Lookbook" and "NYKAA Sale Steals – up to 80% OFF!" drove urgency

04

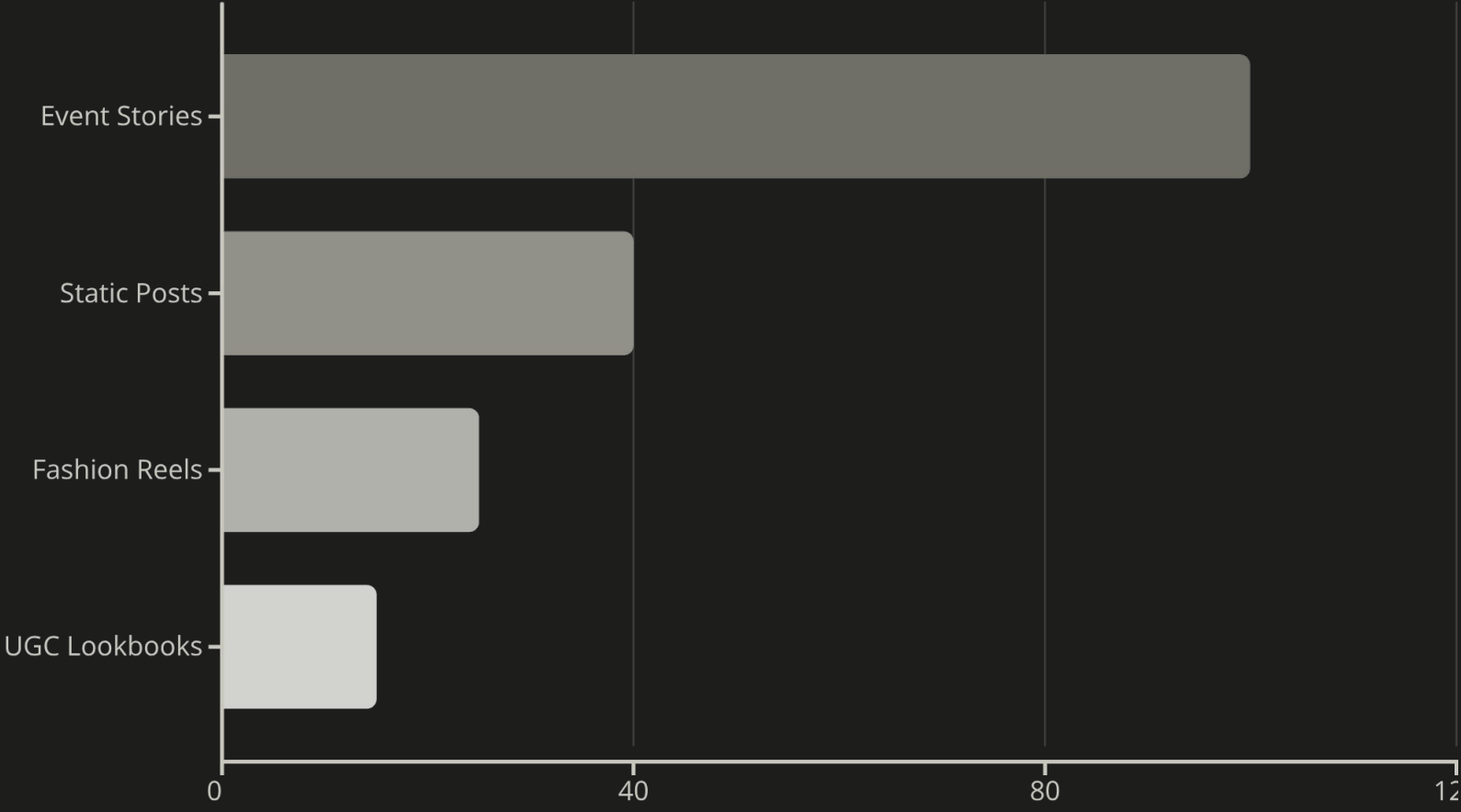
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## Creator Diversity

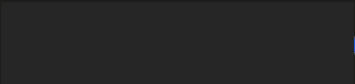
Mixed fashion influencers (15K–500K), body-positive creators, and luxury-to-budget content for maximum reach



# Content Delivered Across All Touchpoints



Over 180 pieces of content created across formats, blending luxury event looks with beachwear, ethnic bridal fashion, and mid-tier UGC styling. Each piece was carefully curated to align with Nykaa's premium pink aesthetic while maintaining authentic creator voices.



# Campaign Results That Speak Volumes

13M+

Total Reach

Impressions across all  
influencer touchpoints

11.7%

Engagement Rate

Well above industry  
benchmarks for fashion  
content

4.9%

Click-to-Shop

Swipe-up and link click-  
through rate

7.3x

ROAS

Return on ad spend from  
influencer-driven traffic

## 35-45% Sales Lift

During "Thank God It's Sale" week, proving the direct impact of authentic influencer marketing on conversions

## Premium Style Recall

Significant uplift in brand perception as a premium fashion destination across Instagram's creator community

# OnBeat

## The Onbeat Difference

### End-to-End Curation

We handle everything from look selection and styling to product briefing and creator coordination—no detail overlooked

### High-Aesthetic Direction

Every video, every frame aligned to your brand's color palette and visual identity for cohesive storytelling

### Brand Storytelling Over Ads

We create content that sells without feeling like an advertisement—authentic experiences that convert

### Real Shoppers, Real Impact

Our creators actually shop your brand, bringing genuine enthusiasm and credibility to every post

We don't just create influencer posts—we build content that sells, convert trends into sales, and position brands as fashion experiences, not products.

**Ready to scale your visibility and conversions?** Let's connect and build your next fashion campaign together. Onbeat Entertainment—where influence meets results.