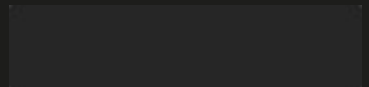




Real Hair, Real People, Real Results

How Paradyès partnered with Onbeat Entertainment Agency to drive Gen-Z engagement through authentic UGC content and hair transformations



The Challenge

Building Trust in At-Home Hair Color

Paradyès is India's leading at-home semi-permanent hair color brand, but they faced a common challenge: getting young customers to trust non-bleach hair tints.

They needed content that felt *real*, not polished or scripted—something that would resonate with college students and young professionals scrolling through Instagram.

Campaign Goals

- Create relatable UGC showing actual hair transformations
- Build trust in their glossy, non-bleach tint range
- Educate customers on easy application
- Expand reach across Tier 1 & 2 cities (ages 18-28)

The Onbeat Strategy: "Birds of Paradyès"

01

Creator Selection

Handpicked 30+ micro and nano creators (5K–150K followers) with genuine hair goals, diverse hair types, and authentic Gen-Z energy

02

Content Strategy

Developed a mix of GRWM videos, before/after reveals, shade showcases, and raw reactions—all styled to look natural and unscripted

03

Authenticity First

Encouraged creators to share honest experiences and real results to build trust with their followers



Content That Converts

We created a diverse content mix designed to educate, inspire, and build trust with potential customers.

GRWM + How-To Videos

Easy application tutorials showing every step of the process

Raw Reaction Reels

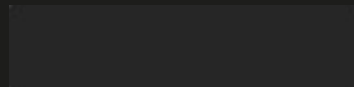
Genuine first looks and honest expressions to build authenticity

Before/After Reveals

Dramatic shade reveals in natural sunlight showcasing real results

Product Close-Ups

Highlighting ingredients and the glossy tint formula



The Numbers Speak for Themselves

In just 4 weeks, the campaign generated massive organic engagement and drove real business results.

3.5M+

Total Reach

Impressions across Instagram
and TikTok

260K+

Engagements

Likes, comments, and
interactions

120K+

Saves & Shares

High-intent actions showing
purchase consideration

30%

Traffic Spike

Increase in website clicks during
campaign

Content Delivered

- 80+ short videos (Reels/TikTok style)
- 200+ organic Instagram stories
- 30+ transformation posts

Top Performing Shades

- Cinnamon Brown
- Espresso Brown
- Ruby Rush
- Medium Brown



Why This Campaign Worked



Real Beats Perfect

Authentic transformations resonated more than polished studio shoots



Trust Through Peers

Viewers asked creators direct questions like "Will this work on black hair without bleach?"



Zero-Bleach USP

The non-bleach formula was highlighted strongly through tutorials, addressing a key concern



Gen-Z Relatability

Content from college students and young creators boosted authenticity and shareability

Ready to Transform Your Brand?

At **Onbeat Entertainment Agency**, we specialize in creator-first campaigns that drive real results. Our approach combines strategic creator selection, authentic storytelling, and data-driven execution.

What We Do

- UGC campaigns that build trust
- Influencer activations with micro & nano creators
- ROI-driven strategies across platforms
- Pan-India creator network

Creators who feel real. Content that sells.

