



HL EDIBLE BEAUTY  
Wakeup makeup eatup

# Wake Up • Make Up • Eat Up

How creator-led marketing drove trust and 4X sales for India's first edible beauty brand



# The Challenge: Breaking Into Beauty With Trust

## The Vision

HL Edible Beauty set out to disrupt the Indian beauty market with a revolutionary concept: makeup you can actually eat. But launching a first-of-its-kind product meant overcoming deep-seated skepticism.

## The Stakes

Beauty consumers are cautious. Claims of "safe" ingredients often fall flat. The brand needed to prove their edible lipstick wasn't a gimmick—it was genuinely safe, stylish, and gift-worthy.

GIFT   
Personalized Gift 

# Our Creator-Driven Strategy



## Unboxing Curiosity

Creators revealed "Wake Up • Make Up • Eat Up" to spark instant intrigue and shareability



## Lifestyle POV Content

Relatable, everyday moments showing the lipstick as both safe and chic—not weird or novelty



## Trust Through Proof

Kid-friendly demos and "100% Edible" messaging built authentic credibility with families



## Festive Gifting Push

Karwachauth GRWM content and personalized gifting angles timed for peak shopping season



# The Creator Mix: 23 Voices, One Message



## 12 Lifestyle & Beauty Creators

Delivered unboxing reveals and POV shorts that felt organic, not scripted



## 8 Festive & GRWM Specialists

Created stunning Karwachauth looks and personalized gifting content



## 3 Kids & Family Creators

The secret weapon—child-safe demos that proved edibility wasn't marketing hype

Why this mix worked: We targeted beauty enthusiasts, festival shoppers, and concerned parents simultaneously—building trust across every consumer segment that mattered.

# Content That Converted

"Is This Edible? 🤨"

Unboxing hooks that stopped scrollers cold

"If You're Sad, Add More Lipstick 🖤"

POV trends that felt relatable and shareable

"Karwachauth Ready 😊🔥"

Festive GRWM content with edible lipstick as the star

"Baby Approved ✓"

Kids content that demolished skepticism

"Gift ✖ Personalized Gift ✓"

Positioned as the perfect thoughtful present





# The Numbers Don't Lie

2.1M

Total Reach

Impressions across all creator content

325K

Engagements

Likes, comments, shares, and saves

43%

Traffic Spike

Increase in website visits during campaign

800+

Purchase Inquiries

DMs and queries in just 12 days

# 4X Festive Gifting Sales Increase

# Why This Campaign Crushed It

## High-Recall Tagline

"Wake Up • Make Up • Eat Up" became instantly memorable and searchable—perfect for word-of-mouth amplification

## Perfect Timing Meets Perfect Angle

Festive gifting content hit right when consumers were shopping for Karwachauth—positioning edible beauty as thoughtful and unique

## Trust Through Family Content

Kid-friendly demos weren't just cute—they were proof. Parents trusted the brand because they saw real families use it safely

## Visual Storytelling Hooks

The lip-shaped mirror and edible packaging became Instagram-worthy moments that creators couldn't resist sharing

# Ready to Launch Your Next Viral Campaign?

At Onbeat Entertainment Agency, we turn bold product ideas into creator-driven movements. From influencer strategy to content production, we build campaigns that don't just reach audiences—they convert them.

## What We Do:

- Influencer Marketing & Creator Partnerships
- Product Launch Campaigns
- Content Production & Strategy
- Performance-Driven Creator Activation

📄 Let's Create Something Unforgettable

Whether you're launching a new product or reinvigorating an existing brand, we bring the strategy, creativity, and creator network to make it happen.

