

# Zingavita: Transforming Nutrition Through Influencer Storytelling

A conversion-driven influencer campaign by Onbeat Entertainment that generated 4.2M+ reach and proved authentic creator content outperforms traditional advertising.

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vita

## The Brand

### Zingavita

A new-age nutrition brand revolutionizing supplements with delicious, effective gummies and effervescent tablets designed for all ages.

**The difference?** Clean ingredients that taste great and deliver real nutritional value without compromise.



# Campaign Goals & Product Focus



## Build Awareness

Reach fitness-focused youth and young mothers with authentic, relatable messaging



## Establish Trust

Leverage real creators demonstrating genuine product experiences and honest reviews



## Drive Conversions

Transform views into purchases through benefit-first storytelling and clear CTAs

## Featured Product Categories

- Women's Multivitamins
- Weight Loss Gummies
- Apple Cider Vinegar Effervescent Tablets
- Energy & Immunity Boosters



# Strategic Approach: Authenticity Over Advertising

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## Diverse Creator Selection

Curated influencers across fitness coaching, motherhood, lifestyle, and beauty niches to reach target demographics authentically

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## Trust-Based Scripting

Focused on real problems and solutions—creators shared genuine use cases, simplified benefits, and demonstrated actual product usage

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## Visual Storytelling

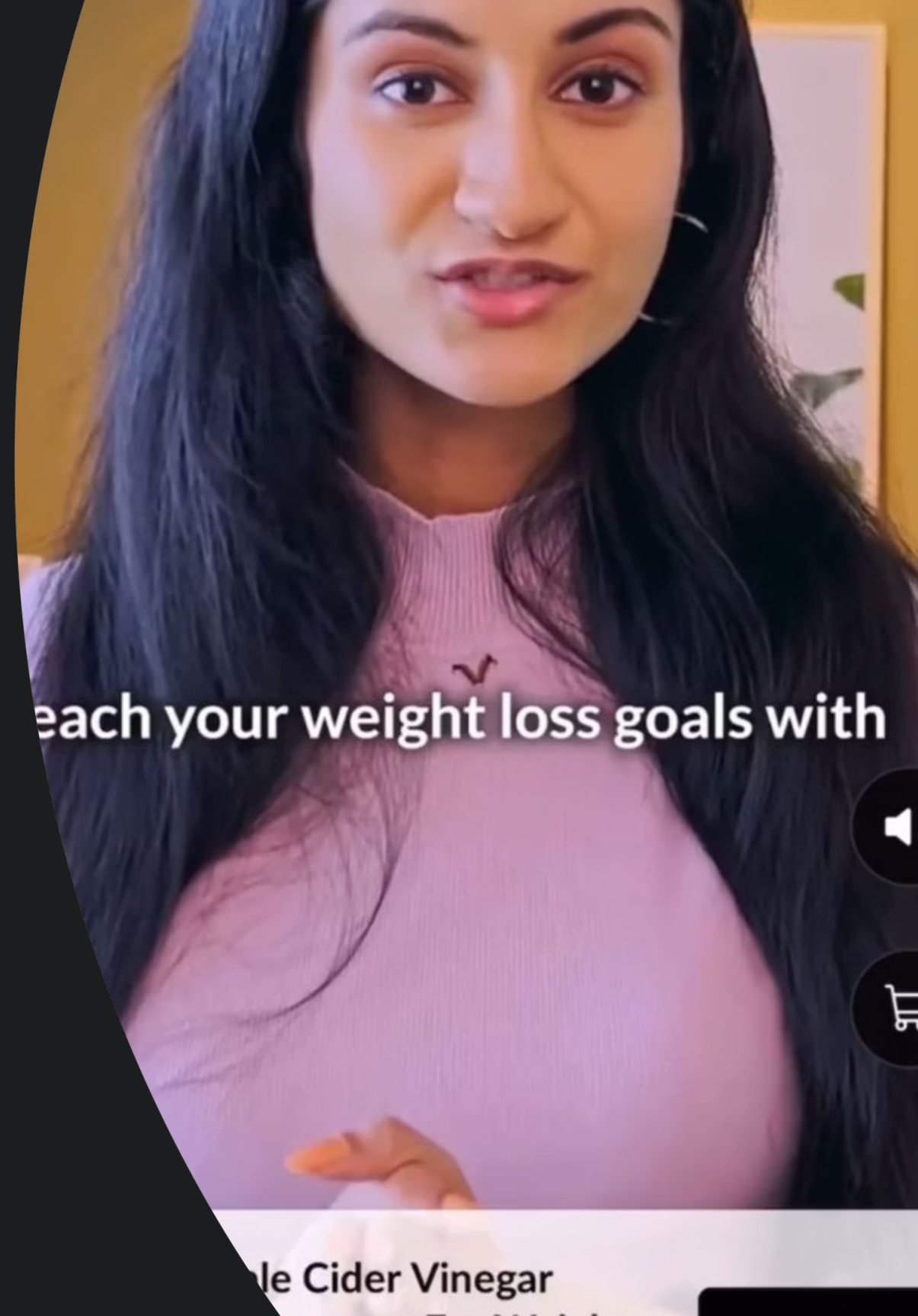
Captured gym sessions, daily routines, before/after transformations, and morning rituals to show natural product integration

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## Conversion-Optimized CTAs

Strategic placement of "Link in bio," "Shop Now," and goal-oriented messaging drove measurable action



Reach your weight loss goals with

Apple Cider Vinegar

# Campaign Execution & Results

## Content Formats Deployed



### Short Reels (15-30s)

Instant awareness and clear call-to-action



### Educational Videos (45-60s)

Trust building through detailed benefit explanations



### Demo + Results Content

Visual proof highlighting product effectiveness



### Testimonial Stories

User trust through authentic experiences

## Performance Metrics

**25+**

**Content Pieces**

Across multiple platforms

**4.2M+**

**Combined Reach**

Estimated impressions

**310K+**

**Total Engagement**

Likes, comments, saves

**16K+**

**CTA Clicks**

Direct conversion actions

📌 **Cost Efficiency Win:** The campaign delivered results at **2.8x lower cost** compared to traditional paid advertising, with short reels and testimonials outperforming static ads by **174%**.

# Key Takeaways & Success Factors

## Authentic Storytelling Wins

Real lifestyle integration and genuine creator experiences built consumer trust far more effectively than traditional promotional content

## Visual Demos Drive Action

Showing product unboxing, consumption, and integration into daily routines dramatically increased purchase intent and conversion rates

## Niche Targeting Matters

Matching specific creators to product categories—fitness coaches for energy boosters, moms for kids' supplements—maximized relevance and engagement

**Direct Impact:** Zingavita experienced significant uplift in purchase inquiries, particularly for Women's Multivitamins and Apple Cider Vinegar Effervescent Tablets—proving that benefit-first, creator-led content converts.

## Why Onbeat Entertainment?

- Rapid, quality creator sourcing with verified engagement
- Sales-focused script writing and content strategy
- End-to-end campaign delivery and performance reporting

Ready to scale your brand with conversion-driven influencer marketing?

Let's create your next breakthrough campaign.