

Zouk × Onbeat: Scaling a Luxury Vegan Brand Through Authentic Creator Stories

How we helped Zouk reach 9.2M+ people and drive 7,800+ conversions through strategic influencer partnerships that felt real, not scripted.

The Zouk logo is displayed in a large, teal, serif font. The letters are bold and have a classic, slightly ornate feel. The 'Z' is partially cut off by the left edge of the frame. The background is white, and the logo is positioned on the right side of the overall image, which is split by a dark grey curved shape on the left.

The Challenge: Breaking Through in Premium Fashion

Brand Goals

Zouk needed to capture the attention of young Indian women (18–35) seeking premium, eco-conscious accessories. The challenge? Standing out in a crowded market while communicating multiple USPs authentically.

- Build awareness among style-conscious millennials and Gen Z
- Drive immediate purchase intent through relatable content
- Showcase premium quality without premium price barriers

Key Differentiators

IN Made in India

Handcrafted with pride

100% Vegan

Cruelty-free luxury

Functional Design

Style meets utility

Our Approach: Real Stories Over Sales Pitches

Onbeat Entertainment designed a UGC-driven campaign that prioritized authentic storytelling. We handpicked micro and mid-tier creators whose audiences genuinely trust their recommendations—no forced promotions, just real women sharing real experiences.

01

Creator Selection

Identified 16+ lifestyle, fashion, and working-women creators with 4.2%–7.8% engagement rates

02

Content Strategy

Developed POV-style narratives showing everyday bag usage—from office commutes to weekend outings

03

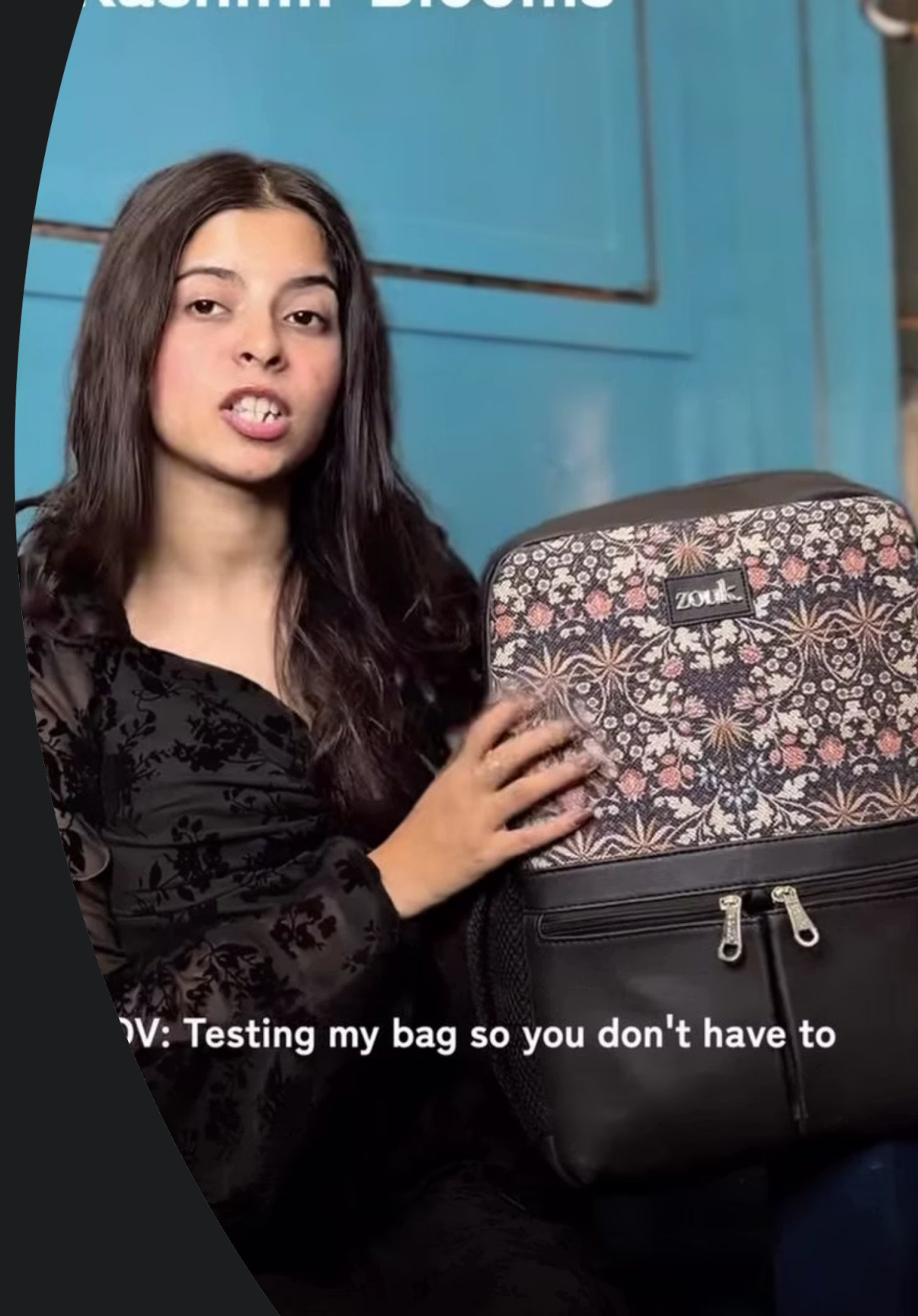
Visual Storytelling

Focused on premium aesthetic shots paired with functional demonstrations of space and features

04

Amplification

Leveraged stories, swipe-ups, and strategic CTAs to drive traffic and conversions



Campaign Execution: Content That Converts

Honest Review Reels

7 creators shared unfiltered reviews highlighting spaciousness, durability, and premium feel

Lifestyle Integration

5 aesthetic reels showcasing bags paired with office wear, ethnic fusion, and casual styles

Feature Spotlights

4 POV-style videos demonstrating bottle holders, laptop space, and organizational features

Bonus: 12+ Story deliverables with swipe-up links created urgency and direct purchase pathways throughout the campaign week.

Results That Speak for Themselves

9.2M

Total Reach

Impressions across all creator content

450K

Engagements

Likes, shares, and saves from engaged audiences

7,800

Conversions

Swipe-ups driving direct traffic

35%

Traffic Surge

Website increase during campaign week



Cost Efficiency Win: The campaign delivered 35% lower cost-per-acquisition compared to traditional paid advertising—proving that authentic creator content drives better ROI.



Why This Campaign Worked



Authentic Trust

Real creators sharing genuine experiences built instant credibility with target audiences



Aspirational Content

Viewers saved reels as style inspiration—turning content into evergreen brand assets



Values Alignment

Vegan and Made-in-India messaging resonated deeply with eco-conscious millennials

"Onbeat helped us reach the right audience with genuine voices. The content felt premium, relatable, and delivered real conversions. Great ROI."

— Marketing Team, Zouk



Ready to Scale Your Brand?

Onbeat Entertainment specializes in influencer marketing that drives performance, not just impressions. Let's create your next success story.

✉ Email: info@onbeatagency.com