



Case Study

Air Up



The Challenge

Based in Germany, a new UK market entrant Air Up, a revolutionary way of drinking water through smell patented tech, were pre-launching into the UK market to generate buzz before the main launch. Air Up, needed to tap into a variety of audiences to raise awareness and encourage subscription sign-ups ahead of the presale. The second focus for this campaign was to create video content featuring Air Up so that information on the bottle would appear when searching for the brand after launch.

The Solution

Using our AI Powered Discovery Engine, we identified and scored over 50 brand aligned influencers across the UK from a wide range of backgrounds and styles, achieving a 95% approval rate from the client. Once the final shortlist had been made and influencers began to create content, there were little to no amends needed for the influencers as a direct result of the platform's robust briefing process.

The Outcome

Air Up reported a very successful pre-launch campaign, smashing their registration target for the campaign. The influencers achieved over 114K video views at a 27% view rate which is over 4 times the industry average. In addition to the YouTube creators that we worked with, we also included some Instagram creators who created story content which achieved a 19% reach rate, again, far outpacing industry averages.

Meet the influencers...



Summer

▶ 168k subscribers

👁 20.00% view rate



The Williamsons

▶ 67k subscribers

👁 28.35% view rate



Jake Clarke

▶ 18.9k subscribers

👁 31.91% view rate



Juniors Tech

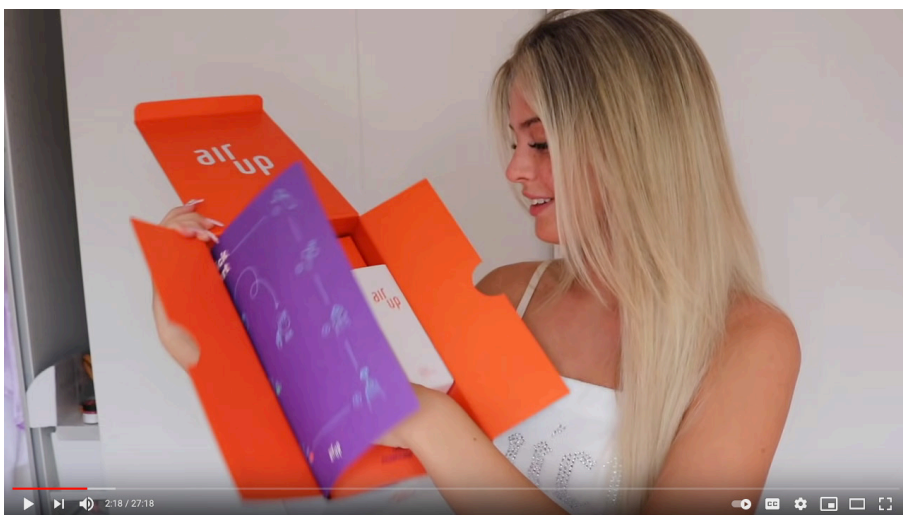
▶ 4.1k subscribers

👁 268.29% view rate

view rate = subscriber/views

Industry standard view rate = 7.91% (25-100k following)

Sample posts



[Post URL](#)

Summer XO

Views: 34,041
Engagement: 2,076
Subscribers: 168k



[Post URL](#)

The Williamsons

Views: 19,957
Engagement: 1,036
Subscribers: 67k

Sample posts



[Post URL](#)

Mr Carrington

Views: 22,683
Engagement: 2,853
Subscribers: 64.5k



[Post URL](#)

Luke Catleugh

Views: 9,236
Engagement: 1,119
Subscribers: 29.5k

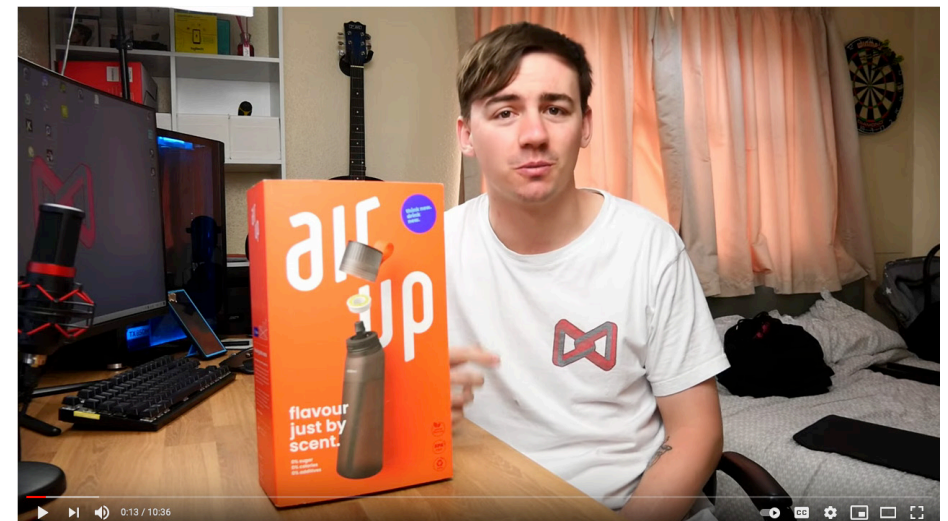
Sample posts



[Post URL](#)

Jake Clarke

Views: 6,084
Engagement: 598
Subscribers: 18.8k



[Post URL](#)

Juniors Tech

Views: 11,057
Engagement: 338
Subscribers: 4.1k

Campaign highlights



Influencers



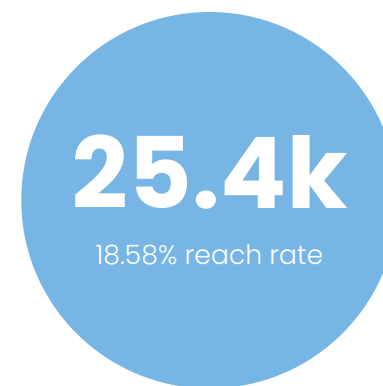
Content Pieces



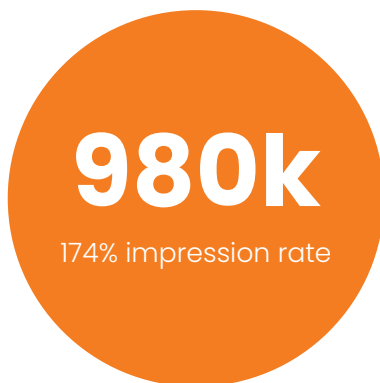
Combined Follower Count



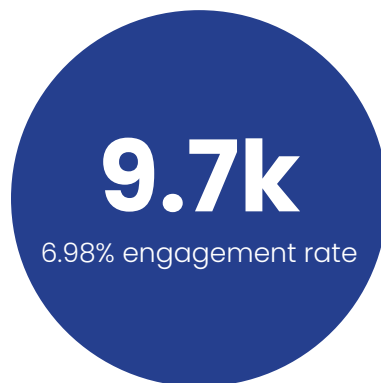
Reach (IG Only)



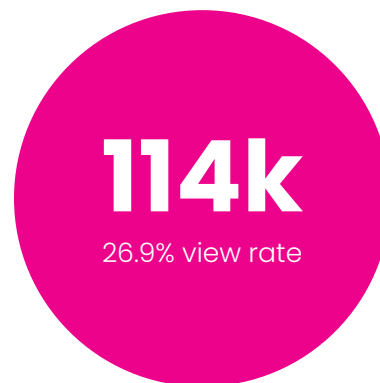
Impressions



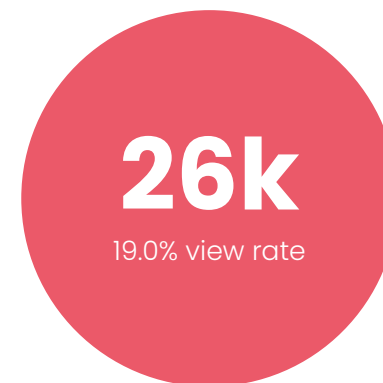
Engagements



YouTube Video Views



Story Views



* Industry standards for influencers with 25k-100k followers/subscribers
engagement rate = 0.46%, video view rate = 7.91%, reach rate = 8.9%, story view rate = 9.6%