

Beaverbrooks

Because It Means The World Campaign Case study

BEAVERBROOKS

The challenge

The main objective of this campaign was to generate creative and innovative content for the client while promoting jewellery selection for the festive period '22.

Influencers had to create Instagram Reels and Grid Posts, and style the selected jewellery pieces while focusing on the key messaging in the captions.

The solution

We set our AI Powered Discovery Engine to find high engaging content creators that fit the client's vision and aesthetic - fashion and lifestyle influencers.

It was a mix of male and female influencers from UK covering different demographics.

The content created was shared organically on the client social channels and paid media was spent to promote the posts.

The outcome

Overall, 4 influencers created 8 pieces of content with a **12.92% engagement rate**, against the industry average of 6% in 2022.

All content produced by the influencers were in line with the brief while keeping it authentic to each's style and unique.

All KPI's were reached including:

- 76% over the impressions count KPI
- 74% over the engagements KPI
- 218% over the views KPI

Meet some of the influencers



@mrugandanschnack

100k followers

35.40% engagement rate

17.7k reach

[View post](#)



Meet some of the influencers



@mogzee_m

177k followers

9.31% engagement rate

20.6k reach



[View post](#)

Campaign highlights

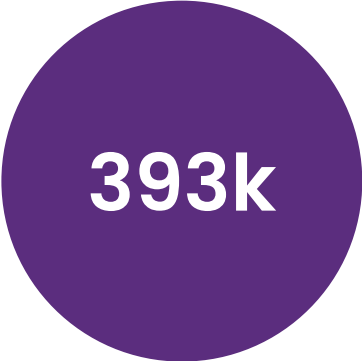
Influencers



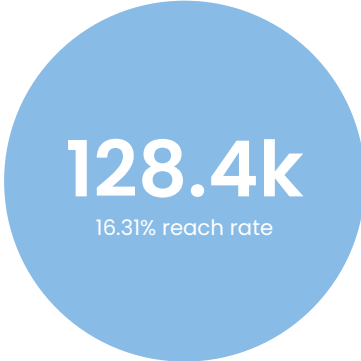
Content Pieces



Combined Follower Count



Reach



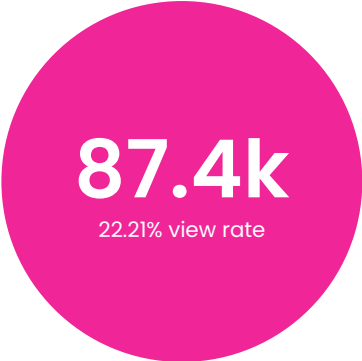
Impressions



Engagements



Video Views



Duration



* Industry standard engagement rate = 6%