Product Launch: Estee Lauder Beautiful Belle

Building Brand Awareness + Driving Conversions for a Fragrance Launch

ACTIVATE and Estee Lauder collaborated with 18 mid-tier sized influencers to generate brand awareness around their new fragrance, Beautiful Belle. Through Instagram static posts and Instagram stories with swipe-up going live over the course of several days, ACTIVATE drove engaged audiences to EsteeLauder.com to encourage direct purchase and inform audiences about the new scent.

Challenge

- Educate consumers about Estee Lauder's newest Fragrance, Beautiful Belle to a female focused audience
- Position Beautiful Belle as the must-have fragrance of the season for a diverse range of female consumers
- Drive qualified traffic directly to Estee Lauder's brand site to inspire purchase

Solution

- Partnered with 18 US high-quality lifestyle influencers through ACTIVATE's influencer technology to produce 127 pieces of compelling custom content that highlighted the new fragrance
- Through Instagram posts, Instagram Stories and Swipe Ups, ACTIVATE not only generated brand awareness, but also drove significant click traffic to the Estee Lauder retail site

Results



3.35M 2.1% 76.4K

Total Potential Influencer Reach AVG Instagram Post Engagement Rate (Likes+Comments)/ Reach)

Total Instagram Post Likes Brand Awareness & Engagement

516K

Total Story Views

3K+

Total Actions Taken from IG Stories (Swipe ups, Clicks)

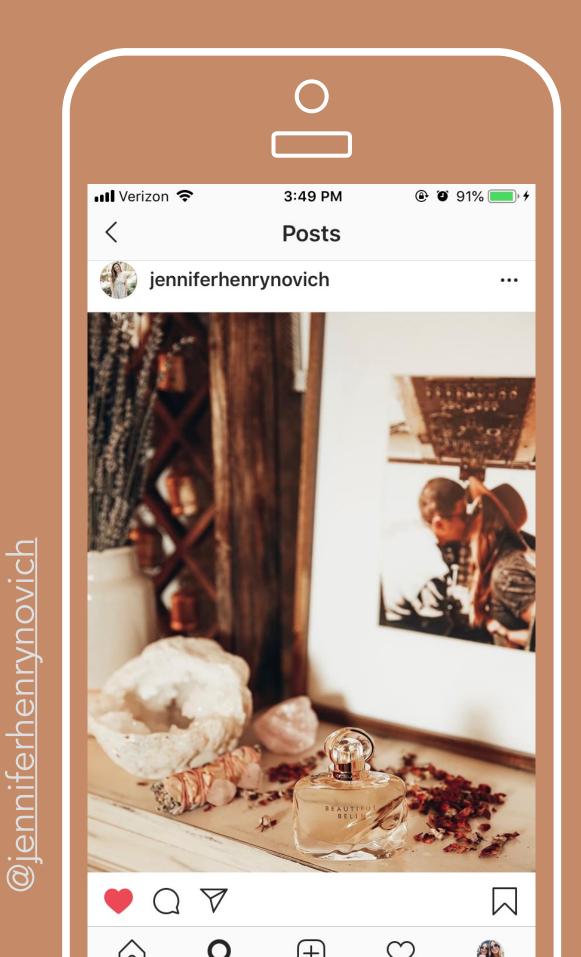
Clicks & Conversion

ACTIVATE

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Influencer Custom Content





<u>@everyda</u>





<u>@andeelayne</u>