

# 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.

ACTIVATE

## 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



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*Influencer Custom Content*

@andeelayne

Verizon

3:51 PM

92%

Posts

andeelayne



❤️

💬

📌

@jenniferhenrynovich

Verizon

3:49 PM

91%

Posts

jenniferhenrynovich



❤️

💬

📌

@everydaypursuits

Verizon

3:47 PM

90%

Posts

everydaypursuits



❤️

💬

📌

@simplycyn

Verizon

3:45 PM

88%

Posts

simplycyn



❤️

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