

CUREMEDIA[®]

GLOSSYBOX

CASE STUDY

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Influencer marketing, an integral part of the media mix for Glossybox

Glossybox is the world's leading subscription service for beauty products. Once a month, you get a beauty treat sent to your doorstep with five surprise beauty products. Cure Media and Glossybox have had an ongoing collaboration for over two years with campaigns being renewed regularly.

The result? Engagement rates over 7% and influencer marketing has become a natural part of the media mix.



Right from the beginning, the primary purpose of Glossybox's investment in influencer marketing has been twofold, i.e. to drive sales and acquire more subscribers, but also to increase brand awareness among millennial women. The campaigns have run in Sweden, Finland and Germany, where the company originally started. Glossybox recently launched their box in Finland, so on this market they have put extra focus on building a presence and establishing a strong market position.

The participating influencers have documented when they open their boxes, i.e. a so called "unboxing campaign".



Unboxing is a great campaign format when it comes to this type of product, as it showcases the physical products in an illustrative manner, while the profiles can inspire their audience and share their personal tips and thoughts about beauty and skin care in general.

Cure Media have screened, identified and activated the most relevant and trend setting influencers within beauty and skin care, with regard to Glossybox's target audience as well as the overall campaign strategy. Every profile has been selected thanks to their strong resonance among their followers and their ability to create a high level of engagement - one of the key criteria in order to make this type of campaign successful.



Results

Glossybox's influencer marketing efforts have resulted in positive figures, with engagement rates over 7%! Glossybox have chosen to continue working with Cure Media and they consider influencer marketing as an integral part of their media mix - a key ingredient in the recipe for success in the influencer marketing sphere.



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