

CUREMEDIA[®]

CASE STUDY

SKINCITY



In this case study, you will learn

- How Skincity use Influencer Marketing to build trust, awareness and preference to their brand
- The importance of adapting to changes in consumer behavior and media consumption habits to remain relevant and competitive in the market.
- The strategy for effectively reaching their audience with influencer marketing.
- The value of measuring both quantitative and qualitative metrics to evaluate the success of marketing campaigns and collaborations with influencers.



About Cure Media

Not just a platform and more than a roster, Cure Media is the hybrid solution for your influencer marketing needs. We believe in measurable results and intelligent intuition – a combination that has led to our partnership with some of fashion’s biggest brands. With over seven years in the industry, our AI-powered tool and our team’s expertise are now employed by some of the world’s most effective marketers to optimise and scale their influencer activations.

In collaborating with Cure Media, fashion brands can trust that their investment is secure, their risk reduced, and their results cost-efficient, paving the way for replicable success in the crowded influencer marketing landscape



SAM FOROOZESH
CEO & co-founder, Cure Media

About Skincity

Skincity is an online skincare clinic that specializes in providing a finelytuned selection of professional skincare products and make-up. Founded in 2011, Skincity was created from the idea of an online skincare clinic.

Skincity's team includes a customer relations division of certified skincare therapists and make-up artists who carefully select the best quality products for their customers. Their selection process ensures that every item ordered is thoroughly tested, result-oriented, and of the best quality for the skin.

Skincity is constantly searching for new brands, better product ingredients, and innovations to streamline their selection and stay up to date with the latest products in the market. Their refined collection of brands undergoes thorough testing, ensuring that only the best products are offered to their customers.



LOVISA HEDLUND
Brand Manager, Skincity Private Labels

Background

Skincity is a renowned multibrand online retailer in the beauty industry offering a wide range of skincare and makeup products, as well as their three own brands. For Skincity, influencer marketing has emerged as a pivotal digital marketing strategy. In this case study we focus on Skincity's own brands and unveil how they, in collaboration with Cure Media, successfully have leveraged influencer partnerships to achieve its sales objectives and enhance its brand recognition and preference in the highly competitive beauty market.



Brand identity

Skincity has three brands - Skincity Skincare, Plantheque, and Makethemake, each with its own identity and target audience.

Skincity Skincare focuses on making skin-care available to everyone, while Plantheque is a sustainable, vegan, and natural line of skincare. Makethemake, on the other hand, is a makeup line that combines makeup and skincare.



Influencer marketing strategy

Influencer marketing is a crucial part of Skincity's overall brand-building strategy. Skincity took a strategic decision to shift their above the line media budget in 2022 from TV/native/OLV into Influencer Marketing.



“Influencer marketing allows us to show how our products can be used in real life, which is something that traditional advertising methods like commercials cannot do.”

Lovisa Hedlund, Brand Manager, Skincity

They collaborate with influencers to reach out to their audience, educate and inspire them with their products. They carefully handpick their influencers to ensure that their content is relatable and authentic to their audience. Skincity's approach is to add and complement their communication with branded content that their influencers create, giving people a different way to assimilate with their brands.

This transition from traditional media, where commercials simply showed the product, to influencer marketing has enabled Skincity to move from brand-to-peer to peer-to-peer communication, which has helped them build trust with their audience



Influencer marketing is an important part of our overall strategy. Through our close collaboration with influencers, which we carefully hand pick and select, we reach out with our products, educate and spread inspiration and curiosity around the brands.

By adding and complementing our communication with branded content that our influencers create, we believe that people can assimilate with our brands in another way. We have visions and purposes with our brands, but they get nuanced and more authentic when it's interpreted by our influencers and communicated in their way.

-Lovisa Hedlund, Brand Manager, Skincity



Successful content

Skincity's successful collaborations are based on simple and easy-to-understand ideas that are eye-catching and have concrete takeaways. For example, their "top five beauty favorites" video is an excellent example of this. The collaboration catches the audience's attention and creates a curiosity about the content. Skincity's approach is to mediate the concept through creative briefs to the influencers to get the best possible outcome.



"My job together with Cure Media is to mediate the concept, through creative briefs, to the influencers, so they can do their job in the very best way. One thing I have learned along the way is keep it simple!"

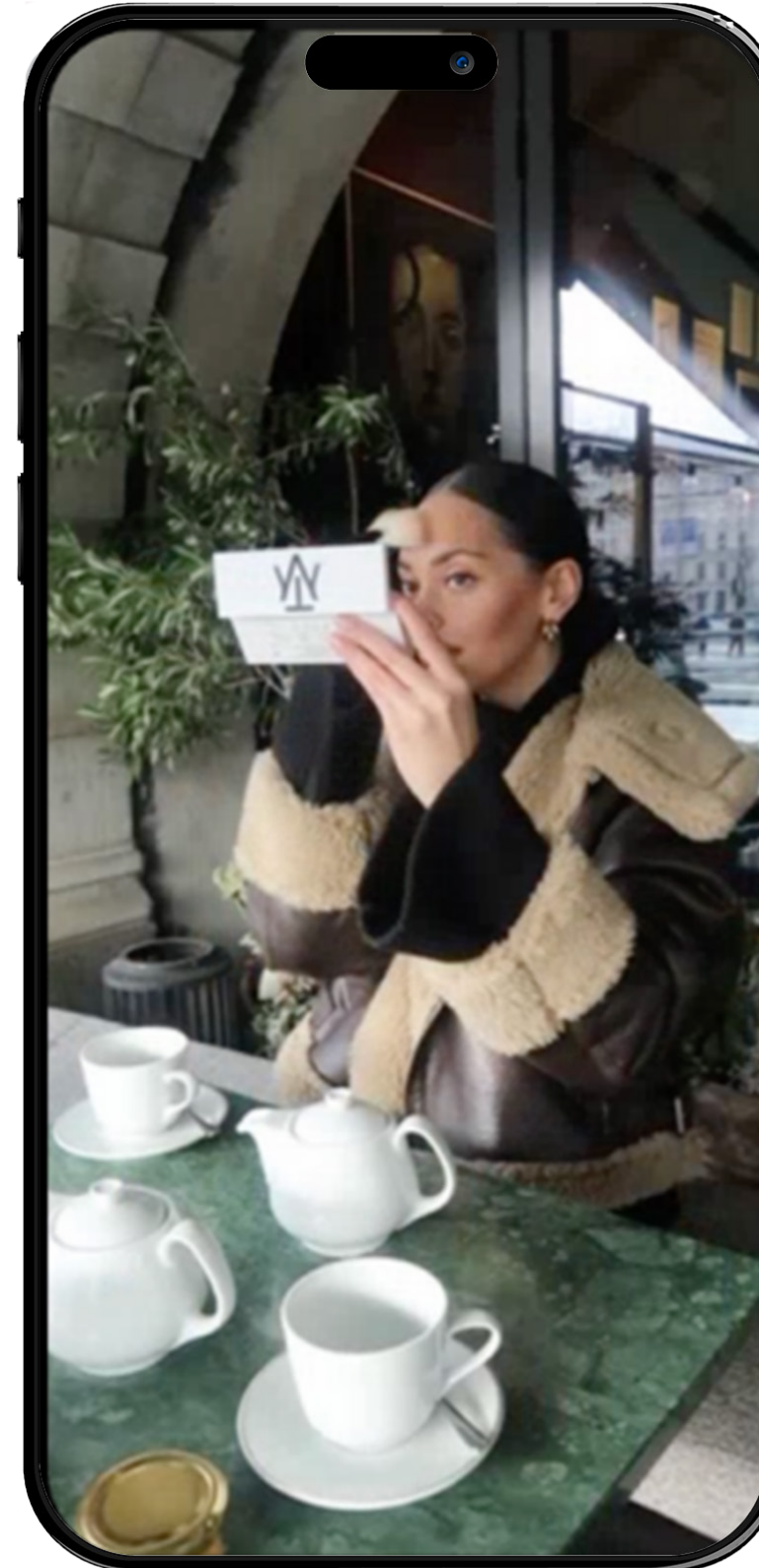
Lovisa Hedlund, Brand Manager, Skincity



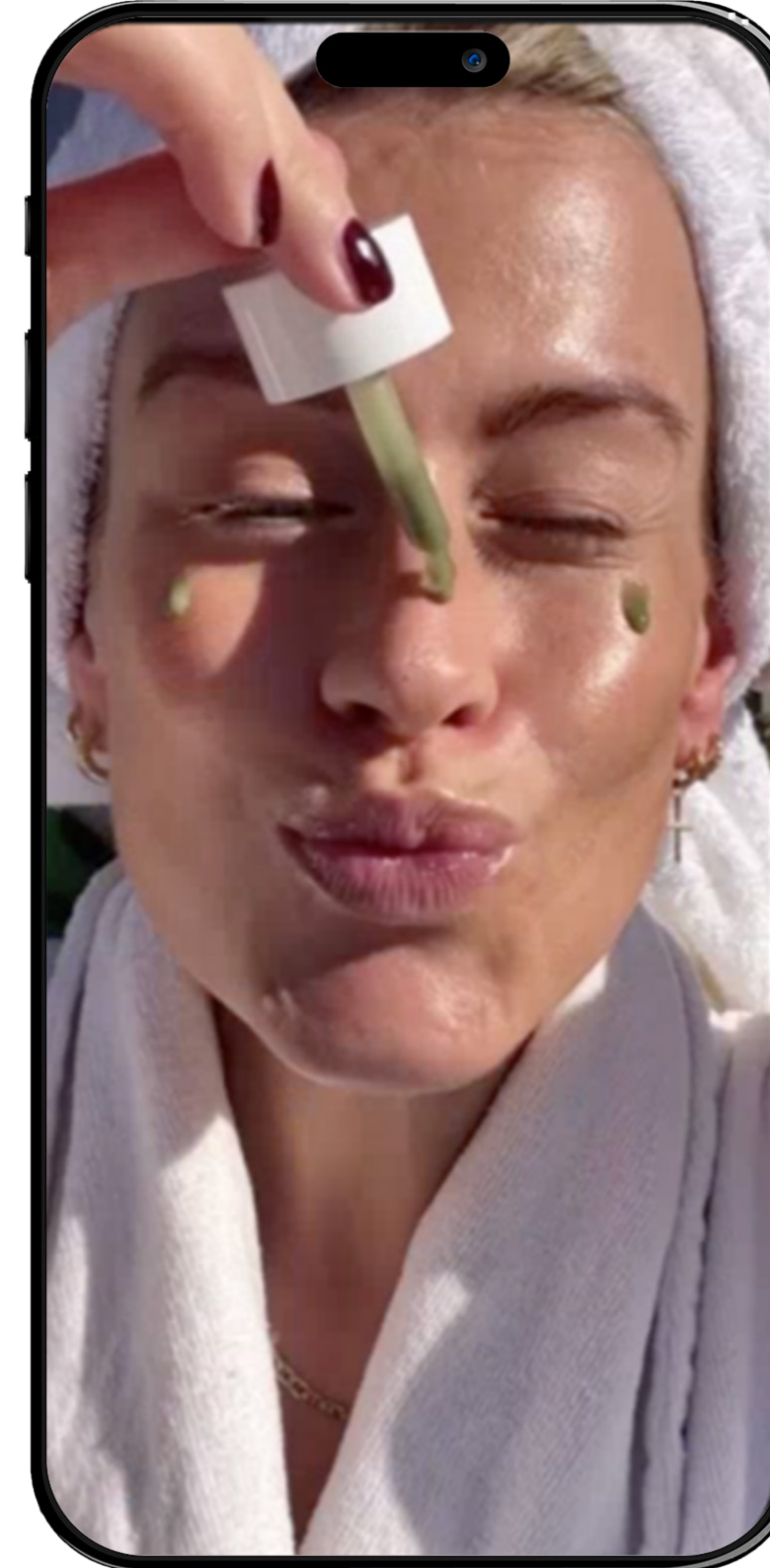
Creative strategy

For Skincity, collaborating on the creative parts of the campaign to craft impactful campaigns, is important. We begin by understanding the customer's brand identity, target audience, and objectives. In the case of Skincity, we work to achieve a unique look and feel for each of their three brands, as well as their desire to use "real skin" and show imperfections to make their campaigns relatable.

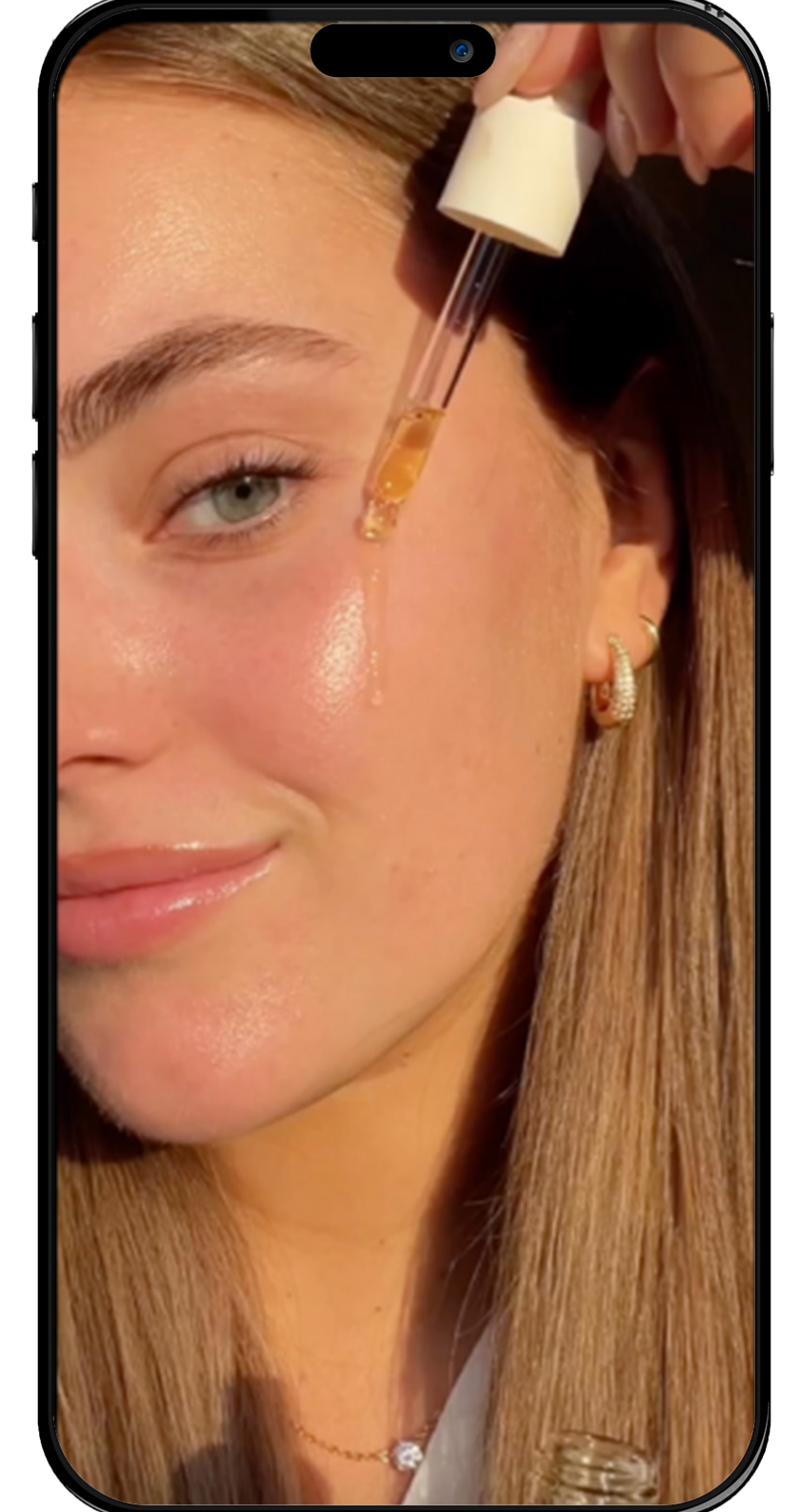
We stay up-to-date with social media algorithms and trends to maximise the campaign's impact. For instance, Skincity currently leverage "hooks" to capture viewers' attention and drive engagement.



For Makethemake, we focus on skincare-infused makeup products, providing hacks and tips on multiuse products to simplify and minimize makeup routines. We also aim to showcase real skin without filters or heavy makeup.



For Plantheque, we create content with an urban escape vibe, like a modern-day Central Park in New York. Our focus is on educating and relaxing content, specifically tailored for evening or morning routines.



Skincity Skincare emphasizes achieving "skin goals" and showcases real skin without filters in their content. The products are priced affordably, making great skincare accessible to everyone and offering options for all skin types.

Educational content

Skincity believes that educational content is key to creating engaging and relatable content, especially when it comes to skincare.

Influencer briefs should be simple to understand, and the educational content should be communicated in an easy and understandable way without being overwhelming. Keeping it simple with three key takeaways makes it easy for both the influencer and the consumer to comprehend.



Balancing trends and professionalism

Skincity's approach to balancing social media trends and maintaining a professional image for their brands is by taking advantage of ongoing trends while putting their own values and developing their own take on it. Skincity believes that you cannot succeed by just mimicking and following a trend; it still has to make sense for both the brand and the audience.



“I believe in taking advantage of the trends that are ongoing and accurate right now, however at the same time putting our own values in it and developing our own take on it. There are so many messages out there competing for the limited attention of the consumers, why you therefore must be creative to stand out from the crowd and make sure to catch the spotlight”

-Lovisa Hedlund, Brand Manager, Skincity



Measuring success

Skincity takes a multifaceted approach to measuring the success of their influencer marketing campaigns.

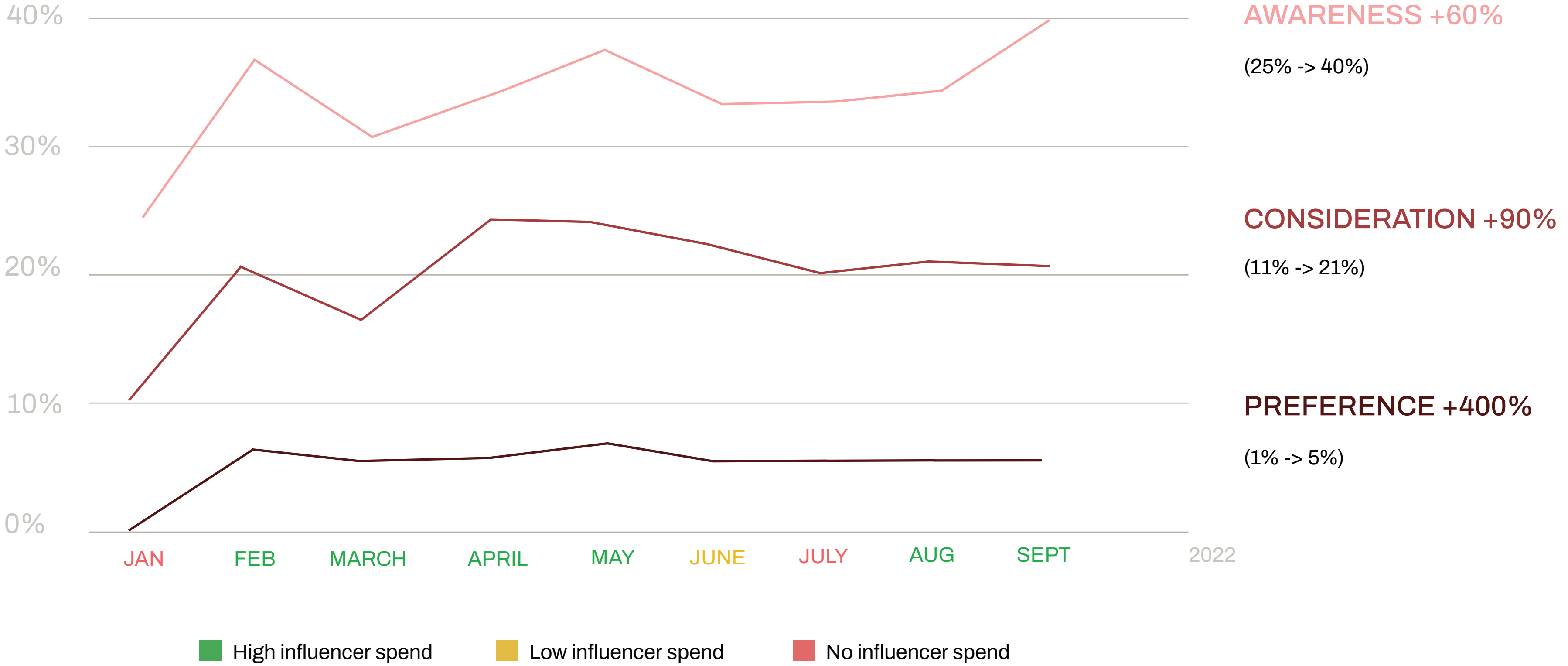
“I like to keep a mix of profiles that are brand-building along with sales-driving influencers, to get both.”
-Lovisa Hedlund, Brand Manager, Skincity

For sales-driving influencers, Skincity easily measures their impact through transactions and revenue. However, measuring the success of brand-building influencers can be more abstract, and Skincity evaluates their impact based on the quality of their content. Along with this, Skincity also measures brand tracking metrics such as awareness, preference, and consideration, as well as performance metrics such as changes in search terms over time. Ultimately, Skincity believes that long-term collaborations with influencers who have an authentic and strong brand fit are the most successful.

“What I know, and highly value, is long-term collaborations that are authentic and have a great brand fit, that always works best in the long run,”
-Lovisa Hedlund, Brand Manager, Skincity



Influencer marketing increases all brand metrics



Final words

In conclusion, Skincity's success in influencer marketing lies in their ability to collaborate with carefully selected influencers who share their values and vision. By shifting their marketing budget towards influencer marketing and measuring both brand building and sales driving metrics, they have successfully built trust and engaged their target audience in a more authentic and relatable way. Skincity's strategic approach to influencer marketing is a testament to their commitment to adapting to the ever-changing digital landscape and creating meaningful connections with their customers.



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