



# H&M YouTube Influencer Marketing Campaign



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## Generated Awareness and Engagement through the Right Creator Mix in youtube for H&M


### Objective

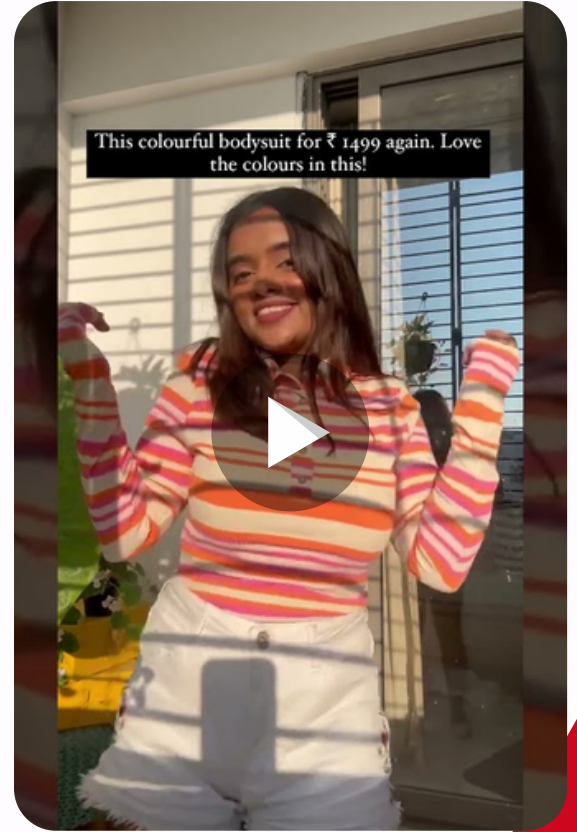
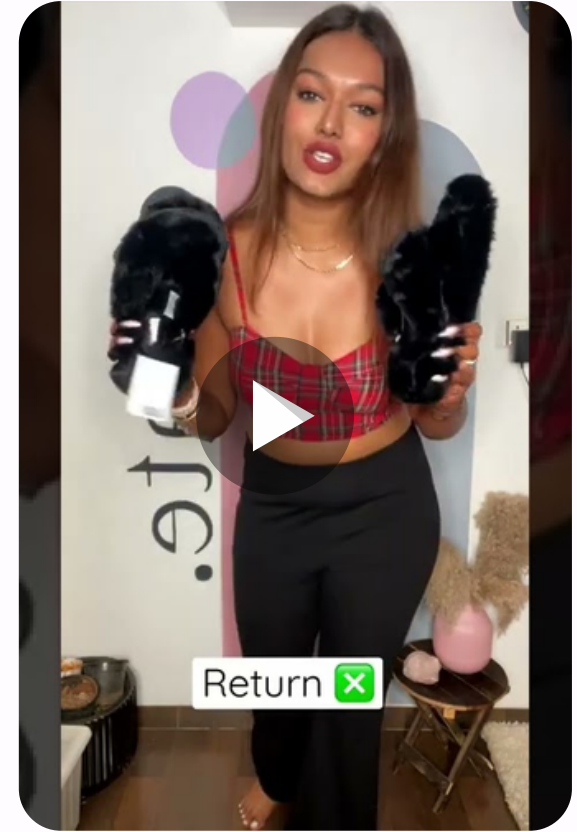
- Increase brand awareness
- To showcase the features and benefits of the Sun CC Cream through engaging visual content.

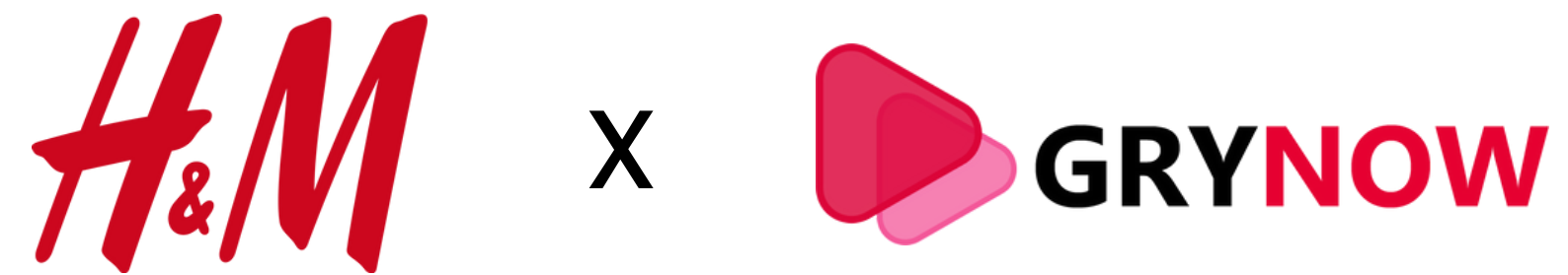
### Strategy

- Collaborated with Beauty and Skincare influencers.
- Targeted female audience concerned about their skin
- Planned to create dedicated long-format video and YouTube shorts
- Included reviews and product usage content in the video

### Campaign Results:

<b>30+</b> Videos Delivered	<b>9.4%</b> Increment in Engagement	<b>4.9</b> Views	 Platforms
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