

Re'equil YouTube Brand Awareness Campaign



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Leveraging Beauty and Skincare influencers to raise awareness about the Sun CC Cream

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

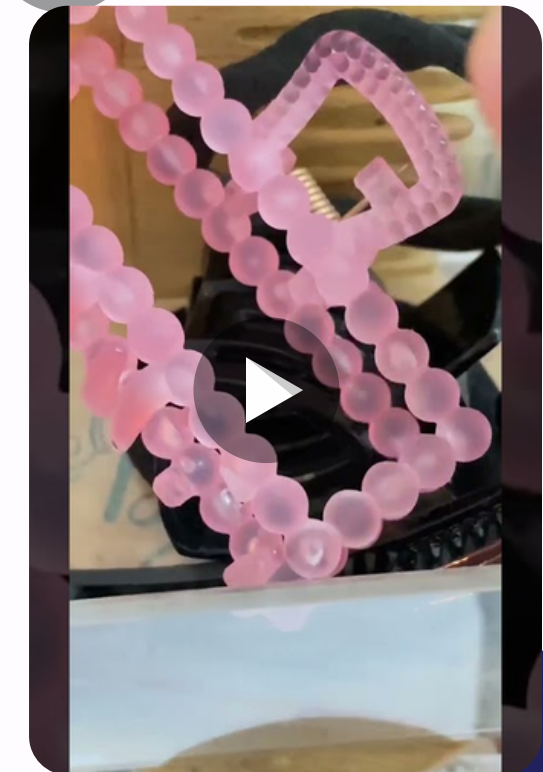
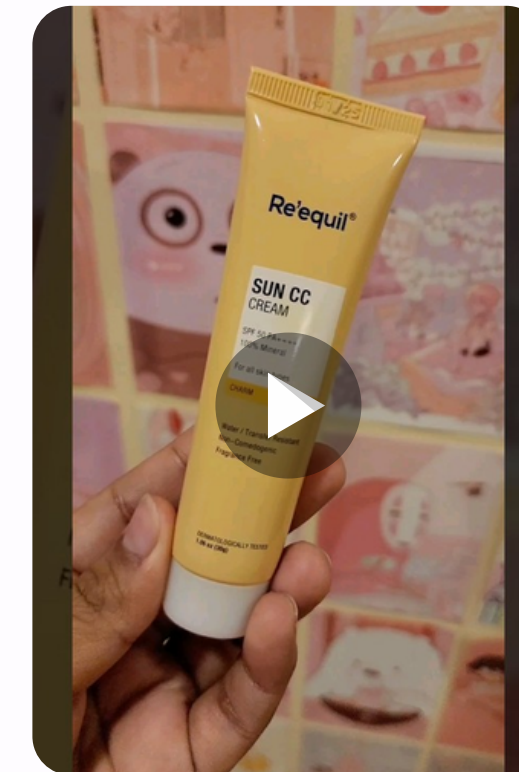
Campaign Results:


85+
Videos
Delivered

9.2%
Increment in
Engagement

7.6M
Views


Platforms



Re'equil x  **GRYNOW**

Contact Now



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