

# INFLUENCER MARKETING CAMPAIGN

NATURAL  
HONEY™

Oil &  
go!



youzz.net



REVLON SPAIN relaunched its Oil&Go!™ BB Oil by Natural Honey™ with high objectives of sampling, recommendation generation and increasing sales.

Dropping the more traditional media, **REVLON** focused their media budget on influencer marketing and word-of-mouth.



With these objectives in mind, we launched an influencer marketing campaign, in the Spanish market, that started with a market research with more than **25 000** registered influencers, members of the Youzz community.

From these, we selected **9 600** to participate in the campaign.

The results were beyond expectations.



**SAMPLING:**

**210 000** WOMEN TESTED THE  
PRODUCT

**92%** PRODUCT SATISFACTION

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**RECOMMENDATION:**

**9 OUT OF 10** RECOMMEND IT

(CLAIM FOR MEDIA)

**7 216** ONLINE CONTENTS WERE  
PUBLISHED DURING THE CAMPAIGN

**+35.000.000**

ONLINE IMPRESSIONS





## POST-CAMPAIGN YOUZZERS

94% RECOMMEND IT

78% CHANGED THEIR LOTION TO OIL&GO!

## POST-CAMPAIGN FRIENDS

91% RECOMMEND IT

71% CHANGED THEIR LOTION TO OIL&GO!



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**FOR GREAT RESULTS**

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