



LAUNCHING A
NEW BEAUTY
PRODUCT ON
TIKTOK



OVERVIEW

CASE STUDY

We worked with S19, a subsidiary beauty brand of SLG Brands, to help them drive awareness of their new **Super FX Body Makeup**. Through partnering with trusted influencers, and ensuring a diverse representation of skin types and colours, we successfully launched the product as a must-have 'luxe' item – ultimately achieving over 1.4 million views and 95.9K likes.



"Fanbytes were brilliant to work with on our recent influencer campaign"

S19

RESULTS

1.4M

VIEWS

95K

CLICKS



Fanbytes



S19[★]

STUDIO+LAB

SLG Brands



S19★
STUDIO+LAB

SLG Brands is the creator, maker and distributor of some of the high street's most fashionable beauty and male grooming brands, including **Colab**, **Amie** and **Skinny Dip**. We've worked with them across a range of TikTok and influencer marketing campaigns over the past year – this time with one of their key beauty brands, **S19**.

THEIR CHALLENGE

S19 was launching its **Super FX Body Makeup**; a fusion of body makeup and self-tan which gives an instantly flawless finish across a range of shades.

The brand wanted to raise awareness of the product amongst an **18-24 year-old female audience** with a specific focus on ensuring the campaign was inclusive and representative of all skin types and colours.

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OUR APPROACH

A core goal for this campaign was to align the products with themes of **luxury** and **allure**!

Working with trusted, credible influencers like **@rikkisandhuu** (represented by Fanbytes' **Bytesized Talent** division) and **@atifarrshad**, who use professional lighting, imagery and creative, we were confident this would be achieved.

As with all our campaigns, we ensured there was diverse influencer representation and the viewers could see the product being used on different skin types and textures.

WHAT WERE THE RESULTS

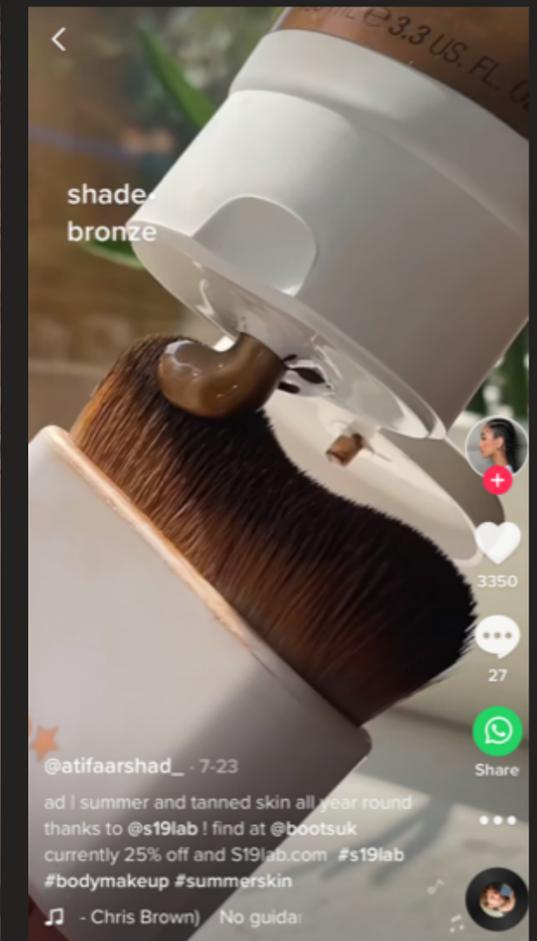
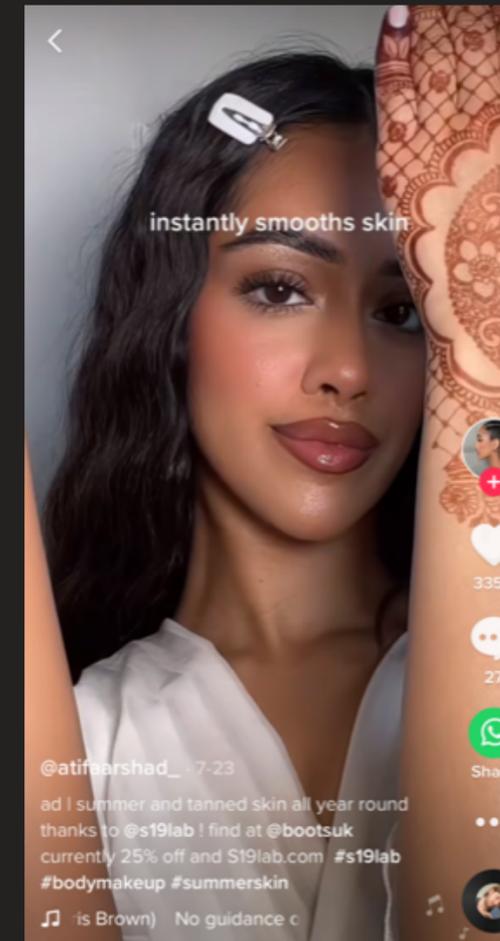
1.4M

VIEWS

95K

CLICKS

Our influencer campaign successfully raised awareness of S19's new Body Makeup amongst their target audience, with over 1.4 million views and 95.9K likes, as well as lots of positive sentiment and comments on the creatives.



"Fanbytes were brilliant to work with on our recent influencer campaign. The team were extremely proactive, organised and focused on the brief from start to finish. They suggested and secured excellent content creators who provided slick, engaging content and the campaign hit all of our targets."

CLIENT TESTIMONIAL



KEY STATS

2000+

Campaign Activations

500+

Brand Partners

5000+

Influencer Collaborations

INFLUENCER MARKETING

Scroll stopping influencer campaigns that build brand equity and love.

BYTELABS

Combining influencers with paid media to drive measurable ROI.

BYTESIGHTS

Proprietary social listening tool helping you to jump on trends before your competitors do.

BYTESIZED TALENT

With over 100m fans, tap into our managed talent division to build long standing, powerful influencer partnerships.

BRANDS WE'VE WORKED WITH

benefit
SAN FRANCISCO

H&M



boohoo



HM Government

PAPA JOHN'S



King

SAMSUNG

CONVERSE

McVitie's

UBISOFT

UNIVERSAL

UNIVERSAL MUSIC GROUP

deliveroo



Vestiaire Collective

GET IN TOUCH



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