



JOAH[®]

LAUNCHING JOAH'S

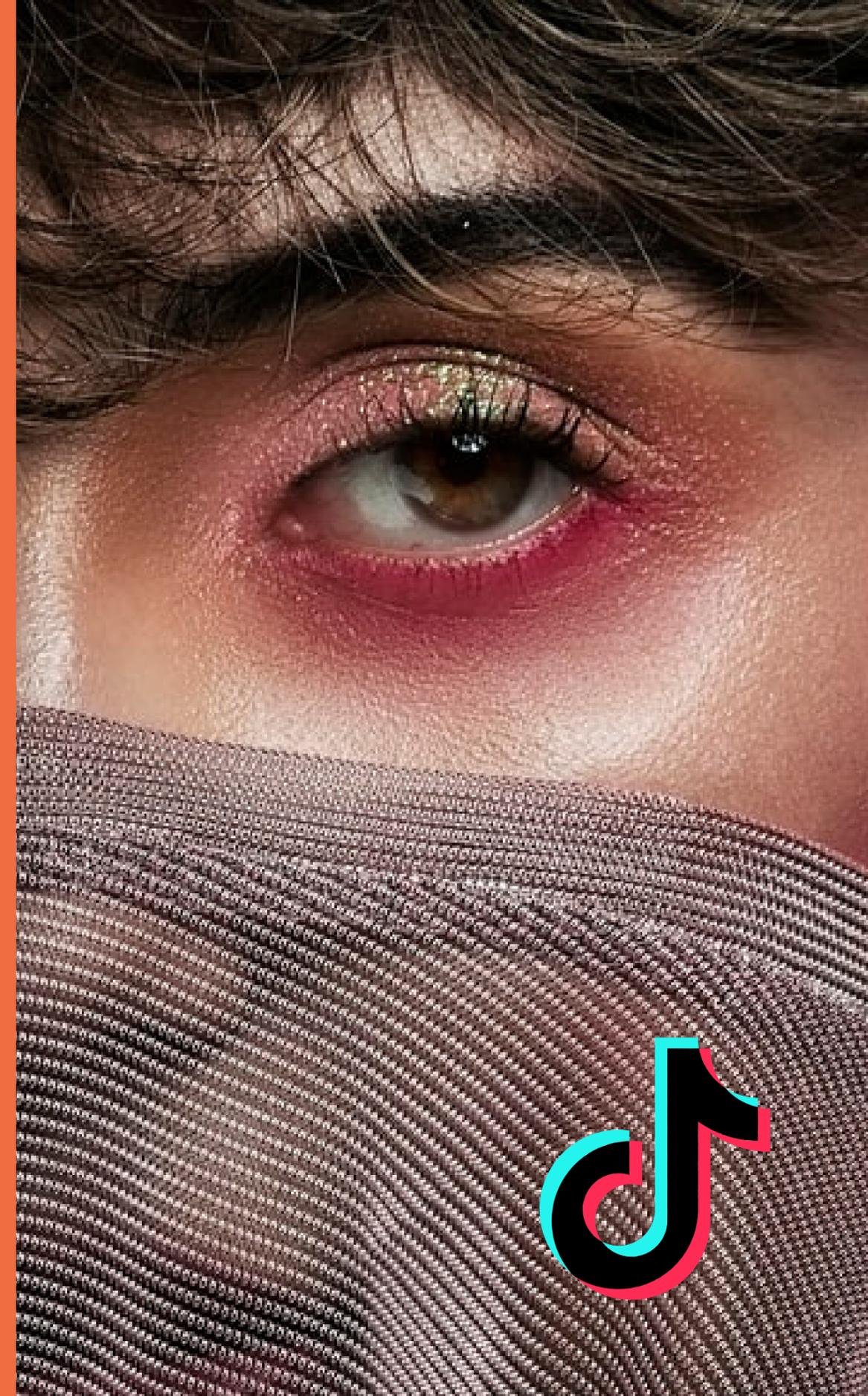
ALL-NEW BEAUTY PRODUCT RANGE

ON TIKTOK IN THE USA

“ It's time for beauty brands to
EMBRACE IMPERFECTION ”

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OVERVIEW

In 2018, KISS Products Inc. launched **JOAH**, a new Korean beauty inspired cosmetics line available exclusively online. Through its unique identity as a skin-centric, socially conscious and 100% cruelty-free cosmetic line, **JOAH has had a remarkable journey, quickly becoming an award-winning makeup and skincare brand.**



From June 2021 onwards, JOAH wanted to leverage the power of TikTok to drive awareness for their all-new beauty product range amongst Gen Z and Millennial consumers in the USA. A key focus for the client was to align bespoke content creation with their brand values; JOAH empowers women with **smarter beauty options, is 100% cruelty-free, skin-centric,** and views the makeup industry as a **self-love experience.**

Our expert Fashion & Beauty division collaborated with JOAH to produce a bespoke TikTok influencer marketing strategy. The TikTok activations facilitated the launch of five new products added to their beauty range including **Make Her Gel-ous Gel Liner, LASH UPrising DUO, LINE UP Felt Tip Liquid Eyeliner, Sun & Seoul Golden Daze Sunless Tanning Drops and Crystal Glow Primedation.**

OUR APPROACH



1 Identifying the Influencers

We leveraged our industry leading platform Bytesights to make insightful decisions. Specifically, we used our Creator Identification tool to discover a range of micro, mid and macro influencers from a wide range of communities including makeup, skincare, lifestyle and comedy.

2 Building an Ambassadors Programme

Our carefully selected ambassadors posted bespoke TikTok content regularly to drive continuous brand awareness and credibility. Currently, this programme is performing at over 3x the guaranteed view rate at approximately 700k views per month.

3 Harnessing Paid Amplification

By utilising TikTok Spark Ads, it provided a superb opportunity to boost the best performing posts. This enabled us to amplify existing organic videos to fit the client's campaign objectives with flexibility and efficiency.



OUR APPROACH

(continued)

Based on real-time data, our exclusive Bytesights tool allows us to present an unparalleled selection of potential creators for brands to easily collaborate with. In addition, we can also provide insights into what Gen Z is thinking, talking and posting about; meaning we can predict the trends before they're even trends.

For example, two of the amazing TikTok creators we collaborated with for this campaign included **@estertaniaj** and **@spencer.barbosa**. Ester Tania is a global influencer and actress known for her entertaining 'storytimes' and is nicknamed **TikTok's 'Self Care Sister'**.

Our industry analysis shows that beauty hacks are a hugely popular trend amongst Gen Z on TikTok. As such, we collaborated with Ester to create a **'Lash Hacks'** video promoting JOAH's Lash Primer and Mascara.

@Spencer.barbosa has a strong reach on TikTok with 5 million followers. We created a step by step skincare routine video with her where she showed TikTokers how to use JOAH's Primedation product. This creative content was relatable and most importantly, an authentic way to engage Gen Z by leveraging our expert insight into the latest TikTok Trends such as #GRWM videos and skincare routines.

THE RESULTS

14M+

VIEWS

14%

ENGAGEMENT
RATE

700K

VIEWS PER MONTH
AMBASSADOR PROGRAM PERFORMING
OF 3X THE GUARANTEED VIEW RATE

JOAH[®]

Crystal Glow

Primedation™

All-in-one Foundation

with Hyaluronic Acid,
Collagen & Crystalide™

30 mL (1.01 US fl.oz)



WHAT BRANDS CAN **LEARN** FROM OUR WORK WITH JOAH

“ It’s time for beauty brands to
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The phenomenal success of this campaign with **JOAH** demonstrates the importance of creating long-term influencer marketing strategies to drive the most impactful and lasting results. Equally, the incorporation of the Ambassador Programme in our strategy has elevated JOAH’s community presence on TikTok generating both **brand and product awareness**.

By harnessing our Social Listening and Creator Identification tool, **Bytesights**, and leveraging the latest TikTok Trends using our data-led insights, we were able to collaborate with the best global TikTok influencers to produce bespoke content.

According to Gen Z, it’s time for beauty brands to embrace imperfection if they want consumers to truly resonate with their content.

GET IN TOUCH



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