



Fanbytes ×

VERB

HOW WE INCREASED BRAND PRESENCE ON TIKTOK



OVERVIEW

CASE STUDY

Verb Products is a US based beauty brand offering a range of salon-quality hair products at an affordable price range. In November 2021, Verb Products wanted to build brand awareness for their Holiday Kits and best selling products such as the Ghost Collection, specifically targeted towards a Gen Z audience. The client's main objective was to engage consumers in the lead up to Christmas and January sales - letting them know that the products were available on both the Verb and Sephora websites.

RESULTS

6M
VIEWS



Our expert Fashion & Beauty division at Fanbytes successfully utilised the rapidly growing beauty community on TikTok to deliver an outstanding campaign.



Fanbytes



VERB

Verb Products



VERB

Verb Products has innovatively disrupted the beauty industry with their modern and affordable collection of hair products. As a globally renowned brand, their key focus areas include empowering women, tailoring products to “real” people and only using ethical ingredients.



THEIR CHALLENGE

Verb Products sought our TikTok expertise, tasking us with the creation of a bespoke Christmas campaign that promoted their Holiday Kits and best selling products such as the Ghost Collection, to drive meaningful awareness amongst Gen Z.

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We exceeded the client's objectives by generating over 6 million views on TikTok and, crucially, we drove positive brand sentiment which significantly increased their target audience's intention to purchase.

OUR APPROACH

The Fashion & Beauty division at Fanbytes leveraged our trendspotting and social listening tool, Bytesights, to create bespoke content which tapped into the biggest TikTok trends. Our data showed that the #hairtutorial hashtag received 124 million likes in the six months leading up to the campaign, and the use of #haircare hashtag was growing rapidly towards the holiday season.

Our carefully selected range of TikTok creators from the lifestyle, beauty and haircare niches on TikTok allowed us to tailor our audience to reach a wide range of communities.

WHAT WE DID

FIRST STEP

Analysed the brief from the Verb Products team including brand requirements and targets for the campaign.

THIRD STEP

Collaborated with some of the most impactful TikTok creators to produce bespoke content.

SECOND STEP

Leveraged data-led insights from our bespoke social listening and trendspotting tool, Bytesights, to maximise the impact of key trends.

LAST STEP

Exceeded the client's initial targets reaching over 6 million views.

WHAT WERE THE RESULTS

6M

VIEWS

120K

LIKES

2K

COMMENTS

The results significantly **increased positive brand sentiment on TikTok** and a high proportion of comments showcased **intent to purchase** from users. The content was natural, engaging and trend worthy. Ultimately, our creative authority, **fuelled by data-led insights**, was a key factor in the outstanding results produced.



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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