

# Case Study



[inzpire.me](http://inzpire.me)

# Campaign Overview

Simple partnered up with lifestyle content creators to create images and videos that both engaged their audience and raised awareness of their skin care product line.

To accomplish this, the creators published 46 pieces of content that beautifully showcased a selection of Simple's products and reflected their core quest to create products that are both pure and naturally balanced. In addition to the engagement and reach achieved in their campaign, Simple received content that cost an average of 100€ per image, which could be repurposed and reused on their Facebook and Instagram. Professional creative studios would typically charge up to 5x more than what was charged for the content created in this campaign.





37

Content Creators  
in Norway



6

Campaign  
Duration (Weeks)



100

Cost per piece of  
content



46

Pieces of Unique  
Content Created



4,585

Euros  
Spent



80

Cost saved per  
piece of content





# Campaign results



*Den milde*  
**helt ren**

Huden din påvirkes daglig af faktorer som stress, klima og forurensning. For å la være på huden bør du starte med en god hudrensning.

**simple**

- Mild og effektiv med  
indvirkende ingredienser.

**Sminketjerning Facial wipes**

- fjerner makeup og urensninger
- forbereder huden til næring
- er mild og effektiv med indvirkende ingredienser

**Moisturising Facial**

- forbereder huden til næring
- forbereder huden til næring
- forbereder huden til næring



26,160

Total  
Engagements



227,340

Reach



631,330

Total  
Followers



4.1

Average  
Engagement




405,490

Impressions



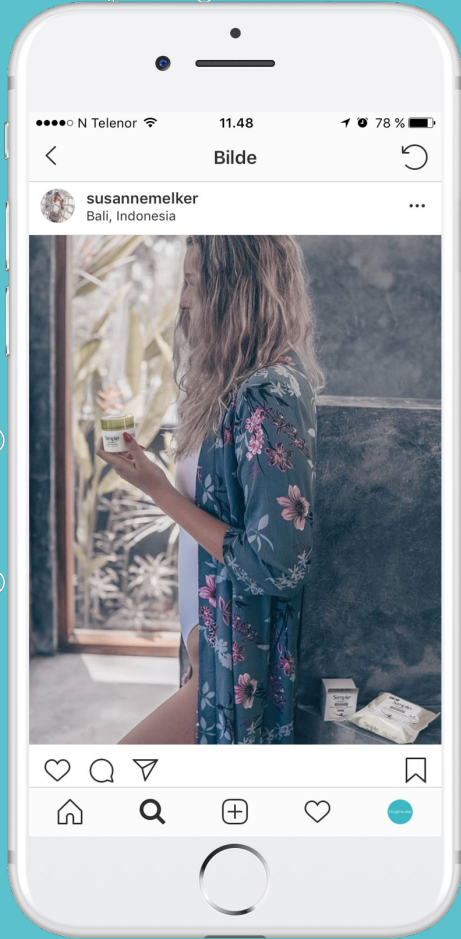
11.3

Cost Per 1,000  
Impressions

A top-down view of various fashion and beauty items scattered on a white surface. On the left, a pair of black, textured, open-toe shoes is visible. Above them, a cluster of small, dark, irregularly shaped stones or beads is scattered. In the top right corner, a portion of a silver laptop with a blue keyboard is visible. To the right of the laptop, there is a round, open compact of yellow powder, a black tube of MAC lipstick, a black tube of Lancôme mascara, a clear glass perfume bottle with orange liquid, and several makeup brushes. At the bottom right, a black, textured zippered pouch is partially open, showing more makeup brushes inside.

# Standout Collaborations

Notable influencers who nailed their collaborations



@susannemelker



5,903

Followers



10.1

Engagement  
Rate



566

Likes



32

Comments

@jennynhagen



4,591

Followers



7.9

Engagement  
Rate



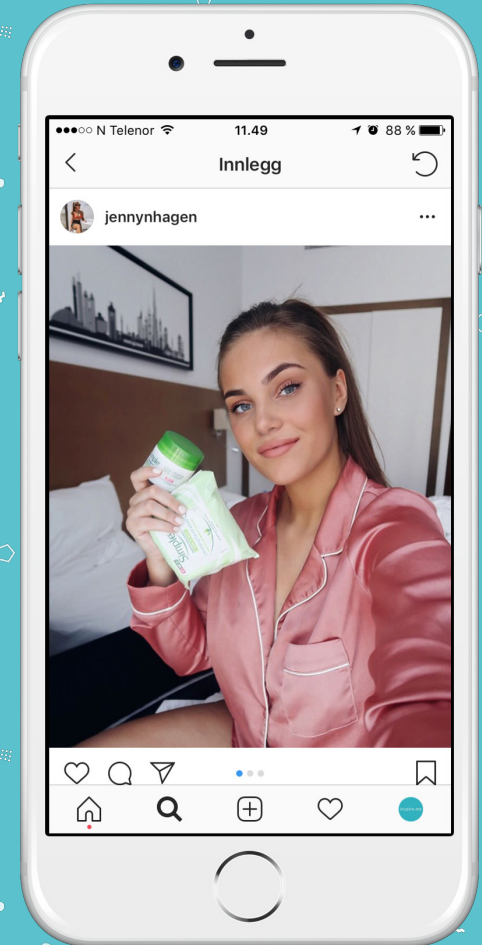
345

Likes

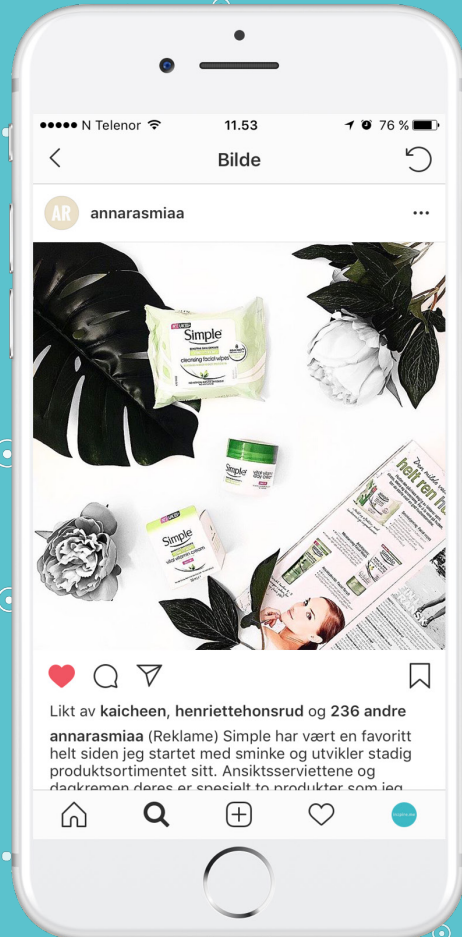


19

Comments







@annarasmiaa



5,020

Followers



4.9

Engagement Rate



240

Likes



5

Comments





# inzpire.me

Where brands and influencers connect to share  
inspiring stories around the globe

