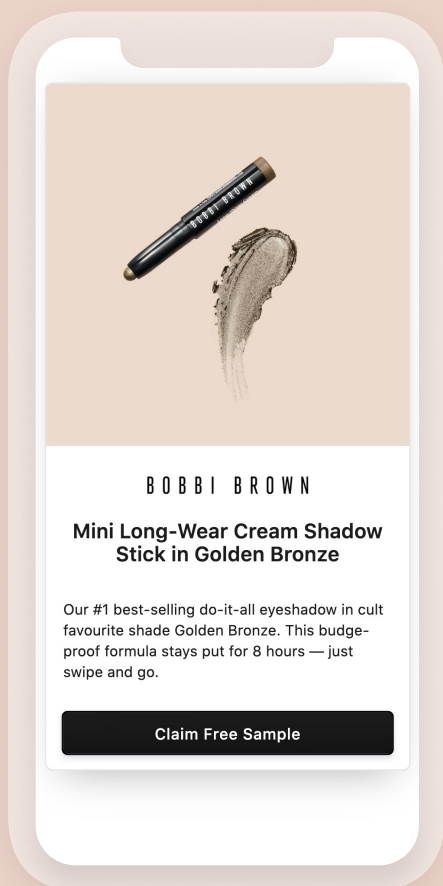


Bobbi Brown Case Study

SoPost social sampling and the right influencer partnership gets great results for Bobbi Brown

Objective

Bobbi Brown Cosmetics is an Estée Lauder Companies brand known for its universally flattering products and diverse customer base. The Bobbi Brown team were looking to drive new awareness and trial for one of their best-selling makeup products, Bobbi Brown Long-Wear Cream Shadow Stick. They hoped it could also be an opportunity to collaborate with influencers to expand audience reach. So, they looked to SoPost to bring everything together into a seamless social sampling campaign.



Solution

Partnering up with a duo of top UK content creators on Instagram, Bobbi Brown engaged SoPost to develop an end-to-end social sampling experience. The brand provided creative assets, and SoPost implemented a direct integration with links for the influencer team, making the campaign easy to get up and running. SoPost created the branded microsite where consumers could request their samples, and soon 3000 products were on their way to women across the UK.

The microsite garnered 49% opt-ins to Bobbi Brown marketing, and the campaign follow-up email offered samplers a coupon to buy at retailer, John Lewis, while generating 86% five-star reviews for the brand. Custom questions included in the email helped the team gather valuable consumer insights. For example, they found that 69% of the samplers said the product's quick and easy application was their favorite characteristic.

| **3,000**

targeted consumers
received a sample

Results

This end-to-end social sampling solution made campaign execution and measurement easy for both Bobbi Brown and its influencer partners, helping the brand reach new consumers and drive fresh product reviews:

49%

of consumers opted-in to further marketing

86%

of all reviews were five-star

100%

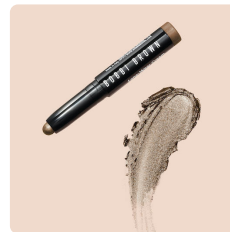
of consumers had or would recommend the product



4.77

average rating

Sarah, did you enjoy your sample?



Bobbi Brown
Long-Wear Cream Shadow Stick



Yes



No

[I haven't tried my sample yet...](#)

73%

of consumers were likely to buy within the next six months

6.2%

of consumers clicked through to the product page

8%

of consumers had already gone on to purchase the product

“ Making a sampling campaign part of our wider influencer program created a great opportunity for us to collect authentic product reviews and gather opt-in data. It is super easy to work with SoPost, and their integration with PowerReviews makes it simple for us to share product-specific reviews across all our properties and really leverage their value.

Charlie Root
Marketing Manager
Bobbi Brown

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