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Tom’s of Maine: Social Media Case Study
The Results: Achieved 2x industry average engagement rate on TikTok

**Instagram**

- **705% increase** in amount of net new followers
- **28% increase** in overall reach
- **22% increase** in website taps

**Highest Engagement Rate**

**TikTok**

- **11.4% increase** in followers
- **6.5% average engagement rate**; approx. 2x the industry average

- Achieved over 210,747 total impressions

**Highest Organic Reach**
## How We Created Growth

### STRATEGY

**Do Good**

Social listening, data analysis and competitive analysis led to unique IG & TT strategies.

### CONTENT: STUDIO

![Image of Tom's toothpaste]

Studio still life and Reels developed to show off new branding and reinforce the natural ethos.

### CONTENT: ON LOCATION

![Image of person outside]

Time outside is a benchmark of Tom’s, so we took our content planning outdoors: on hikes, camping in the desert, pitching a tent...

### CONTENT: INFLUENCER

![Image of family]

Focus on families who embody the spirit of Tom’s, highlighting moments like recycling, health habits and time outdoors.

### CONTENT: UGC-STYLE

![Image of community management]

Elevated storytelling, unique content creation, community management and targeted paid social campaigns.

### CONTENT: DESIGN

Leverage brand standards but create motion and energy in educational content.
Content: Studio, stills

Brightly and naturally lit but not oversaturated, this in-house photography infuses liveliness and optimism into the feed. Images are product-focused and tightly cropped — either in-hand or hinting to a home environment.
Content: Studio, video

Brightly lit with natural-looking lighting, these elevated in-house TikToks/Reels link Tom’s of Maine’s product benefits and activism in edutaining content.

- **Sustainable Packaging**
  Shows audience’s creative ways to upcycle products. Directly calls out benefits of natural products and the good the consumer is doing for the environment.

- **Badge Identity**
  Elevated, bright and crisp video quality. Displays activist badges to tie in Tom’s of Maine’s product and environmental benefits.

- **Strategy**
  Optimize engagement by adding “Shop now” feature to drive sales.

- **ASMR**
  Crisp sounds and bright visuals make these videos highly popular on TikTok with the hashtag earning over 713.8B views.

**Above Avg. Eng. Rate**
6.0% Engagement Rate
Content: On Location

Out for a hike, camping for the weekend, backyard play - Tom’s of Maine content shot in the wild connects the brand to their mission of preserving the Earth.
Content: Influencer

Focus on families of all shapes and sizes, creating relatable content that inspires action and reinforces the brand values of recycling and being outdoors.
**Content: UGC-Style**

Lo-fi-style videos, the highest performing on TikTok, utilize macro angles, clever, edutainment themes and trending sounds.

**POV Humor**
- Most Views
- 107,751 Views on TikTok

**"Get Ready With Me"**
- Highest Avg. Watch Time
- 10.7 Seconds

**POV Sustainability**
- Highest Organic Eng.
- 23 Engagements
Content: Design

Edutaining carousel graphics, animations and IG Stories serve to link Tom’s of Maine’s product benefits and activism.

In-Feed Strategy: Drive engagement with sharable and savable graphics. Consumers can bookmark important info about a product for later or directly purchase via “Shop now” links. Maximize reach with relevant hashtags that have high visibility like #SustainabilityMatters (346k), #NaturalLiving (1.8M) or #DoGood (2.9M).

Story Strategy: Appealing graphic stories that inform followers with pithy language, unique engagement features like Q&A, and calls to action drive engagement and boost potential to drive sales conversions.
In spite of the popularity of Reels on Instagram, carousel posts statistically are the most engaging overall (Source: SEJ).

Bold, educational graphics incorporating Tom’s doodles engage followers with a sense of movement while leveraging brand colors.
The Beauty & Wellness Experts

Viviscal Pro: Integrated Marketing Case Study
Case Study

Professional Haircare: Viviscal Pro

- Strategy
- Campaign Concepting
- Organic Social Media
- Paid Program
- Reporting
Flip the script on hair loss from insecurity to inspiration
THE CHALLENGE

To win over consumers, we had to first win over their stylists.

Stylists are artists and hair is their canvas. They are open to recommending products that make their clients feel good and their own work shine–win-win.

THE IDEA

We gave the artists a reason to talk about Viviscal PRO in a disarming way.

First, set your hair goals high, then exceed them.
How Did We Do it?

Studied the "moments that matter" in the hair thinning journey

Targeted print & digital campaign to drive the key message forward

Gave the Stylists something to talk about, but NOT thinning hair! They won’t start that conversation with clients.

Targeted IG & FB ad program
Research

Conducted extensive research with hair professionals to uncover the “moments that matter” in the sensitive relationship between stylist and client.

These “moments that matter” informed the program strategy.

MOMENTS OVERVIEW

1. A Fresh Start
2. A Nutrient Powerhouse in 2 Tablets
3. A Strong Base
4. From the Inside Out
5. Growth Stage: What’s Happening on the Inside
6. It’s Working: Seeing Results
7. Anti-Aging
8. Maintenance

A FRESH START

“Any changes since we last met?”

“What are you liking/not liking about your hair?”

Your client's response to these questions opens the door for the sensitive conversation about hair loss and thinning.
The Campaign

Achieving hair goals is a partnership between stylists and their clients.

With **Viviscal PRO**, stylists can create thicker, fuller, healthier hair that makes the best canvas for their work.

**Stylists have the power to transform hair — and their businesses — into something stronger, healthier, more beautiful.**
Paid Trade Advertising

Targeted 3-month print & digital campaign to drive qualified leads:

Modern Salon
American Salon
Behind the Chair
Mane Addicts

Grew email list of qualified stylists ↑13.5%
With Viviscal Pro, stylists can provide a hair health solution that goes beyond the basics of cut, coloring and styling.

As a partnership between stylist and client, plan for life’s special events and milestones. Celebrate results.

Exceeded Lead goal by 139%
The Beauty & Wellness Experts

Epionce: Professional Skincare Case Study
Case Study

Professional Skin care: Epionce

- Brand Strategy
- Campaign Development
- Media Relations
- Social Media Strategy
- Content Creation & Copywriting
- Influencer & KOL Relations
- Content Calendar & Posting
- Community Management
- Paid Program: Social & Search
- Email & Blog Program
- Reporting
BBCA + Epionce

2+ year multidisciplinary collaboration

In just 6 months, we elevated Epionce to national awareness to achieve brand goals
As social media inspired consumers to try every single “next big skincare thing,” their barriers were feeling the effects.

A more gentle, barrier-first approach was taking off with conversations turning to skin barrier health.

OUR INSIGHT

For Epionce, skin barrier health is not a trend. As the original barrier-first brand celebrating their 20-year anniversary, we set out to lead the conversation on barrier health and demonstrate to consumers and pros that we have a shared goal - to create healthy skin and beautiful results.

OUR CHALLENGE
# How We Created Growth

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**Base Beauty Creative Agency**
Spate named the skin barrier the 8th fastest growing skincare trend of 2023.

- 24.5k avg. monthly searches
- 23.9% predicted YoY growth

Related searches include “cream” and “moisturizer”

Conducted market research and interviews with internal and external brand stakeholders to gain additional insights in order to refine points of differentiation:

- Founder
- Epionce Pros
- Epionce Educators

 Patients don’t easily understand the skin barrier
– Epionce Educators

We are fighting social media
– Skincare Pros

 If it's for protection, why are we doing these things to blow open the barrier?
– Dr. Carl Thornfeldt, Founder, Epionce
Uncovered brand and market insights to develop key Brand Fundamentals including:
- Brand Positioning Statement
- Brand Voice
- Brand Story

RETHINK SKIN CARE.
EPIONCE CARES FOR YOUR AMAZING SKIN.

The first rule of medicine also applies to skin care:

**First, do no harm.**

Barrier-nurturing Epionce products are carefully formulated to care for your skin without doing harm to the barrier. Your barrier is a wonderland. It’s your protective shield to the outside world. It’s the secret to having a beautiful complexion and keeping skin conditions in check. Caring for it works wonders.
Demonstrate that Epionce is and always has been Barrier Obsessed.
Better For Your Barrier.

When you're good to your skin barrier, it's better for your skin.

Your products work better.

Moisture stays in better.

Your skin has a better chance of getting better and better.

This has been the inspiration behind Epionce skincare for over 20 years.

Each formula is gentle, yet powerful. Vigorously tested.

And always better for your barrier.
National brand relaunch introducing brand's commitment to barrier-first messaging to target audiences.

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<th>Consumer Target</th>
<th>Pro Target</th>
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<td><strong>Brand Video</strong></td>
<td><strong>Over half a million Renewal Facial Creams sold</strong></td>
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<td><strong>19 Beauty Awards</strong></td>
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<td><strong>2022 THOUSANDS of accounts</strong></td>
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**Pro Target**
- Trade Print Ads
- Anniversary Video
- Social Assets for Pros
Epionce | Campaign Results

NewBeauty Homepage Takeover + Sponsored Social

**Homepage**

- Put Your Skin Barrier First and Beautiful Skin Will Follow
- Advanced, proven skincare formulas that are better for your barrier
- 860k impressions
- 0.15% CTR exceeding 0.10% benchmark

**Sponsored Social**

- Unlock the Power of Your Skin Barrier with Epionce: Nurture, Transform, Glow!
- 318k impressions
- 4.5k unique clicks
- Overall CTR exceeding 1.19% benchmark
RESULTS | Media Relations & Influencer & KOL Relations
Virtual Media Event kicked off brand relaunch to the press resulting in a UVPM of 35,000+ with Derm brand founder & media-savvy KOL partner Derm, Dr. Engelman

Ongoing Strategic Pitching resulted in 90+ earned placements and 770mm+ impressions with inclusion of key products in notable publications like People magazine, Women’s Health, Allure, Real Simple, NewBeauty & more

Strategic Award Submissions resulted in coveted recognition
Thoughtful KOL Partnerships and Organic Seeding Programs resulting in awareness, media placements and NEW pro account openings!
RESULTS | Organic and Paid Social Media + Blog and Email
Paid media campaign, including social and search, generated:

**10x** revenue growth

**20x** impressions growth

on Facebook and Instagram in just 9 months.
Epionce | Organic Social Media Results

Content Creation and Organic Social Media programming driving brand awareness with high performance across key brand metrics including 1.6M Instagram Impressions and a 16% increase in Audience Growth Rate in 11 months.

- **6.14%** ER by reach
- **5.82%** ER by reach
- **390%** Higher reach than avg.
- **172%** Reach than avg
- **388%** more shares than avg.
- **6x** the avg. comments
- **7.41%** ER by reach

"I developed Epionce to be a better doctor."
— Dr. Curl

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Epionce | Organic Social Media, Community Engagement Results

Organic Social Media programming creating a loyal community of engaged consumers and healthcare professionals, and an increase in User-Generated Content with #epionce by 29% and #EpioncePro by 372% in 15 months.
Strategic Blog & Eblist copy and design programming creating significant **increases in revenue and pageviews** in just 9 months.

**Top 5 Reasons Dermatologists and Estheticians Love Epionce**
February 15, 2023

**3 Skin Barrier Myths, Debunked**
January 12, 2023

**5 Easy Fall Skin Care Tips**
October 12, 2022

3.95% Ecomm Conversion Rate

2X Avg. Page Value

40% Open Rate

2X Avg. Page Value

Epionce | Digital Blog & Email Results
The Beauty & Wellness Experts

Face Reality Skincare: Integrated Marketing Case Study
FACE REALITY | Big Idea

Help the acne client feel understood and supported like never before.

2+ year multidisciplinary collaboration

Brand valuation increased 5x during our term

BIG IDEA
The acne category is superficial; hyper-focused on before and afters. Yet for the average acne client, these kinds of success can be elusive.

It is not uncommon for an acne patient to try seven different treatments (and still not have success).

Acne can have a profound effect on mental health, impacting life way beyond the skin.

“I have always struggled with acne...I’ll never forget when someone referred to my face as a ‘crunch bar’ and to this day, whenever I get a breakout I still remember that... I know I’m not alone in sharing that a bad breakout has a way at chiseling away some of my confidence.”

– Frank Grimsley, TV Personality, Face Reality’s first LGBTQ+ African American Male Influencer Partner
Conceived a consumer survey to measure the emotional impact of acne and inform the campaign strategy.

Conceived an evergreen brand campaign to "OWN" Acne Awareness Month from a unique, emotive POV.

Amplified survey results widely with consumer and trade digital, broadcast and podcast media to "own" the Acne Awareness Month conversation.

**How Did We Do it?**

**RESEARCH**

Got “this close” to the consumer via Teen Vogue partner content program to build on the 2021 Teen Vogue Awards win.

**THE CAMPAIGN**

Crafted influencer partnerships with creators who share openly and honestly about the emotional toll of acne and are vulnerable about their journeys.

**EARNED MEDIA**

Seeded product packages to skincare influencers who talk freely about acne and/or body positivity.

**PAID CONSUMER MEDIA**

**INFLUENCER PARTNERSHIPS**

**INFLUENCER SEEDING**
Generated powerful, **100% brand-owned data** to be leveraged during Acne Awareness Month and in evergreen campaigns.

Survey of consumers led to dramatic data and insights shared with the media, professionals and consumers.
The brand campaign launch (coinciding with Acne Awareness month) acknowledged the very real feelings of acne sufferers while demonstrating that a truly effective treatment can improve both their outcome and their outlook.
Earned Media

No other acne brand made an impact like Face Reality with rich owned data during Acne Awareness Month.

730M+ consumer and trade media impressions tied to Acne Awareness Month coverage

449 broadcast airings

YoY % # of UVPM/Circ. +425.14%
Paid Consumer Media

Clicks to dotcom: 9.5K+

Native article click-through rate: 7x vs. benchmark

100k+ Targeted Email Opens
Influencer Partnerships

Our influencer partners shared their acne journeys to create meaningful and emotional connections with the target.

Partner TV personality Frank Grimsley’s Instagram content engagement rate of 3.95% far exceeds the benchmark of 0.87%. His content started meaningful conversations with fans.

Partners Shanice Hills and Elaine Perry also exceeded TikTok benchmarks with 2% engagement.
Influencer Seeding

98 packages were delivered to a mix of Skincare Influencers, Estheticians and Derms.

Notable seeding recipients included Lucy Hale (IG 24.5M), Emily Mariko (IG 1.3M), Franny Arrieta (IG 480K) and Dana Patterson (IG 426K).

Recipient @michaelgrullon_’s (TT 75K) organic content exceeded TikTok benchmarks with an engagement rate of 21%!

Kilee Kearns @kileekearns (13.6k)
“I bow down to this cleanser. This Ultra Gentle Cleanser from Face Reality is a true queen. It’s pretty much my everyday cleanser. I love using this, it works so well with my dry, acne-prone skin”

ER: 4%

“I'm such a fan of Face Reality and my community has acknowledged my obsession with your products lol!”
Contact
BASE BEAUTY

Jodi Katz, Founder & Creative Director
jodi@basebeauty.com
917.703.4580
231 West 29th Street Suite 802
New York, NY 10001

basebeauty.com
wherebrainsmeetbeauty.com
@BaseBeautyCreativeAgency
@WhereBrainsMeetBeautyPodcast