



BASE
BEAUTY
CREATIVE
AGENCY.

15 YEARS

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



Background

CLIENT GOALS

Drive brand awareness, credibility and trust among Professional and Consumer targets

Grow Pro Account Channel

Sell more SKUs with existing accounts

OUR INSIGHT

As social media inspired consumers to try every single “next big skincare thing,” their barriers were feeling the effects.

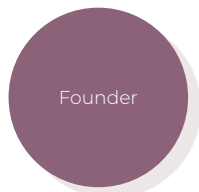
A more gentle, barrier-first approach was taking off with conversations turning to skin barrier health.

OUR CHALLENGE

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.

How We Created Growth

RESEARCH + BRAND FUNDAMENTALS



Conducted stakeholder interviews and competitive analysis to build insights

CAMPAIGN DEVELOPMENT



Created a campaign that resonated with pros and consumers

MEDIA RELATIONS



Press event featuring Epionce Pro, Dr. Dendy + Founder Dr. Carl Thornfeldt
Ongoing pitching
Award Submission

INFLUENCER & KOL RELATIONS



Educate and inspire through influencer / pro partnerships

PAID SEARCH



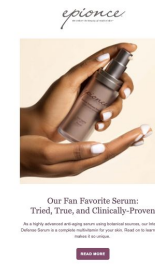
Ongoing keyword research

ORGANIC + PAID SOCIAL MEDIA



Unique content creation, community management and paid social campaigns

DIGITAL BLOG + EMAIL



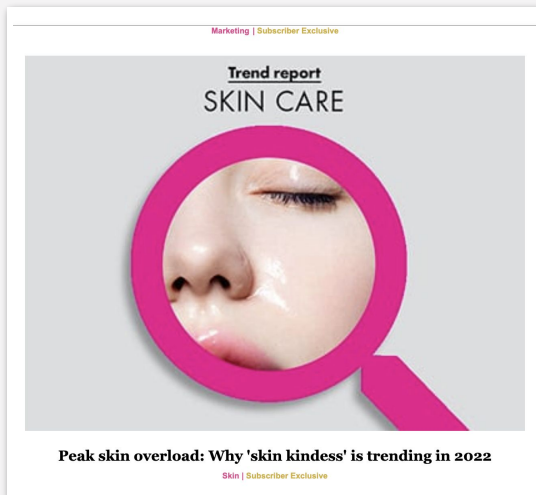
Blog post writing, e-blast writing and design

RESULTS | Research > Brand Fundamentals > Campaign Development

Insight Gathering

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



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”

“

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

Brand Story Highlights

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:

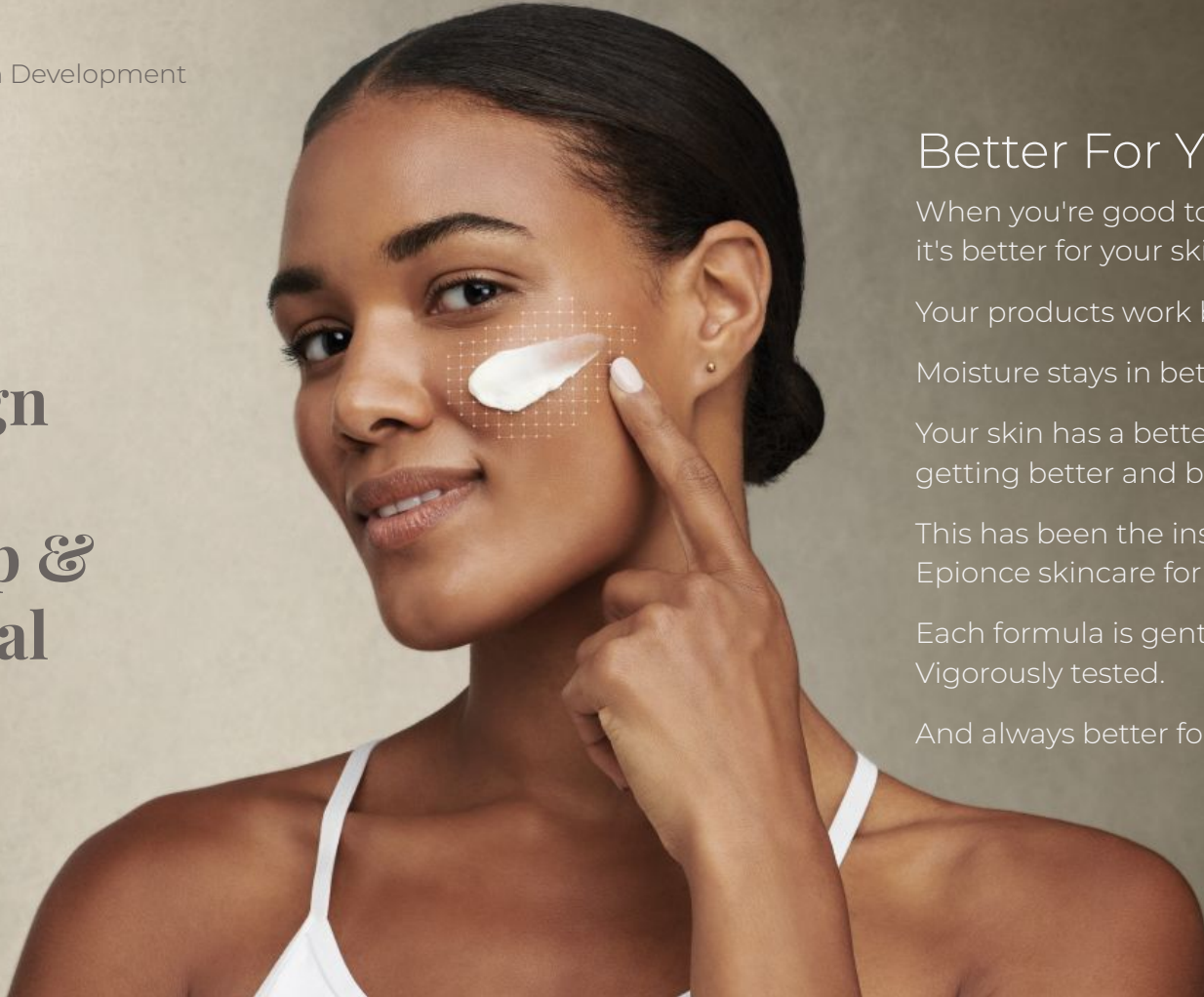
First, do no harm.

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.

Campaign Brief Main Message

Demonstrate that Epionce
is and always has been
Barrier Obsessed.

Campaign Concept Write-Up & Key Visual



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.

Consumer Target



Consumer Print Ads



Consumer Print Ads



Paid Digital



Brand Video

Pro Target



Trade Print Ads

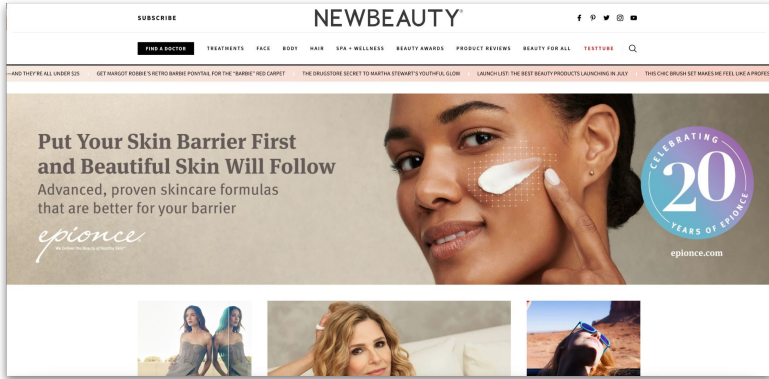


Anniversary Video

Social Assets for Pros

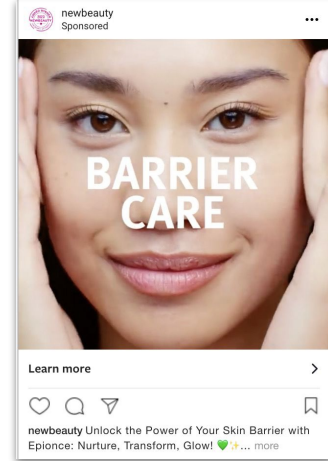
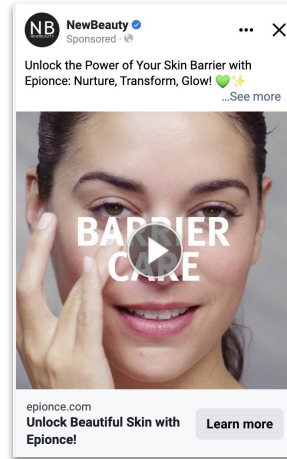
NewBeauty Homepage Takeover + Sponsored Social

Homepage



860k impressions
0.15% CTR
exceeding 0.10% benchmark

Sponsored Social



318k impressions
4.5k unique clicks
Overall CTR exceeding 1.19% benchmark

RESULTS | Media Relations & Influencer & KOL Relations

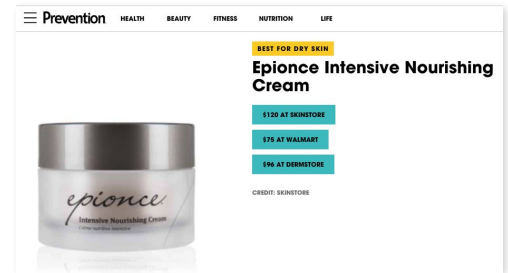
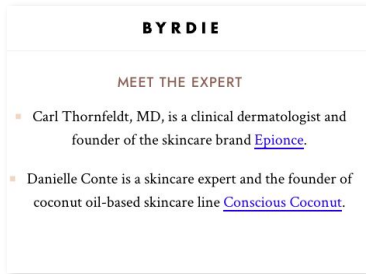
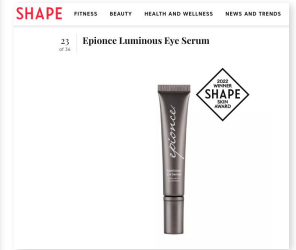
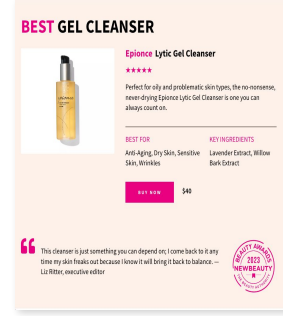
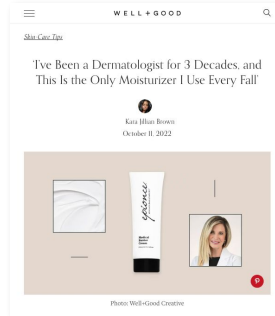
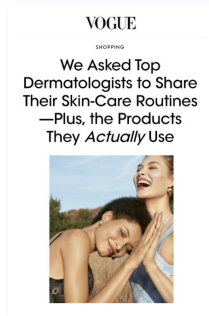
Virtual Media Event kicked off brand relaunch to the press resulting in a UVPM of 35,000+ with Derm brand founder & media-savvy KOL partner Derm, Dr. Engelman

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



HOME > NEWS
Epionce Skincare Celebrates 20th Anniversary
 Oct 29th, 2022 | By Rebecca Lane | From Epionce Inc./Epionce





Thoughtful KOL Partnerships and Organic Seeding Programs resulting in awareness, media placements and NEW pro account openings!



Dr. Dendy partner content

LIVE | May 2nd, 2023
7PM ET / 4PM PT

TOPIC:
Get Un-Ready with Me and Epionce
A live check-in with our skincare pros




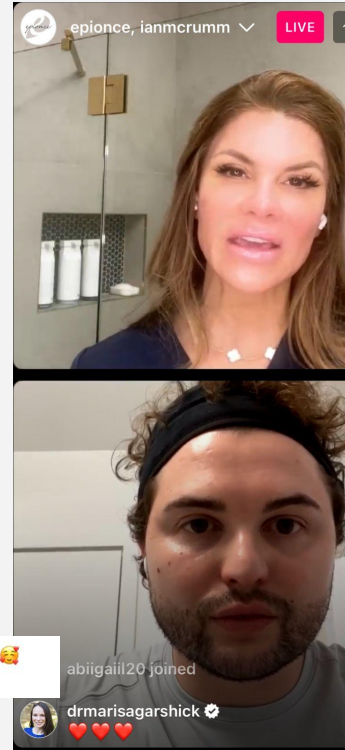
DR. DENDY ENGELMAN
Board-Certified Dermatologist

IAN MICHAEL CRUMM
Esthetician

epionce

Dr. Dendy Live with Ian Crumm

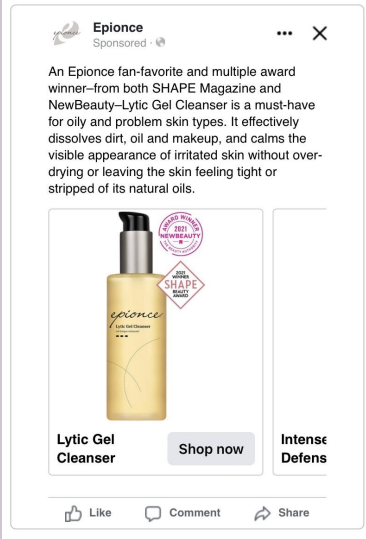
 true_glue_beauty What a fantastic routine! 🥰



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
Sponsored · 🌐

An Epionce fan-favorite and multiple award winner—from both SHAPE Magazine and NewBeauty—Lytic Gel Cleanser is a must-have for oily and problem skin types. It effectively dissolves dirt, oil and makeup, and calms the visible appearance of irritated skin without over-drying or leaving the skin feeling tight or stripped of its natural oils.



Lytic Gel Cleanser [Shop now](#) **Intense Defens**

Like Comment Share

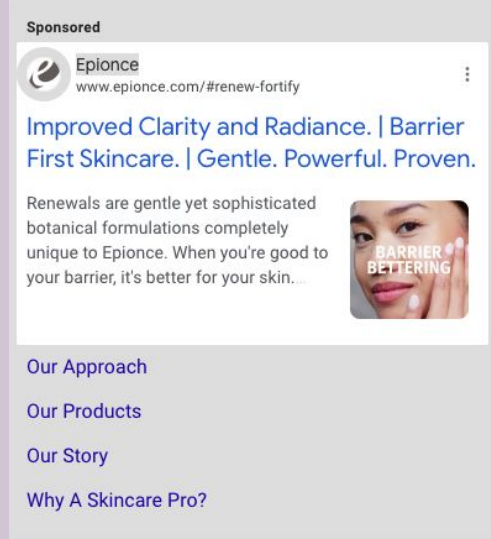


Epionce
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Our barrier heroes are specifically formulated to nurture the barrier – the core of all Epionce regimens.



epionce.com
Skin Barrier Heroes. [Learn more](#)
Barrier obsessed.




Sponsored

Epionce
www.epionce.com/#renew-fortify

Improved Clarity and Radiance. | Barrier First Skincare. | Gentle. Powerful. Proven.

Renewals are gentle yet sophisticated botanical formulations completely unique to Epionce. When you're good to your barrier, it's better for your skin...



[Our Approach](#)
[Our Products](#)
[Our Story](#)
[Why A Skincare Pro?](#)

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

“
I developed
Epionce to be
a better doctor.
— Dr. Carl



5.82%

ER by reach

Which Epionce products
have you tried?



390%

Higher reach
than avg.



172%

higher
Reach than
avg.



388%

more shares
than avg.



6x

the avg.
comments



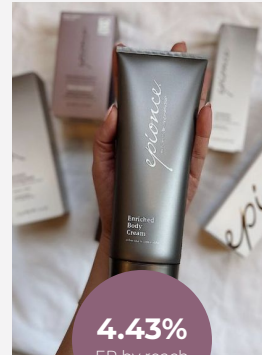
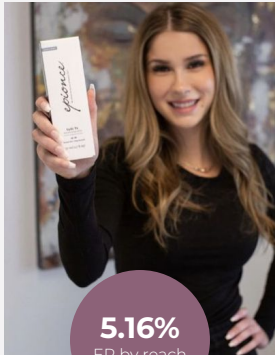
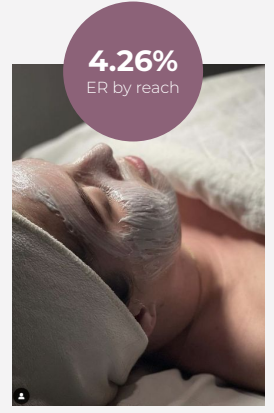
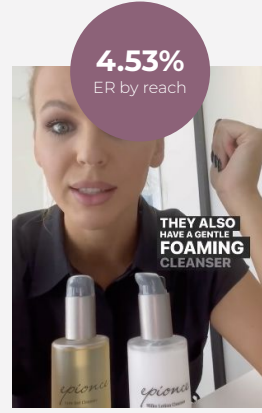
7.41%

ER by reach



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 & Eblast copy and design programming creating significant **increases in revenue and pageviews in just 9 months.**



2X
Avg. Page Value

Top 5 Reasons Dermatologists and Estheticians Love Epionce

February 15, 2023



2X
Avg. Page Value

5 Easy Fall Skin Care Tips

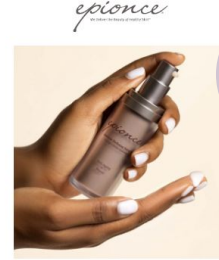
October 12, 2022



3.95%
Ecomm Conversion Rate

3 Skin Barrier Myths, Debunked

January 12, 2023



40%
Open Rate

Our Fan Favorite Serum: Tried, True, and Clinically-Proven
As a highly advanced anti-aging serum using botanical sources, our Intense Defense Serum is a complete multibenefit for your skin. Read on to learn what makes it so unique.

[READ MORE](#)

Intense Rejuvenator Sale Ends Soon!
One day left to save
20% OFF on Intense Defense Serum and Intensive Nourishing Cream In-Clinic and online at epionce.com!

[SHOP NOW](#)



"One of my favorite products from Epionce is their Intense Defense Serum," says Epionce Pro Beth Colombo, owner of Light Beauty + Wellness MedSpa.
"There's no other line that has everything that you need in one serum, in one bottle."



Connect with a PRO for FREE Shipping!
No purchase Epionce Pro products are needed for discounted Epionce Pro products or services. Simply contact us at Epionce Pro. We'll help you get to an advanced Epionce proline from USA "connect". This will apply to ground shipping to your entire order.