



BASE  
BEAUTY  
CREATIVE  
AGENCY.

15 YEARS

## The Beauty & Wellness Experts

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**Tom's of Maine**  
Social Media Case Study



# The Results:

Achieved 2x industry average engagement rate on TikTok

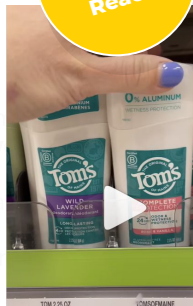
## Instagram

↑**705% increase** in amount of net new followers

↑**28% increase** in overall reach

↑**22% increase** in website taps

Highest Organic Reach



Highest Eng. Rate

**5.5% Engagement Rate**

## TikTok

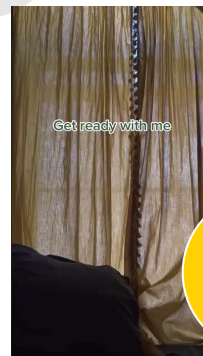
In just 3 months...

↑**11.4% increase** in followers

Achieved over **210,747 total impressions**

Achieved **6.5% average engagement rate**; approx. **2x the industry average**

Highest Eng. Rate



Highest Avg. Watch Time

# How We Created Growth



## STRATEGY



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

## CONTENT: STUDIO



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

## CONTENT: ON LOCATION



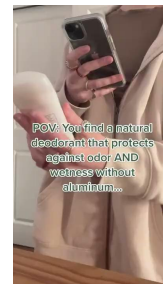
Time outside is a benchmark of Tom's, so we took our content planning outdoors: on hikes, camping in the desert, pitching a tent...

## CONTENT: INFLUENCER



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

## CONTENT: UGC-STYLE



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 educating content.



Shop now

### 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.

### Strategy

Optimize engagement by adding "Shop now" feature to drive sales.



### Badge Identity

Elevated, bright and crisp video quality. Displays activist badges to tie in Tom's of Maine's product and environmental benefits.



Above  
Avg.  
Eng. Rate

### ASMR

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

6.0%  
Engagement  
Rate







BASE BEAUTY | Tom's of Maine

## 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

Edu-taining carousel graphics, animations and IG Stories serve to link Tom's of Maine's product benefits and activism.



## Edu-taining Carousels & Animations



Most Engaging  
in the past  
90 days

4.3%  
Engagement  
Rate

**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).



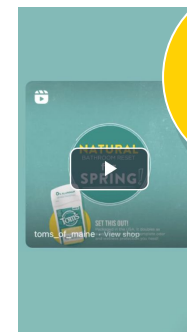
## Engaging Stories

Highest Reach  
in the past  
90 days

+2.3k  
Accounts  
Reached

## Story Strategy:

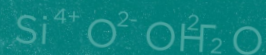
Appealing graphic stories that inform followers with pithy language, unique engagement features like Q&A, and calls to action drive engagement and boost potential to drive sales conversions.



200+  
Organic  
Impressions



# TO MAKE HYDRATED SILICA



The Silica Crystals must be **HEATED AND DISSOLVED IN WATER** to create liquid sodium silicate



The liquid form is then mixed with acid and precipitated, **WHICH TURNS IT INTO A SOLID**

The end result is a **FINE, WHITE POWDER**, or granules



## BEING OUTDOORS IS PROVEN TO

- HAVE A POSITIVE IMPACT ON MENTAL HEALTH
- ENCOURAGE BETTER PHYSICAL HEALTH
- REDUCE STRESS

EVERYONE DESERVES SAFE, CLEAN ACCESS TO NATURE

## CHOOSE YOUR TOOTHPASTE



**ANTIPLAQUE & WHITENING**  
REMOVES SURFACE STAINS NATURALLY  
Tooth-free.



**SILLY STRAWBERRY**  
REAL FRUIT FLAVOR  
Gently cleans teeth  
Tooth-free.



**SENSITIVE & WHITENING**  
SENSITIVITY RELIEF IN 60 SECONDS\*  
All-day sensitivity protection  
Safely whitens.

PEPPERMINT  
WHOLE CARE  
TOOTHPASTE



- FIGHTS CAVITIES
- WHITENS TEETH\*
- FIGHTS TARTAR BUILDUP
- FRESHENS BREATH
- STRENGTHENS ENAMEL
- PROMOTES REMINERALIZATION
- REFRESHING PEPPERMINT TASTE



## 3 THINGS YOU SHOULD KNOW ABOUT TERRACYCLE:

- TERRACYCLE'S LOGO**  
you can recycle your used product with Terracycle.com!
- THEY COLLECT AND RE-PURPOSE HARD-TO-RECYCLE WASTE**  
It's then reused, upcycled, or recycled into a variety of affordable, sustainable consumer products and industrial applications.
- YOU CAN EARN REWARDS**  
for your favorite non-profit or school with every waste shipment (postage paid)



## UPCYCLING vs RECYCLING



**FUN FACT!**  
WICKED FRESH MOUTHWASH CAN BE UPCYCLED!

**FUN FACT!**  
OUR TOOTHPASTE TUBES CAN BE RECYCLED!

INVOLVES THE DESTRUCTION OF WASTE IN ORDER TO CREATE SOMETHING NEW

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.