

Case Study

Professional Skincare:
ElaMD TikTok

- ✓ Social Media Strategy
- ✓ Content Creation & Copywriting
- ✓ KOL Relations
- ✓ Content Calendar & Posting
- ✓ Community Management
- ✓ Paid Program
- ✓ Reporting



BIG IDEA

Harness EltaMD's leading voice in sun protection and rich pro-partnerships to drive sun safety messaging on TikTok.



5+ year holistic digital program collaboration

Significant brand growth in all channels

The Insight

As the #1 Dermatologist recommended sunscreen brand, professional endorsements helped EltaMD lead in-office skincare conversations for years. Starting in 2017, BBKA successfully brought that expertise and relevance to Instagram by curating and leveraging a professional and influencer network across Twitter, Instagram, Facebook and LinkedIn.

In early 2022, with more than 3 billion #Skintok views, it was time for EltaMD to own the conversation on TikTok.

Most Views!



The Results (8-month period)

2022 efforts across the digital ecosystem drove **95%** of the brand's TikTok followers

“EltaMD tinted sunscreen” emerged as a **breakout topic** on Google Trends, growing more than 5,000% since 2021

1,900% increase in organic mentions on TikTok

38,615% increase in TikTok followers

500k+ likes generated by paid social content featuring BBKA-secured KOLs

258% increase in engagements on TikTok

Earned organic seeding true reach of **54.4M**

126% increase in #EltaMD views on TikTok, and **530%** increase in #eltamdsunscreen views

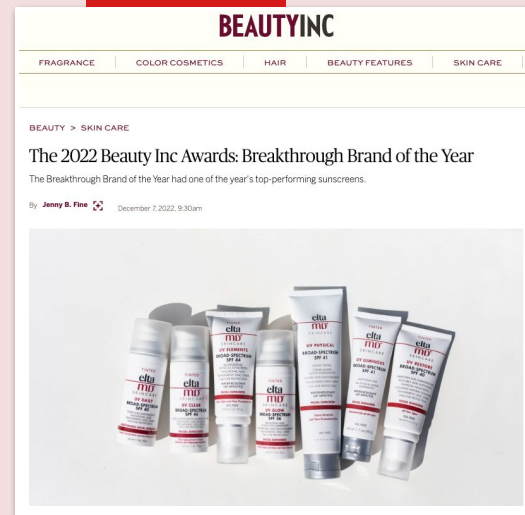
Pro Partners



Celebrity Coverage



Media Coverage



BEAUTY

THE UNLIKELY TIKTOK SUCCESS STORY OF DERM-BELOVED SUNSCREEN BRAND ELTAMD

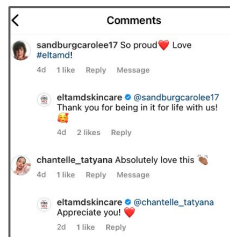
The decidedly unflashy skin-care company has reached millions — and sold thousands of mineral sunscreens — in the process.

Media Coverage



Product Seeding

Leveraged Celebrity, Influencer and Dermatologist relationships to generate buzz with minimal investment



Community Engagement

Fueled EltaMD conversations on TikTok through always-on community management



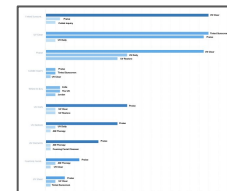
KOL Partnerships

Established credibility and boosted brand awareness through KOL partnerships



Content Creation

Best practices edutainment content creation to drive engagement and conversation



Data Analysis

Deep dive into performance data and KPIs to inspire future best practices content

Product Seeding

Implemented a seeding program that leveraged existing Celebrity, Influencer and Dermatologist relationships to **establish credibility** and **awareness**.

With product as the only investment, organic seeding content resulted in **322 organic mentions with an EMV of \$237k**. These mentions were high-performing, relevant, UGC-style content that drove product purchase.



Dr. Dylan Greeney
Dermatologist



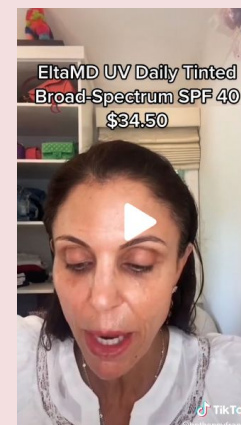
Dr. Daniel Sugai
Dermatologist



Hailey Bieber
Model



Dr. Dylan Greeney
Dermatologist

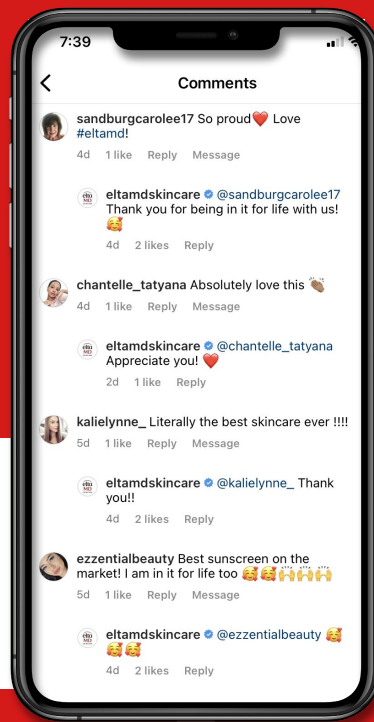


Bethenny Frankel
TV Personality

Community Engagement

Always-on community management fueled EltaMD conversations on TikTok, nurturing their growing fan base while helping to build seeding lists.

Utilized label data to ensure future content and paid partner strategies to address the most relevant platform topics.



Influencer Interactions
↑78% AVG '22 YTD

Dermatologist Interactions
↑133% AVG '22 YTD

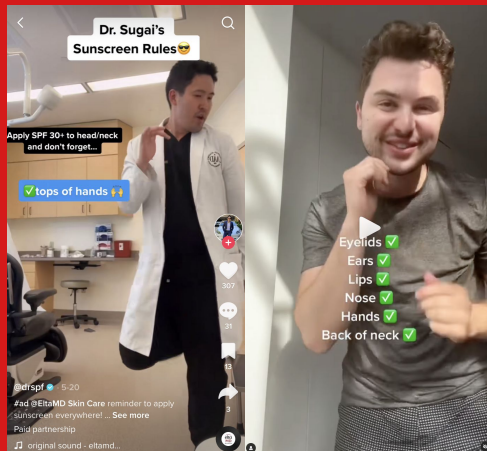
Total Audience
↑428% AVG '22 YTD

*Summer 2022 Seeding

500k+ likes generated by paid social content featuring KOLs

KOL Partnerships

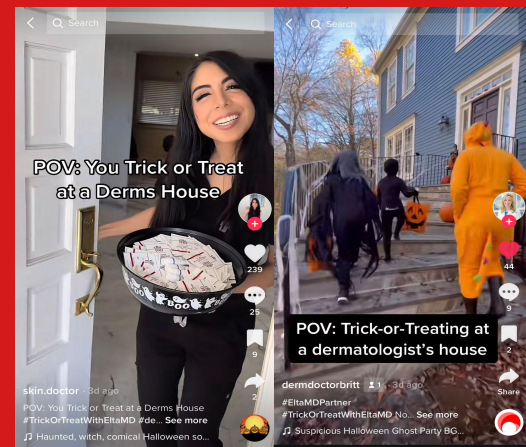
Through carefully curated paid partnerships, we dispersed edutainment- style TikTok content backed by some of the most trusted voices on the platform.



Head, Shoulders, Knees and Toes TikTok Challenge with Dr. Sugai and Skinfluencer, Ian Crumm



TikTok Live with Dr. Levin and celebrity partner, Witney Carson



Capitalized on the Halloween holiday by supplying Derms with samples they could pass out, making EltaMD the only SPF brand to creatively harness TikTok KOLs for Halloween

Content Creation

