

INFLUENCER MARKETING CASE STUDY

FACES Canada x Purplle

Festive Glow Campaign — Diwali 2025

Campaign Type: Festive / Seasonal | **Brand:** FACES Canada (Purplle Private Label) | **Prepared by:** Reema

01 — EXECUTIVE SUMMARY

This case study outlines a fictional but realistic influencer marketing campaign for FACES Canada, a premium makeup brand owned by Purplle, timed around India's biggest festive shopping season — Diwali 2025.

FACES Canada, acquired by Purplle in 2021, contributes approximately Rs 373 crore to Purplle's annual revenue. As a premium D2C brand competing with the likes of Nykaa's in-house labels and international beauty brands, FACES Canada needs to drive both brand awareness and direct sales during the festive season — when Indian consumers spend the most on beauty and gifting.

This campaign — called Festive Glow — was designed to do exactly that: reach aspirational Indian women aged 22–35 through a strategic mix of macro, micro, and nano creators across Instagram and YouTube, with a clear brief, measurable goals, and a phased execution plan.

02 — BRAND BRIEF

About FACES Canada

FACES Canada is a premium Canadian makeup brand acquired by Purplle in 2021. It sits at the aspirational end of Purplle's private label portfolio — positioned above Good Vibes and NY Bae in terms of price and prestige.

Known for its Strobe Cream, Comfy Matte Lipsticks, and Foundation range, FACES Canada appeals to Indian women who want quality makeup at accessible-premium price points — roughly Rs 400–1,200 per product.

Why Festive Season?

Diwali and Navratri are India's peak beauty purchase periods. Consumers actively seek festive makeup looks, gift sets, and limited edition collections. Influencer content during this window drives 3–4x higher engagement than regular months.

For FACES Canada specifically, the festive period is critical — premium makeup is a top gifting category, and a well-timed campaign can significantly boost both brand recall and sales.

03 — CAMPAIGN OVERVIEW

Campaign Name	Festive Glow by FACES Canada
Campaign Period	1 October – 5 November 2025 (5 weeks — Navratri to Diwali)
Primary Goal	Drive brand awareness + festive product sales on Purplle
Secondary Goal	Build a creator universe for future FACES Canada campaigns
Target Audience	Women, 22–35, Tier 1 & 2 cities, aspirational beauty buyers

Primary Platform	Instagram (Reels + Stories)
Secondary Platform	YouTube (Shorts + full-length tutorials)
Total Budget	Rs 5,00,000 (Rs 5 lakhs)
Key Products	Strobe Cream, Comfy Matte Lipstick (festive reds & pinks), Foundation
Campaign Hashtag	#FestiveGlowByFACES
Promo Code	FACES20 — 20% off on Purp le for viewers
Content Formats	Instagram Reels (30–60 sec), YouTube Shorts, Instagram Stories with swipe-up
Creator Mix	1 Mid-tier + 3 Micro + 5 Nano creators across Hindi, Tamil, Bengali
Go-Live Strategy	Phased — Navratri wave (21 Oct) followed by Diwali peak push (26 Oct – 1 Nov)

04 — CAMPAIGN GOALS & KPIS

50L+ Total Reach <i>across all platforms</i>	4%+ Average ER <i>likes + comments + saves</i>	200+ Promo Code Uses <i>FACES20 discount code</i>	25 Creator Posts <i>Reels, YT Shorts, Stories</i>
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Metric	Target	Why it matters
Total reach	50 lakh+ impressions	Brand awareness across aspirational buyers
Engagement rate	4%+ average across posts	Signals content quality and audience fit
Saves per post	500+ per Reel	Saves = purchase intent, especially for makeup tutorials
Comment sentiment	80%+ positive / buying intent	Comments like 'where to buy?' = strong signal
Promo code uses	200+ uses of FACES20	Direct revenue attribution to influencer content
Story swipe-ups	1,000+ link clicks	Traffic to Purp le product page

05 — BUDGET BREAKDOWN

Creator Tier	No. of Creators	Budget Allocated	Rationale
1 Mid-tier (500K–1M followers)	1	Rs 1,50,000	Awareness anchor — reaches broadest audience in one hit

3 Micro (50K–200K followers)	3	Rs 1,50,000 (Rs 50K each)	Best ER + trust. Core conversion drivers for the campaign
5 Nano (10K–50K followers)	5	Rs 50,000 (Rs 10K each)	Community trust, UGC feel, regional language reach
Product gifting (all creators)	—	Rs 75,000	Strobe Cream + Lipstick kits dispatched before go-live
Content boosting (best Reel)	—	Rs 50,000	Boost top-performing Reel as paid ad post go-live
Contingency / revisions	—	Rs 25,000	Buffer for revision rounds or replacement creators
TOTAL	9 creators	Rs 5,00,000	

06 — CREATOR UNIVERSE

Creators were selected based on audience demographics (women, 22–35, aspirational buyers), engagement quality, past brand work, and content style fit for a premium festive makeup campaign.

Aashna Shroff

@aashnamalanii

Mid-tier Anchor

1M+ IG / 800K YT

Festive GRWM Reel + YT Tutorial

Luxury-meets-accessible aesthetic, deep audience trust, perfect fit for FACES Canada premium positioning

Debasree Banerjee

@debasreeb

Micro Creator

300K+ IG

Festive Strobe Cream Reel

OG beauty blogger, skincare-first audience, high comment quality — drives purchase decisions not just views

Mrunal Panchal

@mrunalpanchal

Micro Creator

5.5M IG (high ER micro)

Bold festive lipstick Reel

Gen Z icon with viral content style — ideal for Comfy Matte Lipstick in festive reds targeting 22–28 segment

Rida Tharana

@ridatharana

Nano + Regional

488K YT / 1.5M IG

South Indian festive look tutorial

Tamil/Malayalam audience in Kochi and Coimbatore — Purplle's top GMV geographies for Tier 2 push

+ 5 additional nano creators (10K–50K) in Hindi, Tamil, and Bengali content with festive makeup niches, selected via HypeAuditor free tier and Instagram hashtag scouting.

07 — CAMPAIGN TIMELINE

Phase	Dates	Activities
Phase 1 — Pre-production	1–10 Oct	Finalise creator list, send briefs, confirm deliverables and fees, dispatch product kits to all creators
Phase 2 — Content creation	11–20 Oct	Creators film content, submit drafts for review, brand gives feedback, revisions completed
Phase 3 — Navratri Go-Live	21–25 Oct (Navratri)	First wave of posts go live — nano creators build buzz, micro creators drive engagement

Phase 4 — Diwali Push	26 Oct – 1 Nov (Diwali week)	Mid-tier anchor posts Reel + YT tutorial, promo code FACES20 activated, best Reel boosted as paid ad
Phase 5 — Post-campaign	2–5 Nov	Compile performance report, measure promo code uses, note top-performing creators for future collabs

08 — SAMPLE CREATOR BRIEF

FACES Canada — Festive Glow Campaign Brief

Campaign: Festive Glow by FACES Canada

Key Message: "This Diwali, glow your way. FACES Canada — premium makeup, made for your festive best."

What we want you to create:

A 30–60 second Instagram Reel showing your Diwali festive look using FACES Canada's Strobe Cream and Comfy Matte Lipstick. The content should feel like YOUR look, YOUR voice — not a scripted ad.

Talking points to include:

- Show the Strobe Cream giving that festive glow effect on your skin
- Feature at least one Comfy Matte Lipstick shade (we'll send a kit with 3 shades)
- Mention the promo code FACES20 for 20% off at Purplle
- Direct viewers to the link in bio for the full product range

What NOT to do:

- Do not read directly from a script — keep it natural
- Do not compare FACES Canada to competitor brands by name
- Do not post before the agreed go-live date

Timeline:

- Draft content submitted: 18 October 2025
- Feedback from brand: 20 October 2025
- Final go-live: 21 October 2025 (Navratri Day 1)

Caption must include: #FestiveGlowByFACES #FACESCanada #Purplle [Paid Partnership tag]

09 — SIMULATED PERFORMANCE REPORT

The following results are simulated using realistic benchmarks for Indian beauty influencer campaigns during the festive season. These numbers are modelled, not actual.

63.2L

Total Reach
vs 50L target — exceeded by 26%

5.1%

Avg Engagement Rate
vs 4% target

312

Promo Code Uses
FACES20 — vs 200 target

1,840

Story Link Clicks
vs 1,000 target

Creator	Reach	ER %	Saves	Key Insight
Aashna Shroff (Mid-tier)	28,00,000	3.8%	1,240	Highest reach. YT tutorial drove 60% of story link clicks
Debasree Banerjee (Micro)	9,20,000	6.2%	890	Highest save rate — Strobe Cream tutorial saved for future use

Mrunal Panchal (Micro)	18,50,000	4.9%	720	<i>Viral Reel hook in first 3 seconds — highest share count</i>
Rida Tharana (Nano/Regional)	4,80,000	7.1%	510	<i>Highest ER overall — Tamil audience drove Kochi/Coimbatore sales</i>
5 Nano Creators (avg)	2,50,000	5.5%	380	<i>UGC feel drove highest comment authenticity and trust scores</i>

10 — KEY LEARNINGS & RECOMMENDATIONS

What Worked

- Regional micro creators (Rida Tharana) delivered the highest ER — proving that language and geo fit matter more than follower count
- The Strobe Cream tutorial format drove the most saves — tutorial content converts better than simple unboxings for premium products
- Phased go-live (Navratri first, Diwali peak second) created sustained buzz rather than a one-day spike
- Promo code FACES20 exceeded target by 56% — confirming that a clear CTA drives measurable revenue attribution

What I Would Do Differently

- Brief the mid-tier creator 2 weeks earlier — revision rounds consumed 3 days of buffer time
- Add a YouTube Shorts version of each Reel brief — the platform had strong festive traffic but was underutilised
- Include a 'this or that' Stories poll for creator audiences before go-live to build pre-campaign buzz
- Track geo-specific promo code redemptions to better understand which cities are driving festive sales for FACES Canada

About This Case Study

This is an original, self-initiated case study created as part of my portfolio for an Influencer Marketing Executive role. The campaign, budget, creators, and performance metrics are fictional but modelled on real Indian beauty industry benchmarks for Diwali 2025.

It demonstrates my ability to plan an end-to-end influencer campaign — from creator scouting and briefing to budget allocation, timeline management, and performance analysis.