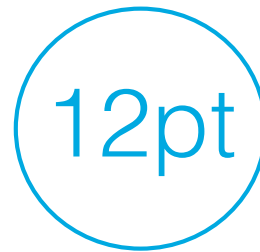


BIRCHBOX◆

Unwrapping Results With Birchbox

Birchbox created an Instagram video campaign capturing the surprise and delight of the monthly beauty subscription. Showcasing their upbeat editorial style and quality products, the 15-second videos made a big impact on potential customers, dramatically boosting brand awareness with its target audience.



lift in brand awareness



lift in ad recall

STORY

Out-of-the-box thinking

Born in 2010, Birchbox offers savvy consumers a personalized way to discover the best in beauty products and brands. Delivering original editorial content and hassle-free shopping through its e-commerce site - coupled with the undeniable excitement of the monthly unboxing - Birchbox makes modern beauty easy, efficient and fun.

GOAL

An audience makeover

As one of the fastest-growing beauty retailers, Birchbox looked to Instagram to boost brand awareness and spread its story of discovery to a new audience.

SOLUTION

The grand opening

To get the brand in front of potential customers, the team created a series of five captivating videos designed specifically for Instagram targeting its key demographic. Each video began with the ritual unboxing—highlighting a favorite part of the Birchbox experience.

Featuring clean creative in bright colors, the wordless videos were presented from a let-me-show-you point of view, mimicking the visual style of popular beauty blog posts. Later videos in the series went beyond the unboxing to the product samples themselves, showing women applying lipgloss, highlighter and eyeliner. The women featured are all Birchbox staff members, a "real girl" strategy reflected in all of the brand's editorial and social content.

“Instagram has been an incredibly effective engagement-driver among our current customers, so we wanted to leverage the platform in a creative way to reach new audiences as well. This video series was fun, friendly and cheerful - authentically showcasing what Birchbox is all about - and we saw a significant lift in brand awareness as a result.”

Rachel Jo Silver
Director, Social Marketing & Content Strategy,
Birchbox

The video campaign generated a sizeable 12pt lift in brand awareness and a 26pt lift in ad recall versus the control group.