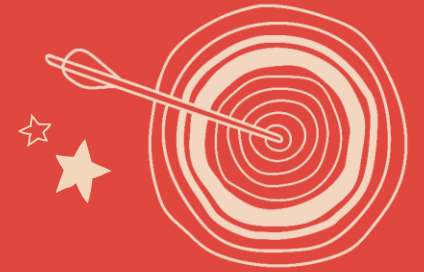


SILHOUETTE

Influencer partnerships



Mission

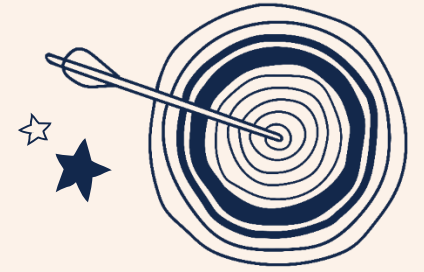
'Try it, wear it, love it' campaign by honing in on its messaging around quality craftsmanship, personalised frame choices to suit all tastes and its 100% Silhouette lens business through key collections and hero products. In doing so, the brand was also keen to reach and target a new demographic of consumers via social media. As a result, Little Red Rooster suggested working with like-minded content creators to generate beautiful content that brought Silhouette's ethos to life.

Method

Little Red Rooster carefully hand picked three influencers for Silhouette to partner with. For the content to be as authentic as possible, each influencer was thoroughly briefed on Silhouette, its products and the messaging required to bring the campaign to life. We wanted to work with influencers whose style lent itself to Silhouette's aesthetic, had great engagement on their channels and, as we focused on the brand's optical collections, were glasses wearers. We partnered with three influencers; Luke Catleugh, Sarah Mikaela and Carl Thompson to run social media campaigns. Keeping in mind the ever-changing nature of Instagram, we were conscious of ensuring our partners produced a diverse range of content - IGTVs, videos and stories - that would perform well in the first instance but could also be re-used on Silhouette's own channels.

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BOOM

Reaching over 250 thousand people, Silhouette was able to reach a new audience and utilise the content on its own channels. Not only did the influencers receive messages from followers hoping to buy pairs but the UK's partnerships were highlighted as global best practice by Silhouette HQ. Add a large helping of additional social media coverage on top of what was pre-agreed, and you've got yourself a damn successful influencer campaign!



LITTLE RED

