

Project Report: UGC Campaign for D2C Skincare Brand

Project Overview

This report outlines the work completed for a user-generated content (UGC) campaign designed for a Direct-to-Consumer (D2C) skincare brand. The campaign's primary goal was to engage the brand's target audience (Gen Z) through short-form video content, specifically Instagram Reels and YouTube Shorts. The campaign aimed to not only boost brand awareness but also increase Instagram engagement and drive conversions through authentic content creation.

Objectives

- **Increase brand visibility:** Achieve 1M+ cumulative views across platforms.
 - **Boost Instagram engagement:** Increase the engagement rate from 1.8% to 4.5%.
 - **Enhance brand credibility:** Create relatable, real-life content (UGC) that resonates with Gen Z users.
 - **Create educational and engaging content:** Use short-form videos to showcase product benefits and customer experiences.
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Project Deliverables

- **10+ Short-form Videos:** These included Instagram Reels and YouTube Shorts designed to align with Gen Z's preferences for quick, impactful content.
 - **Video Types:**
 - **Tutorial Videos:** Demonstrating how to use the skincare products for various skincare routines.
 - **Before-After Transformations:** Showcasing real customer results using the brand's products.

- **Testimonial Voiceovers:** Highlighting user experiences with authentic reviews and feedback.
 - **Trend-based Transitions:** Utilizing popular trends to make the content more shareable and relatable.
 - **Captions & Hashtag Strategies:** Optimized video captions that align with best practices to improve reach.
 - **Call-to-Action (CTA)** included in each video, prompting users to engage with the brand's page or visit the website for a purchase.
 - **Hashtag Buckets:** Carefully selected hashtags that reached the intended audience, leveraging both broad and niche hashtags for maximum visibility.
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Execution Strategy

1. **Research & Trend Identification:** Focused on Gen Z-centric trends on Instagram and YouTube. Identified viral formats, transitions, and the type of content that resonated with the target demographic.
 2. **Video Production:** Produced videos that were both visually engaging and informative. Each video was carefully curated to highlight the benefits of the skincare products in a way that felt authentic and approachable to the audience.
 3. **Content Optimization:** Optimized video content for mobile consumption, ensuring videos were vertical, fast-paced, and aligned with popular trends to maintain viewer interest.
 4. **Strategic Consultation:** Provided the brand with consultation on the best practices for captions, CTA strategies, and hashtag buckets to drive engagement and ensure the content was discoverable.
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Results

- **1M+ Cumulative Views:** The videos garnered over 1 million cumulative views across Instagram, YouTube, and other platforms, significantly boosting the brand's visibility.

- **Engagement Rate Increase:** Instagram engagement rate increased from 1.8% to 4.5%, showcasing the success of the campaign in connecting with the target audience and driving interaction with the brand's content.
 - **Positive Brand Feedback:** The use of authentic, relatable content resonated well with Gen Z, strengthening the brand's credibility and trustworthiness.
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Key Learnings

- **Authenticity is Key:** Gen Z responds positively to authentic, user-generated content that reflects real experiences.
 - **Short-Form Content:** Instagram Reels and YouTube Shorts were the most effective formats for engaging the target audience.
 - **Hashtag Strategy:** A well-researched set of hashtags can greatly enhance content visibility and engagement.
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Conclusion

The UGC campaign for the D2C skincare brand proved to be highly effective in increasing brand visibility and engagement with the target demographic. By leveraging short-form videos, trend-based content, and authentic customer experiences, the campaign successfully boosted Instagram engagement and reached over 1 million cumulative views. The positive results highlight the power of UGC in building trust and driving consumer engagement, particularly with the Gen Z audience.

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