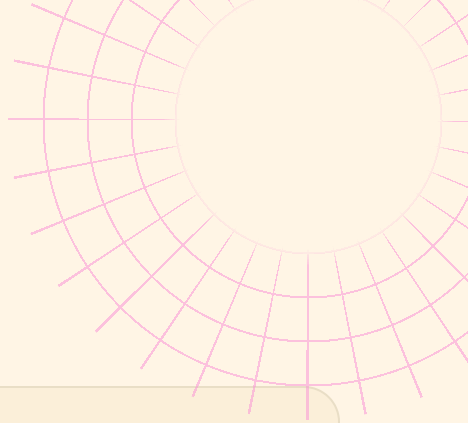


Women's Fashion Brand

Influencer Program



30

creators secured · 100K targeted impressions

CONTEXT

An established women's fashion brand wanted to reach a younger (30s) audience and build a steady stream of authentic content.

GOAL

Stand up an influencer program built on mid- and micro-creators, with a UGC engine that could also fuel paid.

APPROACH

- Broad creator outreach with a tiered selection strategy
- A UGC-as-paid playbook modeled on comparable brands
- Multi-touch creator journey designed for sustained engagement

WHAT WE FOUND

- Securing larger creators was hard; smaller creators delivered flexibility and reach
- Product read as versatile and flattering across a range of creator styles
- Casual, user-created content performed best when repurposed as paid

RECOMMENDATIONS

- Expand to mid/micro creators while continuing broad outreach to larger names
- Repurpose top UGC as paid social
- Plan for multiple creator touchpoints over time

RESULT

30 creators secured from 1,100 approached, with 100K targeted impressions and a UGC library feeding paid.