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Hollister, Inc.

Influencer Campaign

CASE STUDY

02

The brief

- **Build brand awareness** and shift brand perception of a 100-year-old brand towards a younger audience demographic
- **Align to brand purpose:** “Making life more rewarding and dignified for people who use our products and services.”

The solve

- Enable Human-to-Human **connection** with other ostomates and the Hollister brand
- Partner with 10 influential ostomates to inspire brand **confidence**
- Give end-user ostomates a space to share positive stories, building **community**

Deliverables

Campaign Strategy
Campaign Style Guide
UGC Videos / Cards
Instagram Stickers
Landing Page
Emails
Social Assets
Live Virtual Event

10 Days, Thousands of Voices: Campaign Strategy

Business Goals

Primary Objective

Build brand awareness with ostomy end-users through social media and community engagement

Secondary Objective

Shift brand perception from the “old people brand” to a brand that connects with and builds confidence with the younger consumer

Campaign Initiatives

Social media and community engagement to help build awareness, retention, and connect Hollister with end-users and the larger ostomy community

Live virtual activities on Ostomy Awareness Day, October 3, 2020

Take advantage of sponsorship activities with UOAA (United Ostomy Associations of America)

Tactics

1. Instagram influencer campaign
2. PR article content on Hollister.com
3. 3-part email series
4. Affirmation cards
5. Physical and digital Stoma stickers
6. Instagram sticker pack
7. Influencer stories (social videos)
8. Landing page

1. Virtual Cooking Class with Nude Dude Food

1. Search, paid social, web banner ad on UOAA association website
2. Promote UOAA's annual 5K

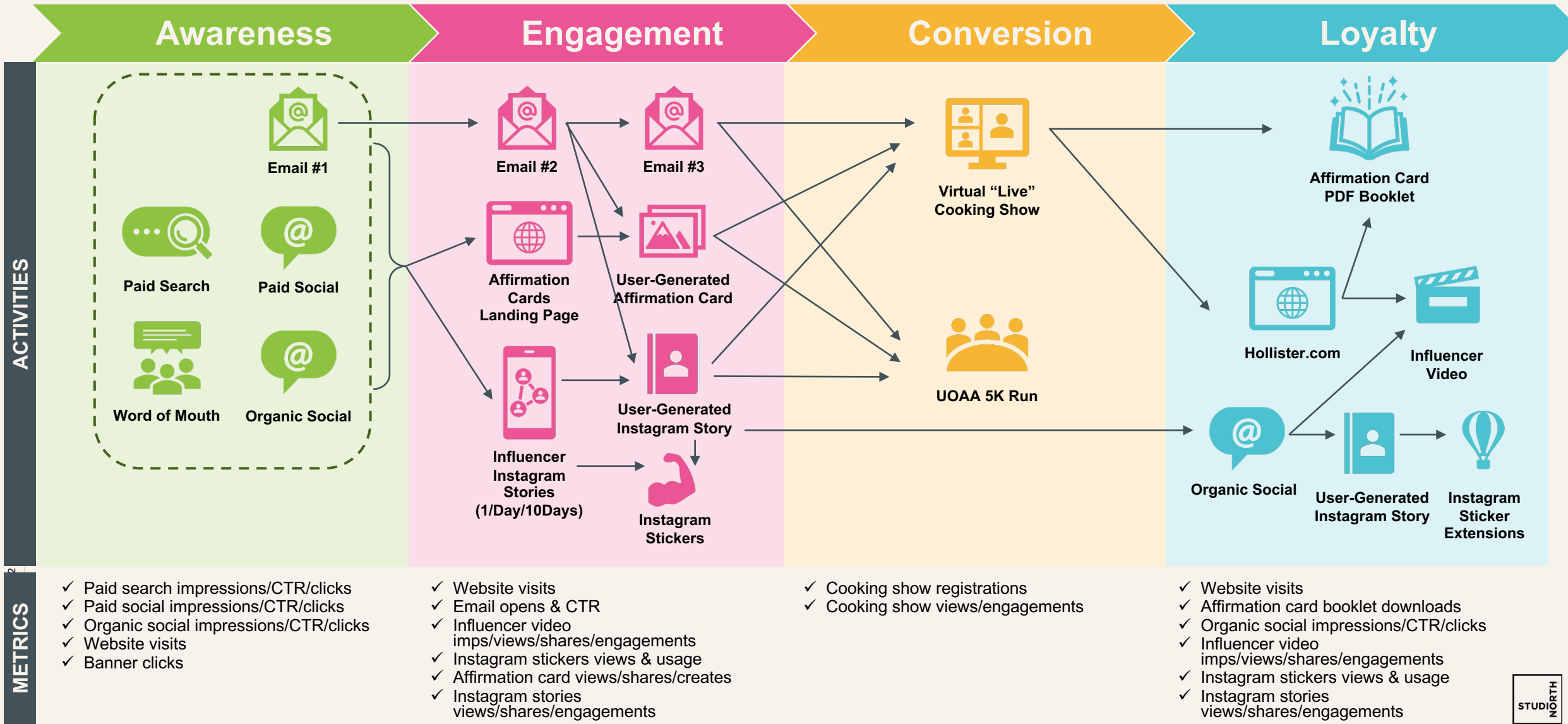
KPIs

- Website visits
- Email opens & CTR
- Organic & paid social impressions/CTR/clicks
- Followers increase
- Influencer video imps/views/shares/engagements
- Instagram sticker views & usage
- Affirmation card views/shares/creates
- Instagram stories views/shares/engagements

- Cooking show registrations
- Cooking show views/engagements

- Paid search impressions/CTR/clicks
- Organic & paid social impressions/CTR/clicks
- Website visits
- Banner clicks
- 5K registrations/runs

10 Days, Thousands of Voices: Campaign Journey Map



Campaign Brand Style Guide

MESSAGING

HASHTAGS:

#10DAYS1000VOICES
#OSTOMATEVOICES

CAMPAIGN LANDING PAGE:

HOLLISTER.COM/OSTOMYAWARENESS

OSTOMATE VOICES PAGE:

HOLLISTER.COM/OSTOMATEVOICES

CONTENT SUGGESTIONS:

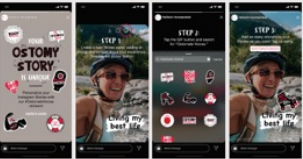
We're offering our communities three ways to engage with this year's campaign leading up to National Ostomy Awareness Day.

1. For 10 days, follow one ostomate influencer each day, and join us for a big event with Nade Dude Food on October 5.
2. Get a unique, shareable social card about your ostomy experience! Just finish this sentence: "My ostomy makes it possible for me to say ..." and we'll create it for you!
3. Show your support for #OstomateVoices — personalize your next Instagram Stories with our Ostomate Voices stickers. It's easy!



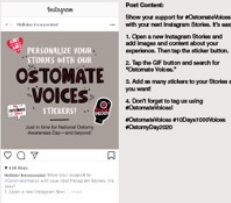
SOCIAL STICKER PROMOTIONS

INSTAGRAM STORIES SERIES:



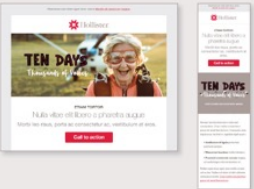
NOTE:
Creating a stickers highlight on the Hollister account page will enable viewers to go back to the stickers usage Stories guide after 24 hours.
The process for using the stickers in Facebook mirrors that of Instagram. To create Facebook-specific promotions, simply switch out the term "Instagram" for "Facebook" and update Stories visuals to match the Facebook interface.

INSTAGRAM POST:



EMAIL AND WEBPAGE BANNERS

EMAIL BANNERS:



WEBPAGE BANNER:



NOTE:
Photography for banners includes a human presence to better align with the overarching Hollister brand. Photography for voices cards excludes a human presence in order to accomplish connection and shareability with a larger and broader audience.



VISUAL IDENTITY: ARTIFACTS

COLOR PALETTE:



EXPRESSIONS:



TYPOGRAPHY:



PHOTOGRAPHY STYLE:



The above images are for reference only. When creating a promotional asset, source new photography, keeping in mind the style of the above. Assets must be kept closer to the Hollister brand than the campaign identity may use imagery containing people (along with the red hat). When creating Ostomate Voices cards, use the approved font image library. These images do not include people, but do include a red element in each photo.

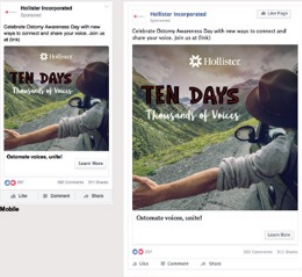


PAID PROMOTIONS

FACEBOOK AD:

Ad Content:
Celebrate Ostomy Awareness Day with new ways to connect and share your voice. Join us at 10:00 AM.
Ad Headline:
Ostomate voices, united

NOTE:
Artwork and logo meet 20% text grid guidelines.



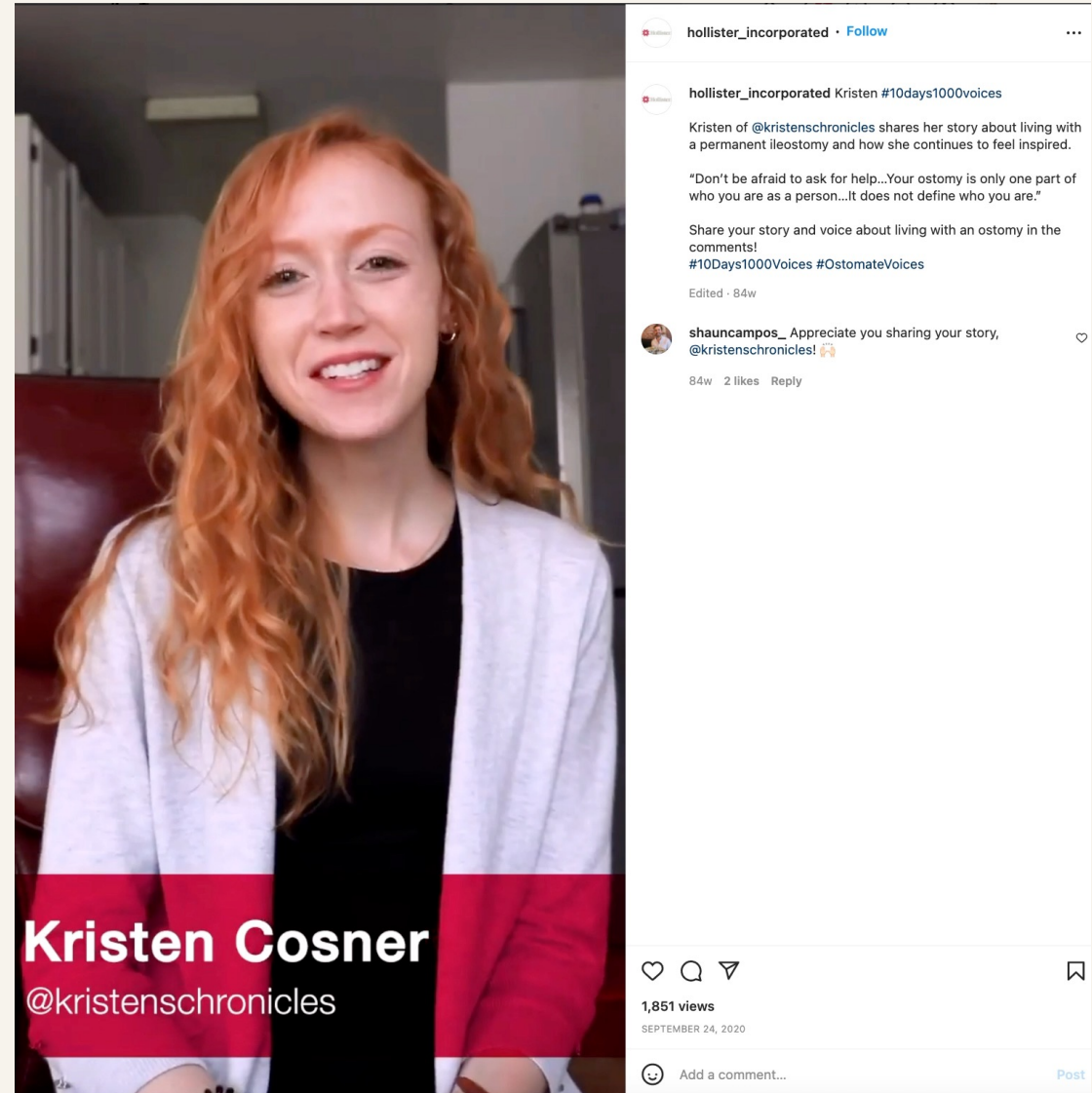
SOCIAL STICKERS



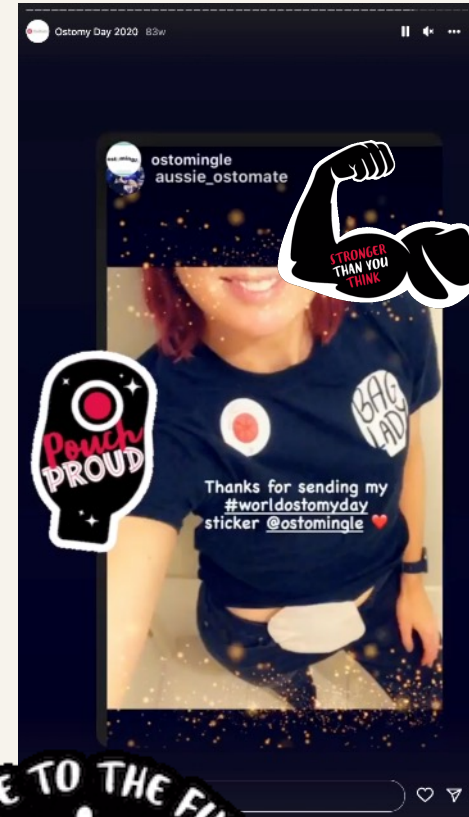
NOTE: GIPHY tags can be searched as a hashtag or as separate words/phrases.



10 Influencers. 10 Days.



Instagram stories and stickers (user-generated content)



Affirmation cards: “My ostomy makes it possible to say...”



 BASKET  WHERE TO BUY  US - ENGLISH  SIGN UP OR LOGIN

SEARCH 

PRODUCTSOSTOMY CARECONTINENCE CARECRITICAL CARESECURE START SERVICESABOUT

Hollister Incorporated, Current Statement Related to COVID-19 Pandemic [Read more](#) 

Ostomy Affirmations

Every Ostomate Has a Voice Worth Hearing

We asked the ostomy community to complete the sentence: “My ostomy makes it possible for me to say...”.

We turned their answers into a series of life-affirming social cards that you can download and share below.

We have also compiled these cards, along with other helpful resources, into a guide for living life to the fullest with an ostomy.

Read advice and inspiration from ostomates





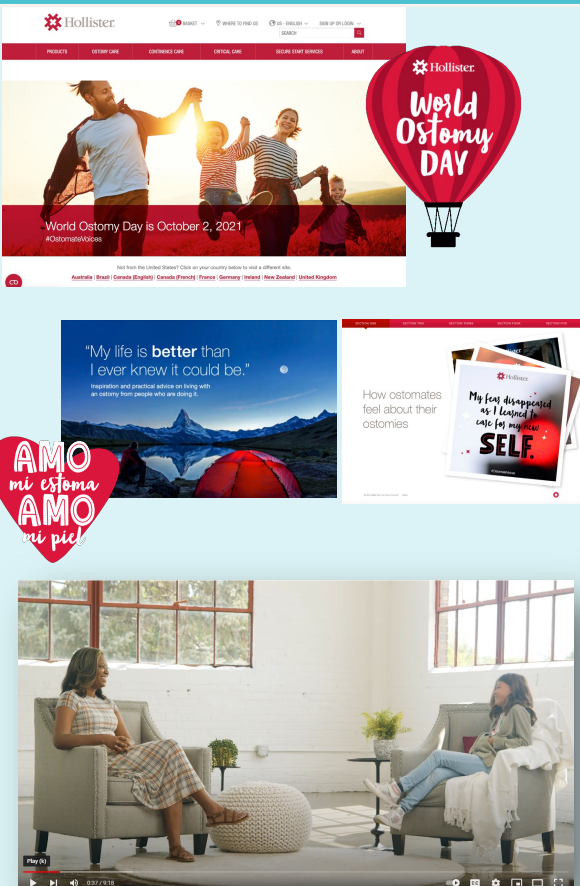
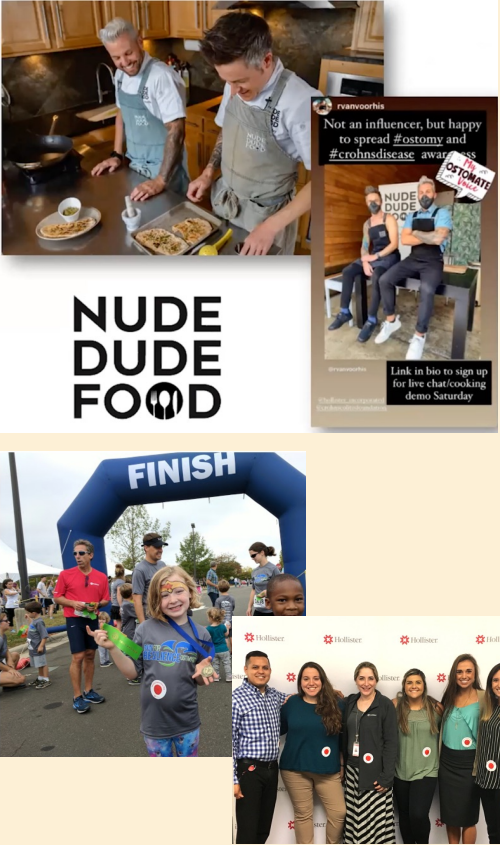
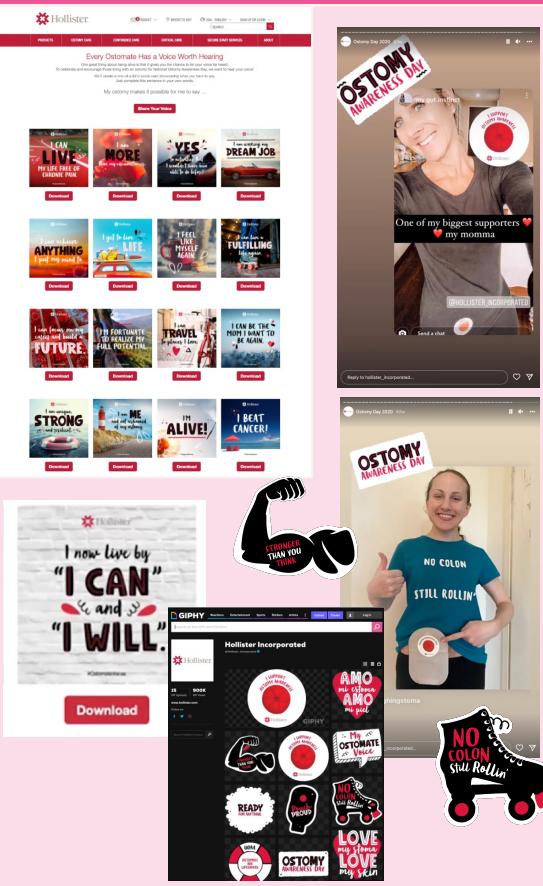
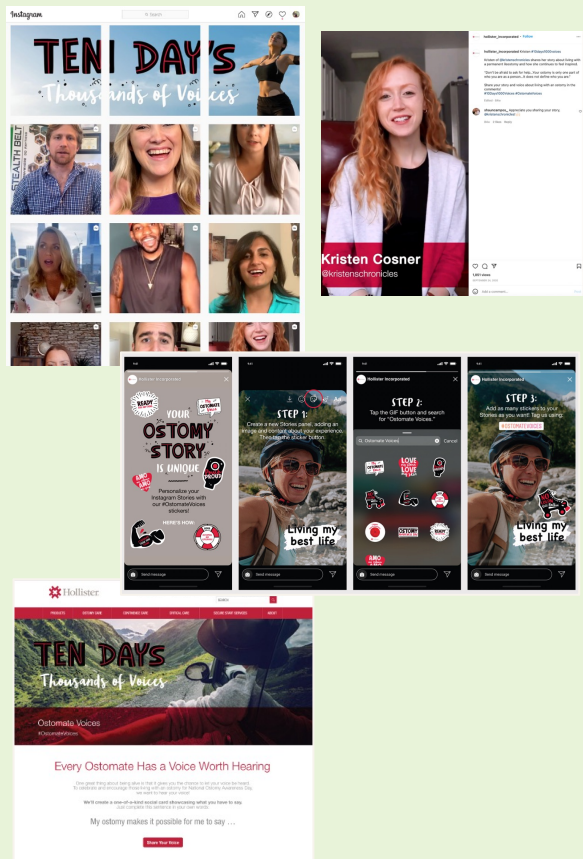
10 Days, Thousands of Voices: Campaign Journey

Awareness

Engagement

Conversion

Loyalty



Campaign extension (global)

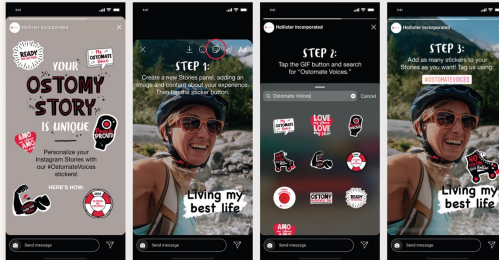


10-Day Results!



1 Million+

Views of Social Stickers



1 Million+

Total Ad Impressions

↑ Up **608%**
from YP

✓ **11,000+**
clicks



27K+

Influencer Video Views



500

More Social Followers
Across Platforms



390

Virtual Cooking Class Registrations



Influencer Marketing Award

BrandSmart Awards 2021