

CLIENT
NEWCRUSH

BRAND
SKIN GLOW SET

OBJECTIVE
SALES PROMOTION

LOCATIONS



INFLUENCERS

5

CONTENT CREATED

32

TOTAL REACH

1.4 M

ENGAGEMENTS

43 K

ENGAGEMENT RATE, %

8.62%

CPE, EUR

0.08

OBJECTIVE

Sheet face masks are not only a refreshment for the facial skin, but also for the soul. And if the mask fits perfectly on the skin, you can do your own business or favorite activity without a fear. Together with Newcrush, we invited 5 influencers to try out the Newcrush Skin Glow Set sheet masks' set and prove that any activity can be done while using these home spa treatments!

SOLUTION

Influencers shared a variety of activities - from dust cleaning to training, thus emphasizing one of the main benefits of sheet masks - attaching to the skin. To make the communication even more engaging, each content creator announced a contest to win a Skin Glow Set masks' set.

EXAMPLES OF INFLUENCER-GENERATED CONTENT

[@krupinskas](#)

[@karolinameschino](#)

[@silvijamal](#)

