MEMBER OF ASCI

# VAVO DIGITAL

Building India's Boldest Beauty & Skincare Stories with Creators




## Trusted by leading beauty brands

NYKAA · d'Alba piedmont · plum · LOVECHILD masaba · pilgrim · Hindustan Unilever Limited

# Who are we?






**NEHA K. PURI**
Founder & CEO

**Vavo Digital** is a full-service influencer and content marketing agency that helps brands craft powerful narratives, build authentic connections, and drive measurable impact. With a data-driven approach and a strong creator network across categories, we bring together strategy, creativity, and technology to deliver campaigns that don't just create buzz but also move the needle for brands.

From influencer collaborations and social media activations to large-scale digital campaigns, we design ideas that are relatable, scalable, and ROI-focused. Our team thrives on blending culture with content, ensuring every campaign resonates with the right audience at the right time.

# Awards & News Coverage




Forbes

THE TIMES OF INDIA

ar Agency Reporter

Entrepreneur 35 UNDER 35 SPECIAL ISSUE 2019

[IMPACT] DIGITAL INFLUENCER AWARDS

FINANCIAL EXPRESS
Read to Lead



# Clients We've Worked with




And Many More...

# Govt & CSR Initiatives we have worked in

- Maharashtra DGIPR
- Govt of Haryana
- Govt of Chhattisgarh
- WEF
- Indian Oil
- BPCL
- UNFPA
- WAVES Summit
- Govt of J&K
- Vantara India
- Govt of Bihar
- UNICEF
- Goa Tourism
- My Gov
- CIDCO

# Our Services



### INFLUENCER MARKETING

tailored mix across niches (dermatologists, lifestyle, beauty bloggers)

### BEAUTY BOX SEEDING

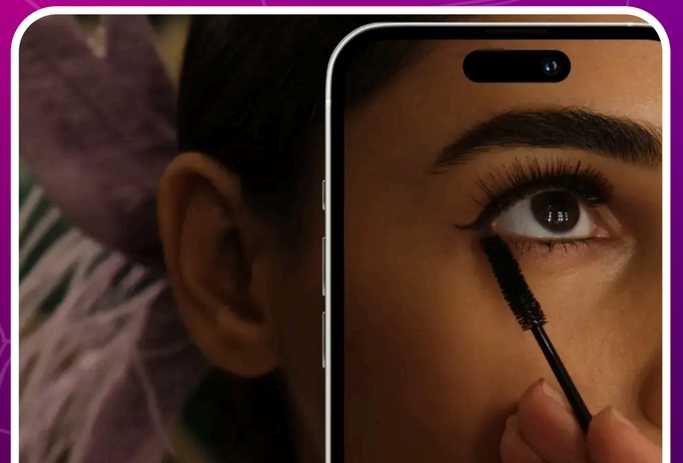
curated influencer kits to spark authentic reviews

### TUTORIAL & ROUTINE CONTENT

GRWMs, skincare hacks, “day in life” beauty routines

### SOCIAL MEDIA AMPLIFICATION

Instagram, YouTube, Pinterest, and WhatsApp



### VIRTUAL TRY-ONS & AR FILTERS

lip shades, foundations, serums

### COMMUNITY CHALLENGES

UGC-led trends (#GlowUpWithXYZ, #SkinCareSunday)

# Why Us for Beauty & SkinCare?

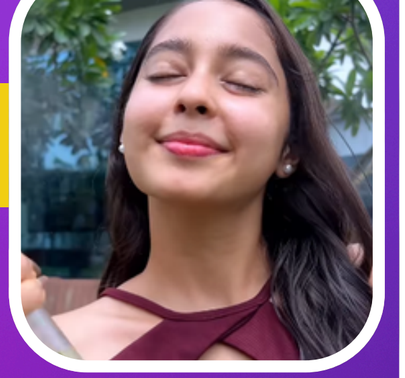
## WE UNDERSTAND THE BEAUTY & SKINCARE AUDIENCES

- 50+ beauty campaigns executed across skincare, haircare, and makeup
- Expertise in nano, micro, macro & celebrity creator mixes
- Strong regional influencer network for Tier 2 & Tier 3 markets
- Proprietary tech-led tracking for real-time campaign monitoring
- Focus on content formats that drive sales (tutorials, GRWMs, testimonials, reviews)

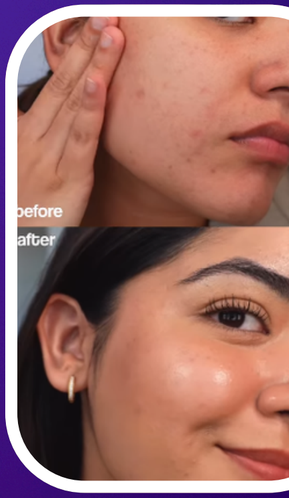
plum — we have chemistry™
COLORBAR
d'Alba piedmont
NOVOLOGY — THE NEW SCIENCE OF SKINCARE
Re'equil®
mamaearth™
VLCC
NYKAA
Himalaya™ HERBALS
T.A.C® the ayurveda co.

d'Alba
piedmont

Premium Italian Skincare – **Influencer Retainer Campaign**











## *Requirement*

When d'Alba entered the Indian market, t**he challenge was to create strong awareness and position** it as a premium Italian skincare brand in an already competitive beauty space. **The goal** was not only to introduce the brand but also to drive credibility and early sales momentum through the right mix of influencer-led storytelling.

## *Strategy*

**Phase 1: Brand Launch in India**

- Partnered with **50+** leading skincare & lifestyle creators to seed products & create first impressions
- Focused **on authentic testimonials, GRWM routines, and unboxing videos to spark discovery**
- Highlighted the fusion of science, luxury, and everyday skincare

**Phase 2: Scaling Awareness & Sales**

- **Always-on influencer plan** with macro + micro mix across Instagram
- Thematic campaigns around hydration, anti-aging & luxury skincare positioning
- Leveraged creator UGC for ads, e-commerce platforms, and digital storefronts
- Regional nano creators tapped for **Tier 2/3 markets**

**50+ MACRO AND MICRO CREATORS**

d'Alba
piedmont

*Top Performing Creators*

**3.1M+** REACH **3.9M+** VIEWS **70.5K** LIKES

**13K** COMMENTS & SHARES **0.5** CPV









NYKAA

Sparking conversations and relatability that t**urned product demos into trending beauty hacks**












## *Requirement*

To launch and build awareness for Nykaa's new Aloe Vera range, facewash, and sheet masks while creating authenticity and transparency through relatable influencer voices.

## *Strategy*

**In just 10 days,** We activated **300 creators**, Each creator highlighted usage, benefits, and key USPs in their own unique style, ensuring the content felt natural and trustworthy. This approach allowed **Nykaa to tap into diverse communities, drive conversations at scale, and reinforce the brand's credibility in the skincare category.**

## *Creator Mix*

A curated balance of nano and micro influencers across metros and Tier 2 markets delivered both scale and relatability, making the campaign feel authentic and trustworthy.

**300 NANO AND MICRO CREATORS**

NYKAA

Top Performing Creators

**10.2M+** REACH **14M+** VIEWS **607K+** LIKES

**13.2K+** COMMENTS **0.64** CPV (Monthly)

***Aakanksha Nahire***



***Sakshi Singh***



***Karanisha***



***Deblina***



NOVOLOGY
THE NEW SCIENCE OF SKINCARE

## Requirement

Novology, a skincare brand by Hindustan Unilever (HUL), wanted to establish trust and awareness in India by h**ighlighting its dermatologist-backed solutions across key concerns:** Acne, Hyperpigmentation (HP), and Dry Skin (DS).

## Strategy

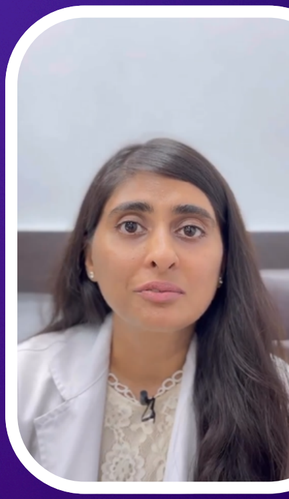
- Activated 40 dermatologists pan-India to create expert-led content across Instagram and YouTube.
- Each dermat focused on one specific category (Acne, HP, or DS) delivering targeted education and product explainers.
- Content formats included clinical breakdowns, usage guidance, and ingredient-led storytelling (Niacinamide, Hexylresorcinol, etc.).
- Campaign ensured both scientific credibility and consumer relatability, making skincare science easy to understand.
- All content was repurposed across Novology's brand handles and e-commerce platforms for maximum impact.

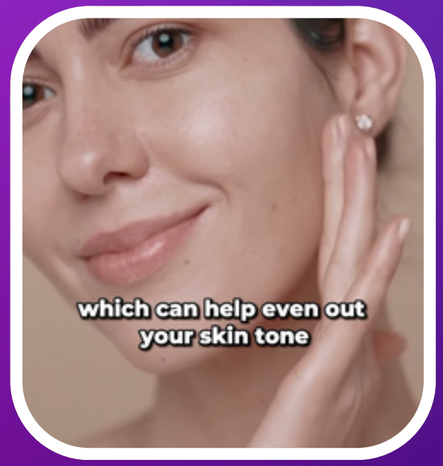
## Creator Mix

Dermatologists with strong digital presence, trusted by skincare-first audiences. Each was mapped to a concern category, ensuring expertise and relevance












**40 DERMATS**

NOVOLOGY
THE NEW SCIENCE OF SKINCARE

*Top Performing Creators*

**2.8M+** REACH **3.6M+** VIEWS **112K+** LIKES

**6.1K+** COMMENTS **0.77** CPV

***Dr Rashmi Shetty***



***Dr. Tanya S Dubey***



***Dr Nirupama Parwanda***



***Dr. Ruby Tandon***



***Dr. Anvi Vaidya***



plum®

Turning awareness into genuine consumer intent within just days















## *Requirement*

Plum wanted to break into the highly competitive Vitamin C skincare category and establish its new range as a go-to solution for glow and healthy skin, driving both awareness and product trials among young, skincare-conscious consumers.

## *Strategy*

A month long campaign, we activated 125 nano and micro skincare creators who produced tutorial-style reels, AM/PM routines, and authentic testimonials showcasing visible glow results. Content was designed to feel educational yet relatable, encouraging consumers to adopt Vitamin C as part of their daily skincare.

## *Creator Mix*

A handpicked mix of skincare-first creators, lifestyle bloggers, and regional voices ensured both trust and scale — reaching metro audiences while also tapping into Tier 2 beauty aspirants.

**125 NANO AND MICRO CREATORS**

plum®

Top Performing Creators

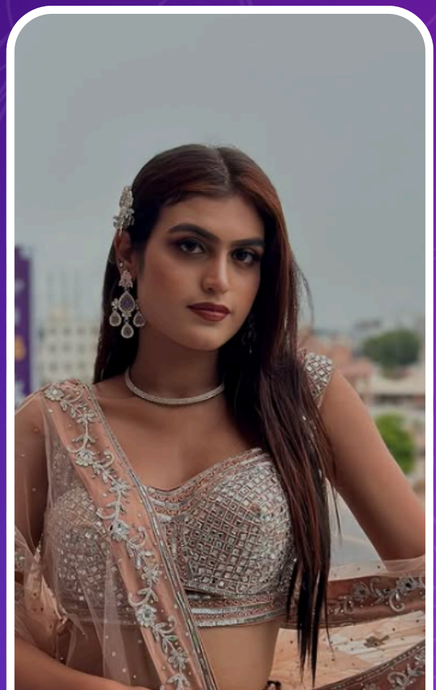
**2.7M+** REACH **3.5M+** VIEWS **172K+** LIKES

**9.3K+** COMMENTS **0.68** CPV

**Unnati Kansara**



**Simran Lulla**



**Nitika Verma**



**Harshita Hari**



**Rimsha Memon**



pilgrim®

**Long-term retainer** partner

## *Requirement*

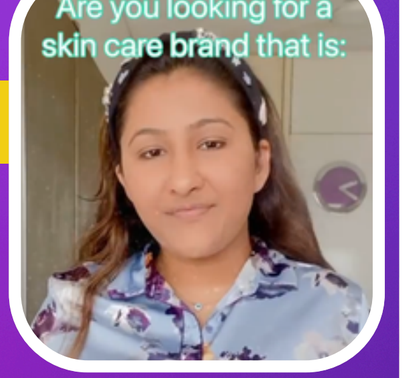
Pilgrim partnered with us on a long-term retainer to consistently drive brand visibility and deeper audience engagement, while ensuring each new launch received focused amplification.

## *Strategy*

We designed monthly social media activations where influencer content was tailored to align with the product of the month. Feed colors, themes, and creator storytelling were planned to seamlessly match the promoted range, ensuring strong brand recall and aesthetic consistency.

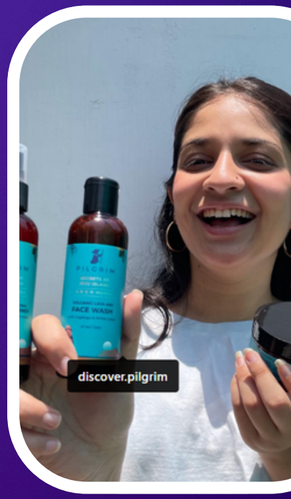
## *Creator Mix*

Over the course of six months, we activated 2000 diverse creator mix of nano, micro, and mid-tier influencers was activated each month, with selections tailored to the specific product range from skincare specialists for credibility to lifestyle creators for wider appeal ensuring both trust and scale.
















**2000**

**NANO, MICRO & MID-TIER CREATORS**

pilgrim®

*Top Performing Creators*

**30.2M+** REACH **36M+** VIEWS **513K+** LIKES

**85K+** COMMENTS **0.73** CPV (Monthly)

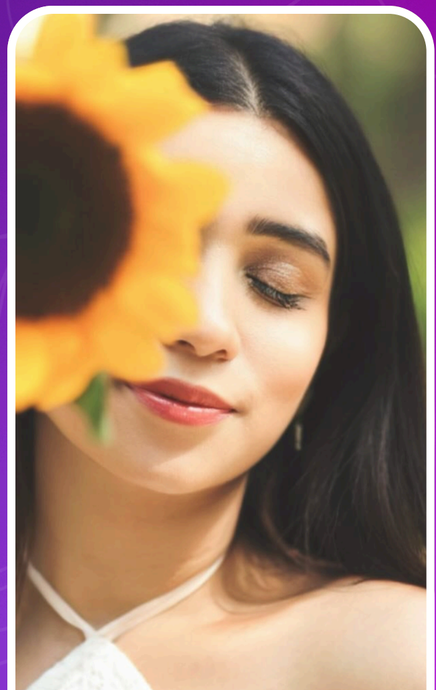
***Geetika Singh***



***Paridhi Pareek***



***Kimmy Nagpal***



***Shreya Solanki Jain***

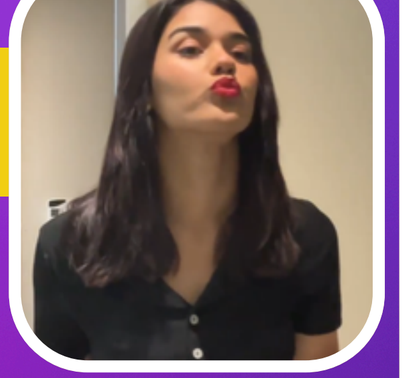


***Tanvi trivedi***

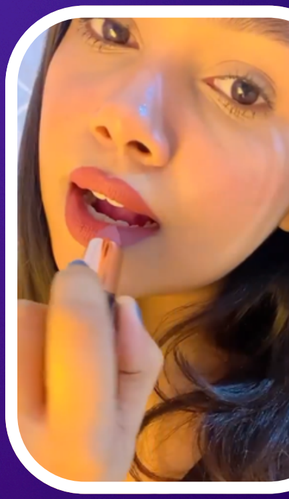


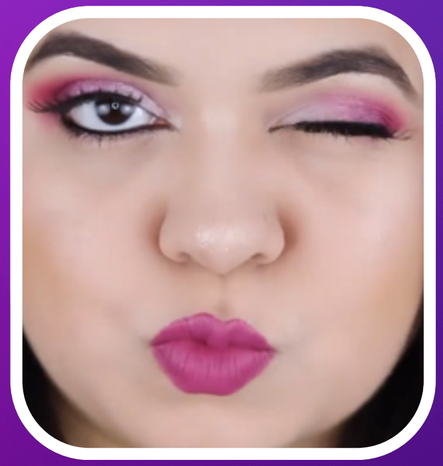
COLORBAR

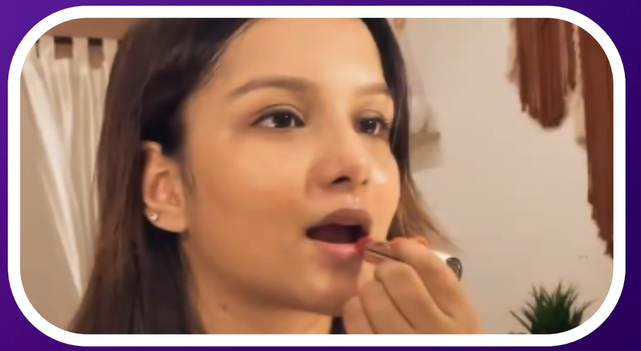
With 1000 influencers in sync, this was one of the largest music-led beauty campaigns in India











## Requirement

Colorbar wanted to create a larger-than-life digital moment that would make its makeup products trend across social platforms. The objective was to amplify visibility and drive mass engagement by tapping into pop culture and music-led virality.

## Strategy

- Activated 1000 influencers across beauty, lifestyle, and entertainment categories to maximize reach.
- Leveraged Badshah's trending track to tie Colorbar with a cultural music moment.
- Creators integrated Colorbar products while performing the song's viral hook step, blending beauty with pop culture.
- Designed the campaign as a mass participation challenge, encouraging organic adoption beyond paid creators.
- Ensured visibility across metros and Tier 2/3 markets through a diverse creator mix.

## Creator Mix

From beauty specialists to lifestyle entertainers and regional voices, the creator pool spanned all audience segments, ensuring mass reach and relatability across India.

**1000**

**NANO, MICRO & MID-TIER CREATORS**

COLORBAR

*Top Performing Creators*

**5.9M+** REACH **6.6M+** VIEWS **183K+** LIKES

**26K+** COMMENTS **0.63** CPV

***Amruta Agarkar***



***Jahanvi Choudhary***



***Manjima***




***Dimpy Khera***



***Prerna Panda***



LoveChild's launch reels generated over
1.**5M+ views in a matter of hours**













## *Requirement*

To launch LoveChild by Masaba's new makeup drops with a bang — creating a wave of bold, experimental, and easy-to-wear looks that matched the brand's fearless personality.

## *Strategy*

- Collaborated with 45 Instagram creators across beauty, fashion, and lifestyle niches.
- Focused on lip shades and hero products, with creators highlighting everyday wearability alongside bold, statement looks.
- Ensured content formats included GRWMs, shade-swatching reels, and quick tutorials to showcase versatility.
- Leveraged Masaba's aspirational brand persona to create cultural recall among Gen Z and millennials.

## *Creator Mix*

A handpicked mix of beauty creators, fashion influencers, and edgy lifestyle voices ensured LoveChild's launch felt bold yet relatable from everyday makeup lovers to trendsetters shaping Gen Z culture.

**45**

**MICRO CREATORS**

LOVECHILD BEAUTY masaba

*Top Performing Creators*

**2.1M+** REACH **2.75M+** VIEWS **71K+** LIKES

**5.2K+** COMMENTS **0.65** CPV

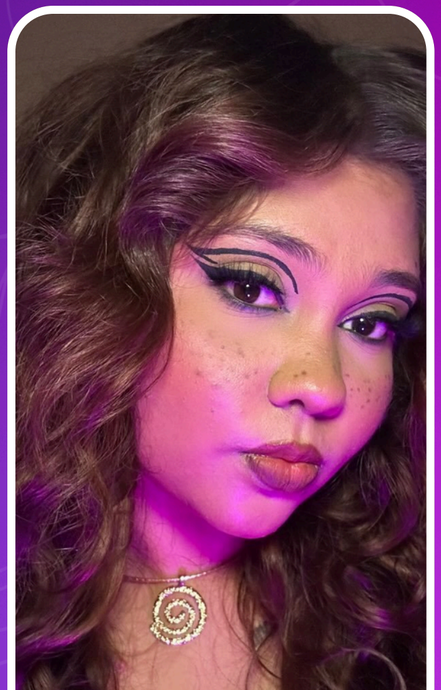
***Naazneen Saiyed***



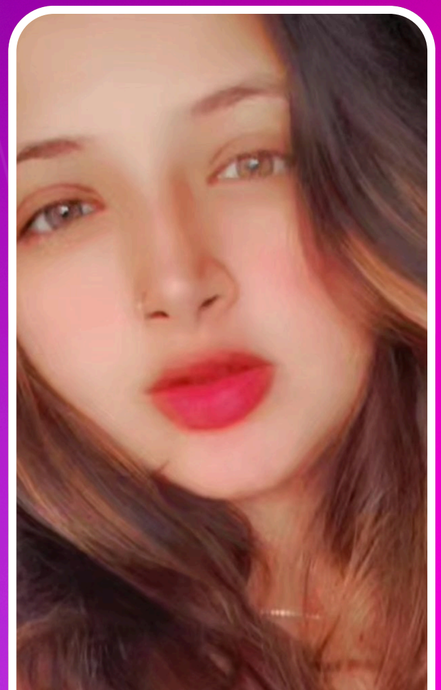
***Parna***



***Sneha***



***Vallabhi Meswani***



***Kirtana***



Oteria

**Day-to-night usage, gender-neutral positioning, and versatile benefits**

## *Requirement*

Oteria wanted to be seen as more than just a product brand — the goal was to embed its skincare and haircare range into everyday life, showing how it supports different people, different needs, and different routines across the day.

## *Strategy*

- Partnered with 35 male and female influencers across Instagram and YouTube.
- Showcased Oteria's products through AM-to-PM routines, highlighting day-to-night relevance.
- Balanced skincare and haircare storytelling, positioning Oteria as a holistic beauty brand.
- Featured creators across beauty, lifestyle, and wellness genres to appeal to varied audiences.
- Focused on inclusive, relatable content that made the brand feel part of everyday life.

## *Campaign Highlight*

From morning to midnight, male to female, skincare to haircare — Oteria became the brand that lived in people's routines, not just their shelves.














**35 MICRO CREATORS**

Oteria

Top Performing Creators

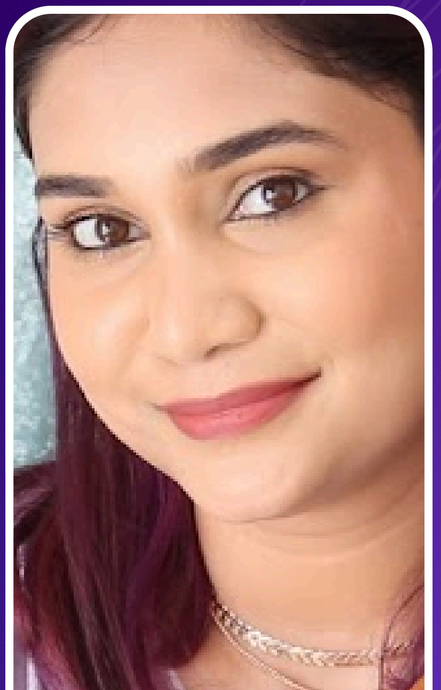
**975K+** REACH

**1.4M+** VIEWS

**3.85%** ER

**0.73** CPV

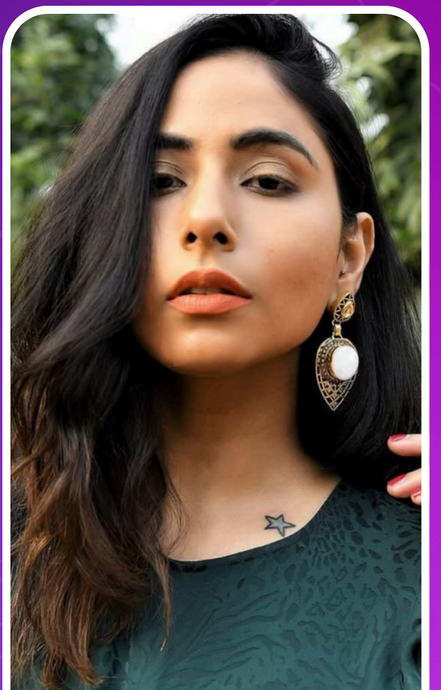
***Nidhi Katiyar***



***Tarun bedi***



***Priya Seth***



***Kunal Vachhani***



***Smriti Thakur***



MARS

Bringing MARS **Closer to Regional Audiences** Through Local Voices













## *Requirement*

MARS wanted to strengthen awareness and visibility for its product range by tapping into regional YouTube audiences, building local trust and wider reach across South India.

## *Strategy*

- Partnered with regional YouTube creators who already had deep influence in Tamil, Telugu, Kannada, and Malayalam-speaking communities.
- Content was created in local languages, seamlessly weaving MARS products into daily-life storytelling.
- Leveraged YouTube Shorts for snackable, viral discovery, while also building longer explainers for product credibility.
- Approach positioned MARS not as an “outsider brand,” but as part of the everyday beauty conversations in South India.

## *Campaign Highlight*

By speaking the language of its consumers, MARS unlocked a new wave of loyalty — proving regional content is the fastest route to deeper brand love.

**12 MICRO CREATORS**

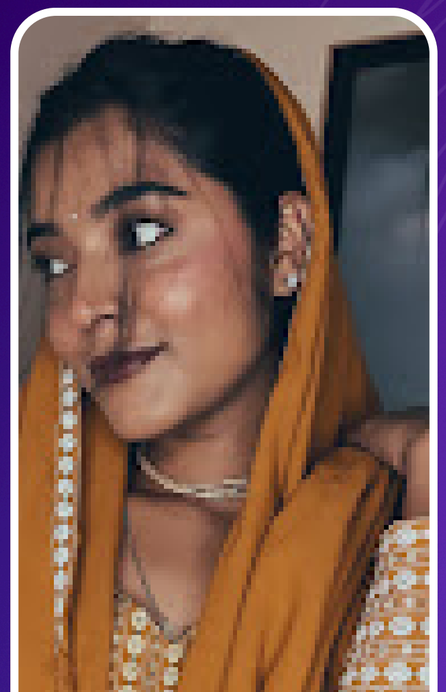
MARS

*Top Performing Creators*

**878K+** REACH **952K+** VIEWS **32K+** LIKES

**3.5%** ER **0.58** CPV

***Anupallavi***



***Barnali Roy***



***Swetha***



***Maheshwari***



***Priya***



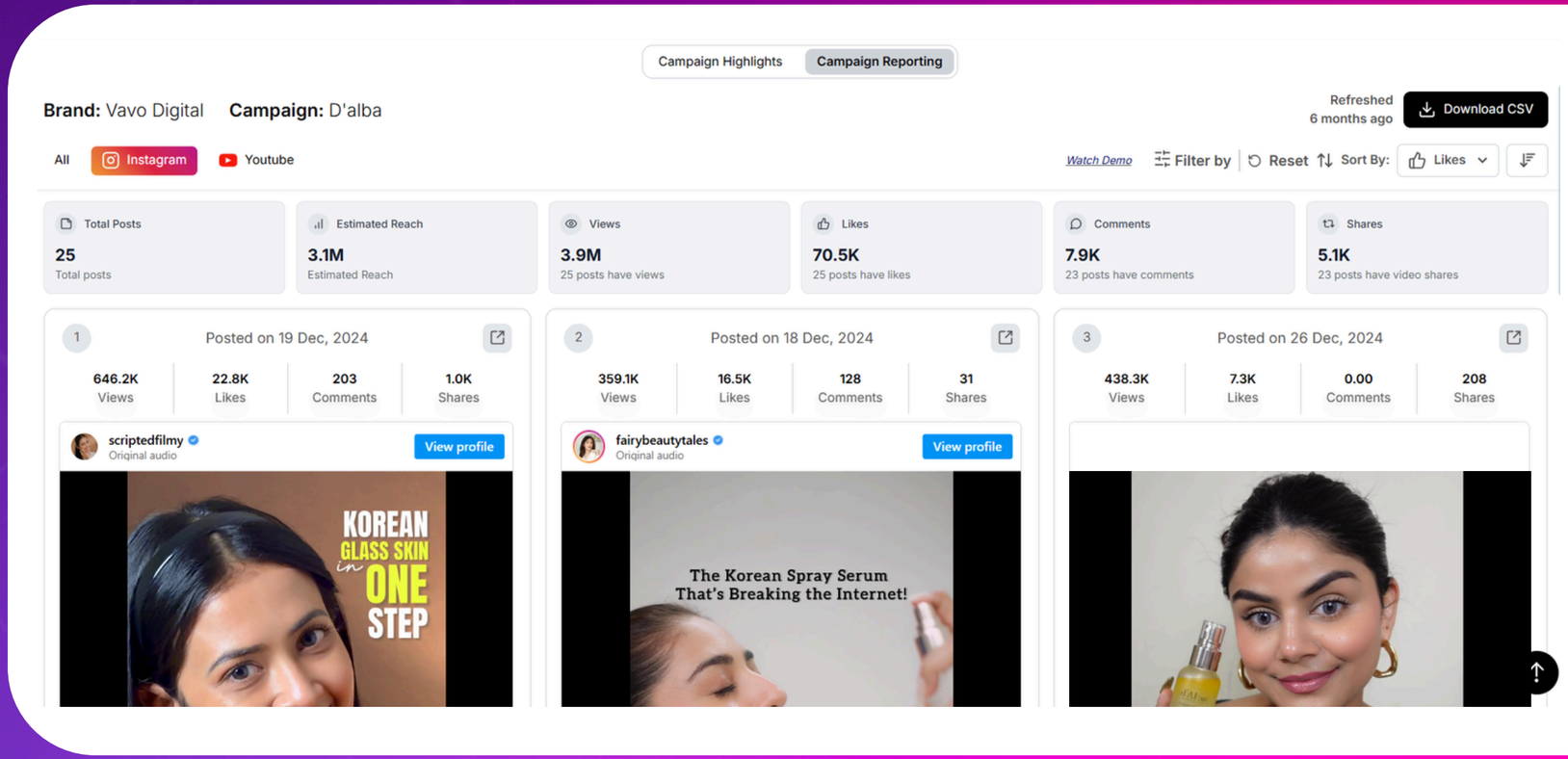
# Live Campaign Tracker

## FOR YOU TO HAVE A BIRD'S EYE VIEW OF THE INFLUENCER CAMPAIGNS

We will share our online live tracking tool that lets us as well as you keep an eye on the campaign every 24 hours.

Having this tracker gives us the opportunity to tweak the content and reel info based on how the campaign is doing.

The tool will help you monitor the total views, reach, engagement, reach, and how each influencer's content is performing in real-time.




*Click on image to view report*

VAVO DIGITAL

hello@vavodigital.com