

How a brand awareness strategy influenced **+120%** in retail sales



“GRIN gives us all of the tools we need to execute national and international influencer marketing campaigns with ease. It has helped us find and recruit amazing talent around the world and communicate with them effectively, no matter what time zone they are in.”

— Amanda Mejia, International Social Media Strategist at Esponjabon



About Esponjabon

Esponjabon is the original all-in-one soap sponge designed to simplify your skincare routine. Infused with skin-loving ingredients like glycerin, aloe vera, and mother of pearl, each Esponjabon cleanses, exfoliates, and nourishes in one easy step. Loved by millions for its convenience and results, Esponjabon brings the spa to your shower—no mess, no fuss.

About Esponjabon's creator program

Esponjabon hired Amanda Mejia in 2023 as its international social media strategist, focused exclusively on TikTok. Since the brand doesn't sell direct-to-consumer, Amanda's primary goal is to drive online brand awareness that supports in-store retail sales.

While Esponjabon's core audience is Hispanic women in the U.S. aged 18–25, Amanda has expanded the brand's reach internationally and broadened its appeal to a more diverse range of consumers.

In 6 months,
Esponjabon generated:



+120%
in-store retail sales



12M+
video views



1M+
engagements



1.8M+
IMV

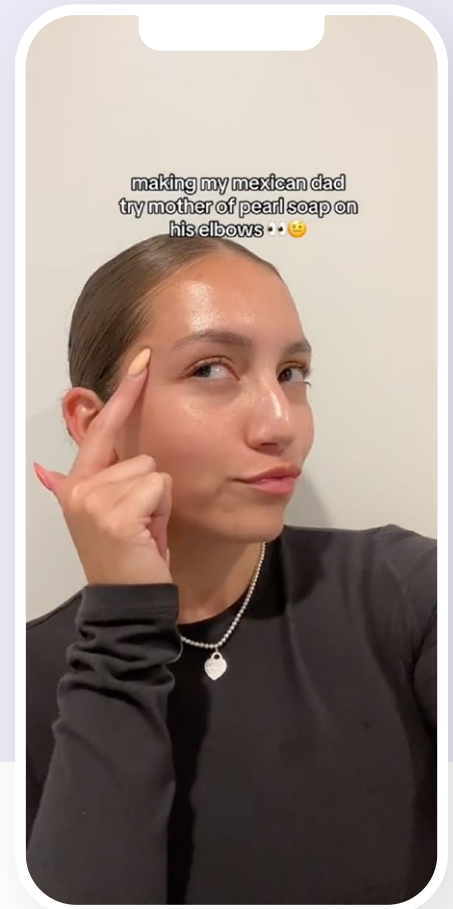
The challenge

Reignite a passion for Esponjabon online.

In 2020, a TikTok post went viral after a creator returned from Mexico raving about Esponjabon. The brand rode the awareness wave for a while, but like all viral moments, interest eventually faded.

That moment showed Esponjabon how powerful creator content can be. But it also proved you can't build a lasting brand on one viral post. Sustaining momentum takes consistency, the right creators, and a clear strategy.

To bring back that spark and keep it going, Amanda needed a full creator program. That meant finding creators who truly resonated with the brand, getting products into their hands fast, and tracking every mention—all at scale.



The solution

An all-in-one platform for running a high-impact creator program

With GRIN, Esponjabon could run a far more strategic and streamlined creator program—one that allowed Amanda to scale outreach, stay organized, and measure performance every step of the way.

The right creators every time

GRIN's [Curated Lists](#) team helps Esponjabon find the right creators from the start. GRIN tailors each list to Esponjabon's goals so Amanda can move quickly and confidently without any wasted time or unnecessary risk on the wrong fit.

Personalized outreach at scale

With [Email Sequences](#), Amanda can automate outreach while keeping the personal touch. This has helped Esponjabon run highly organized campaigns with strong creator engagement and high retention rates.

Organized, end-to-end campaign management

GRIN's [Activations feature](#) offers Amanda one centralized place to manage each campaign. From tracking product shipments to monitoring deliverables, everything stayed organized, making it easy to scale campaigns without letting anything fall through the cracks.

Clear insights and fast decision-making

The [Reporting Dashboard](#) brought visibility to campaign performance with real-time metrics and creator rankings. Amanda could see which partnerships were driving the most impact, allowing her to optimize future campaigns with the utmost confidence.

The results

2x sales and a rising global audience

With the right creators and the right message, Esponjabon quickly regained traction online. Amanda's campaigns drove a surge in impressions, leading to sellouts at multiple retail locations. Creator buzz didn't stop at the U.S. border—activity began spreading internationally, signaling a growing global presence.

In just six months, Esponjabon's creator program delivered:

