HAPA KRISTIN

The South Korean beauty brand used branded GIF stickers in ads in Instagram Stories and polling sticker ads to reach its target audience in the US, which increased landing page views by 50%.

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Hapa Kristin

THE STORY

An eye for beauty

Hapa Kristin is a South Korean beauty brand that offers coloured contact lenses. The brand sells its trendy products online to a global audience.

50%	**33%**	**1.3X**	**17%**
more landing page views	lower cost per landing page view	increase in click-through rate	more people reached

'Instagram and Facebook have always been an important part for Hapa Kristin, as they allow us to reach a global audience with simple yet powerful ad creation tools and targeting. The idea of creating our own GIFs and using them as stickers in Stories helped us not only add a personal touch, but improved campaign performance at the same time.'

MOONKI JEONG, MARKETING DIVISION LEAD, HAPA KRISTIN

THE GOAL

Getting on the global stage

Hapa Kristin wanted to run a high-impact, attention-grabbing campaign that would generate brand awareness and interest as it expanded into a new international market.

THE SOLUTION

Sticky Stories

For this cross-border US campaign, Hapa Kristin ran ads in Instagram Stories and poll ads that featured unique GIF stickers. Hapa Kristin worked closely with Facebook to create 15 new branded GIFs and then uploaded them to Giphy.com so it could use the GIF stickers directly in the ads.

The beauty company created GIFs featuring its brand character, Kristin, and added messages to the stickers, such as *Swipe up*, *Tap* and *Order now*. It then used the stickers in regular posts and paid ads. The brand also used the stickers to highlight call-to-action buttons in ads in Instagram feed and Stories.

Hapa Kristin also used interactive poll ads to ask people to pick their favourite colour from two different contact lenses, and added the GIFs above the poll sticker for visual interest.

The campaign was broadly targeted to women in the US aged 18–44. Hapa Kristen used automatic placements to deliver ads across Instagram, Facebook and Audience Network in a cost-efficient way, and used campaign budget optimisation to identify the best-performing ad. By using these unique stickers, the campaign resulted in the following over ten days in March 2020:

- 50% more landing page views (compared to campaign without GIF stickers)
- 33% lower cost per landing page view (compared to campaign without GIF stickers)
- 1.3X increase in click-through rate (compared to campaign without GIF stickers)
- 17% more people reached (compared to campaign without GIF stickers)

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