



.Reaching **28M** impressions
through **17** creator
collaborations in **4** months.

CASE STUDY

Ω
OMEGA



CASE STUDY



.The Context



Jewellery Industry



Fine Jewellery



Bienne, Switzerland



[omegawatches.com](https://www.omegawatches.com)



[@omega](https://www.instagram.com/omega)

.The Challenges

Increase **Global Brand Awareness**

OMEGA looked to shift their targeted audience to a younger, newer audience who may not have already been associated with their high-end and luxurious products and branding.

Go beyond **Paid Social Ads**

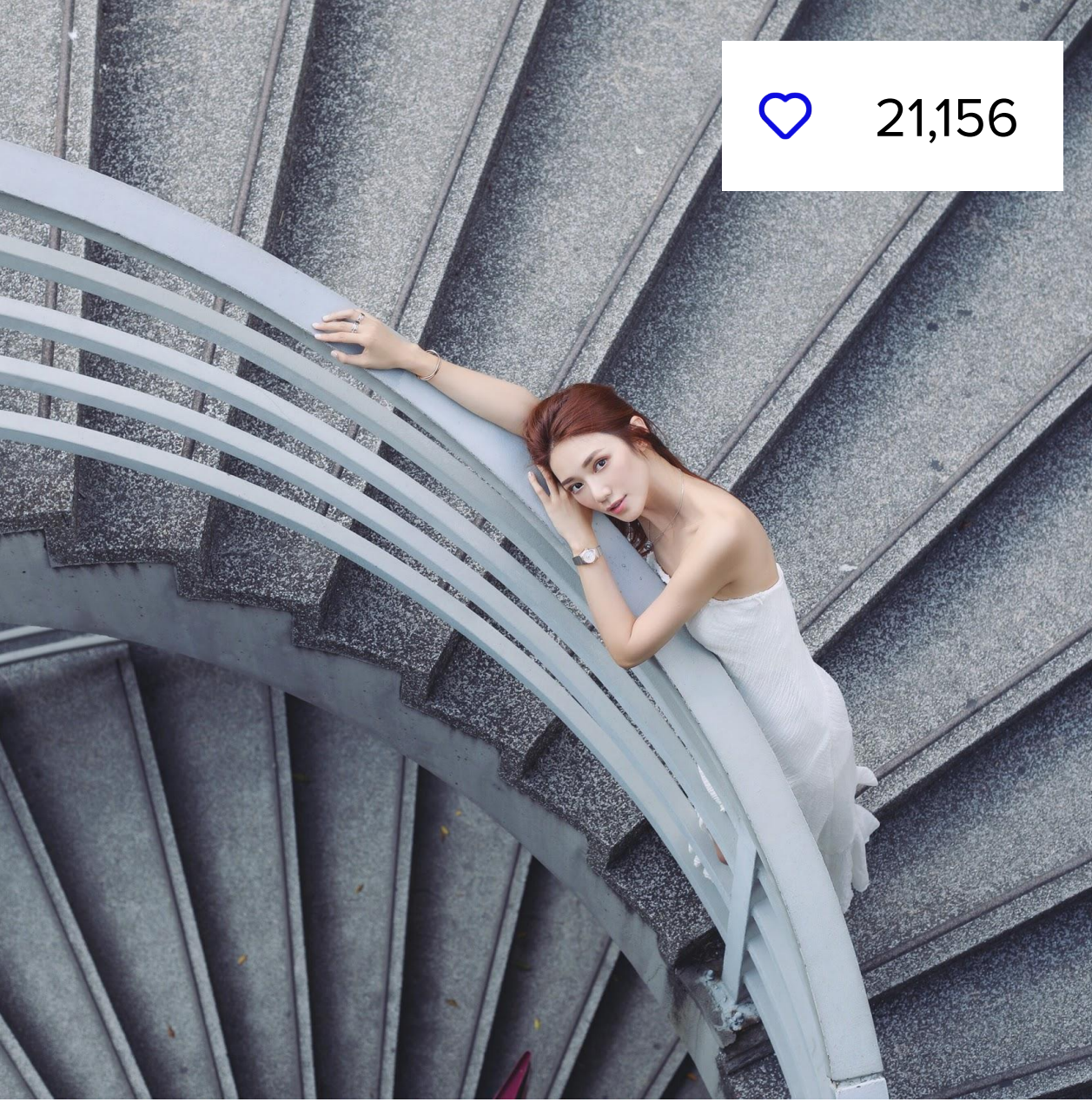
OMEGA's goal was to amplify existing strong media and generate fresh, new, real-life content that could embody and celebrate the brand's perception and values.



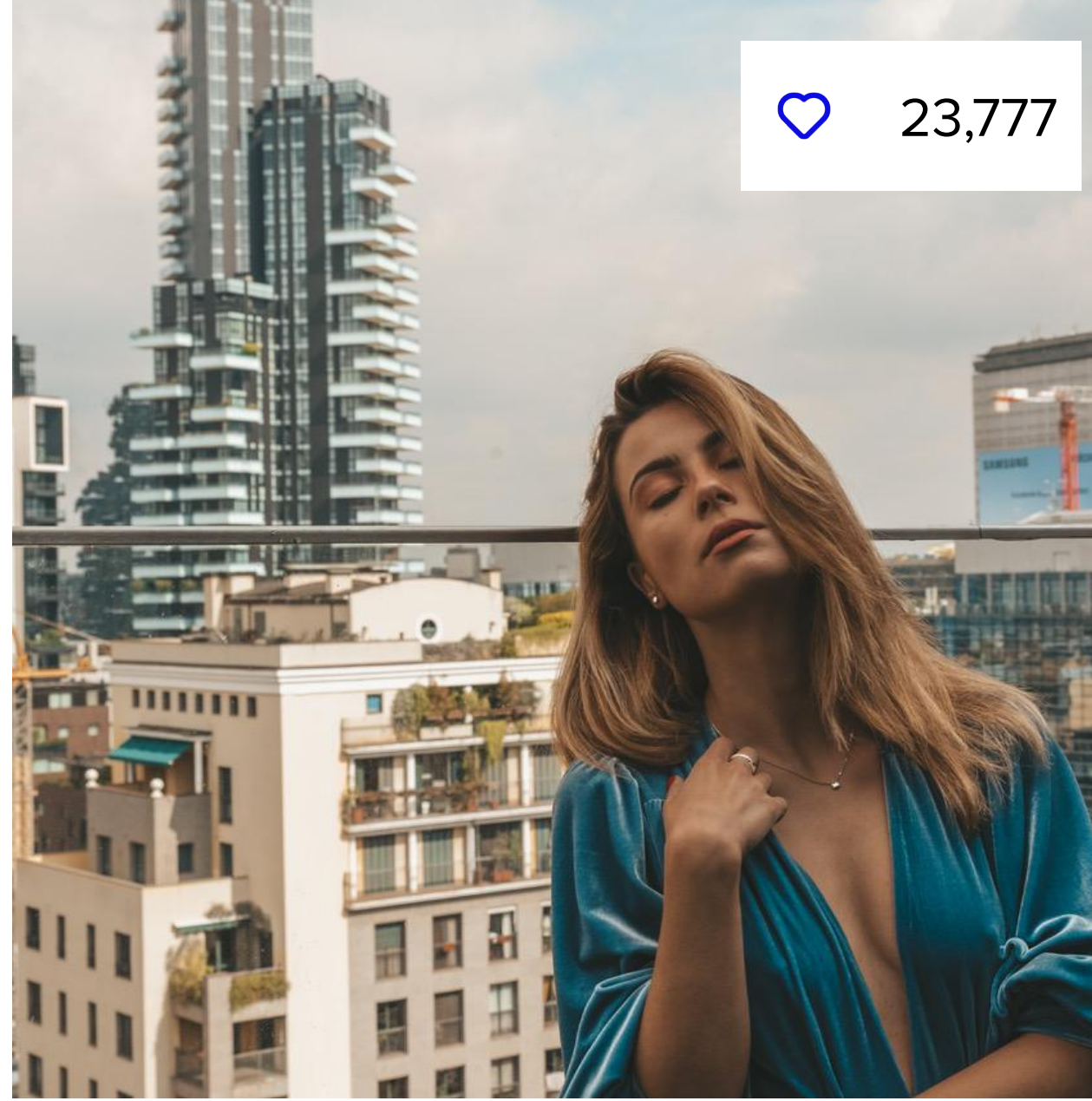
www.upfluence.com

hey@upfluence.com

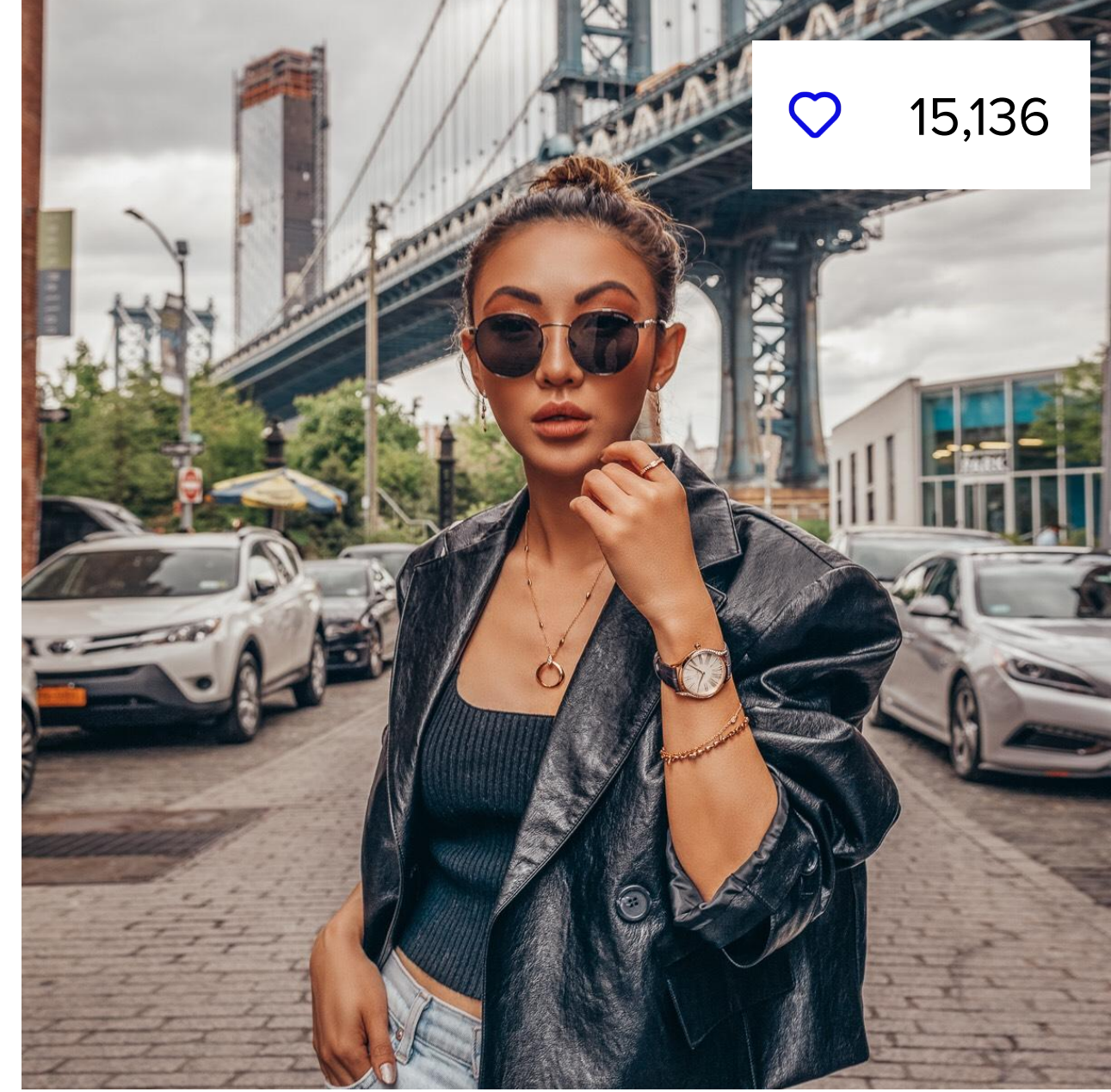




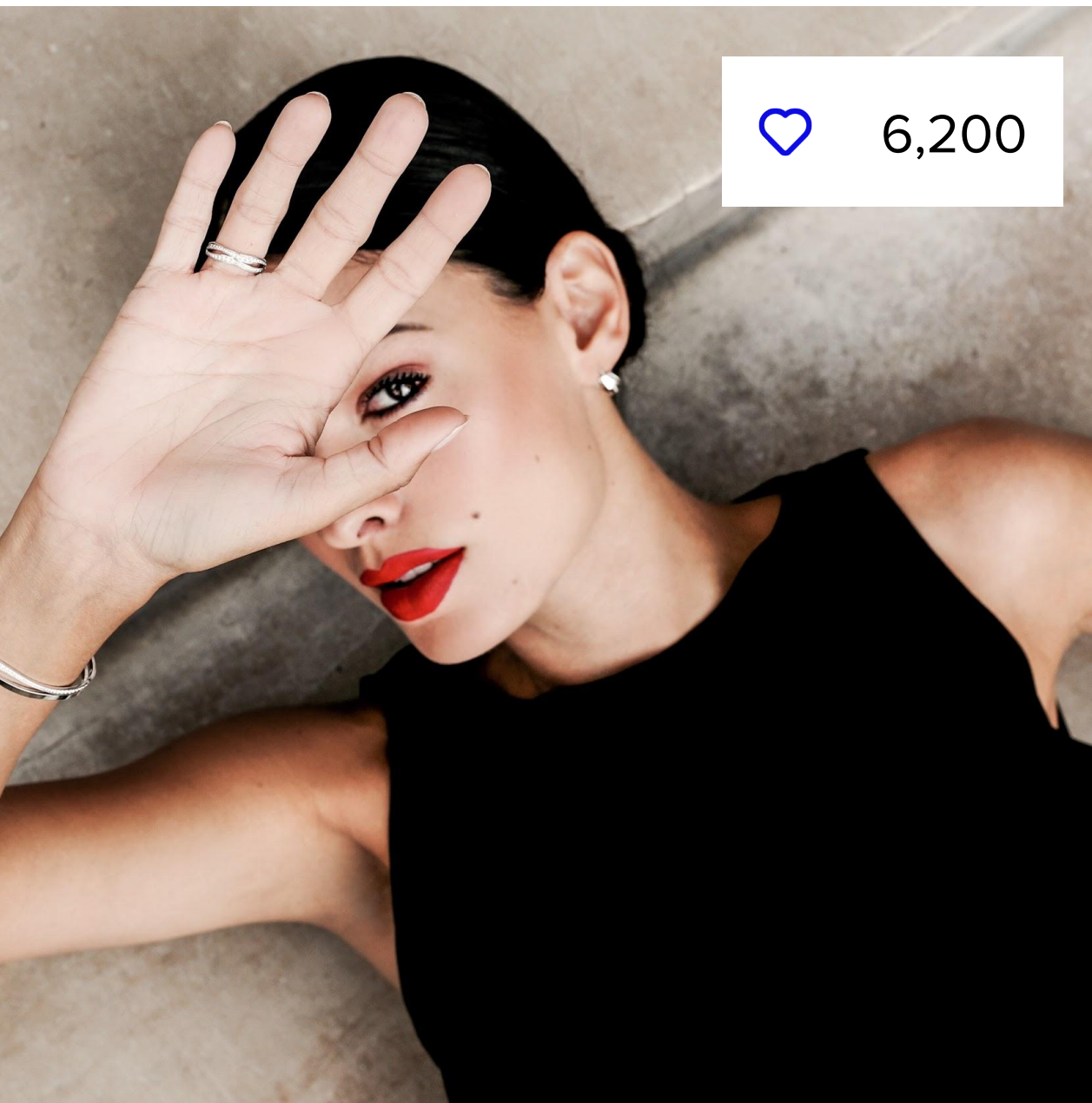
♡ 21,156



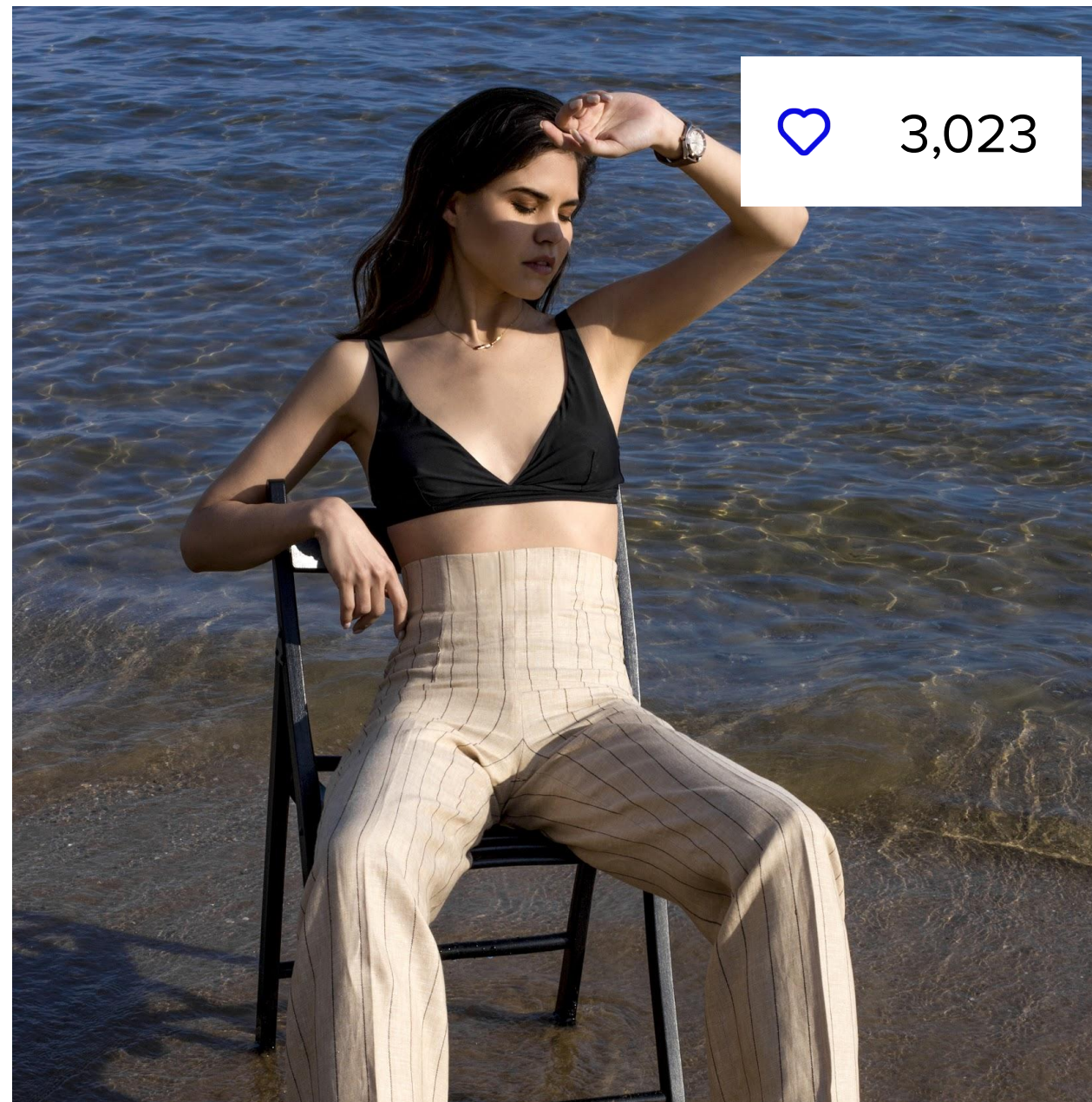
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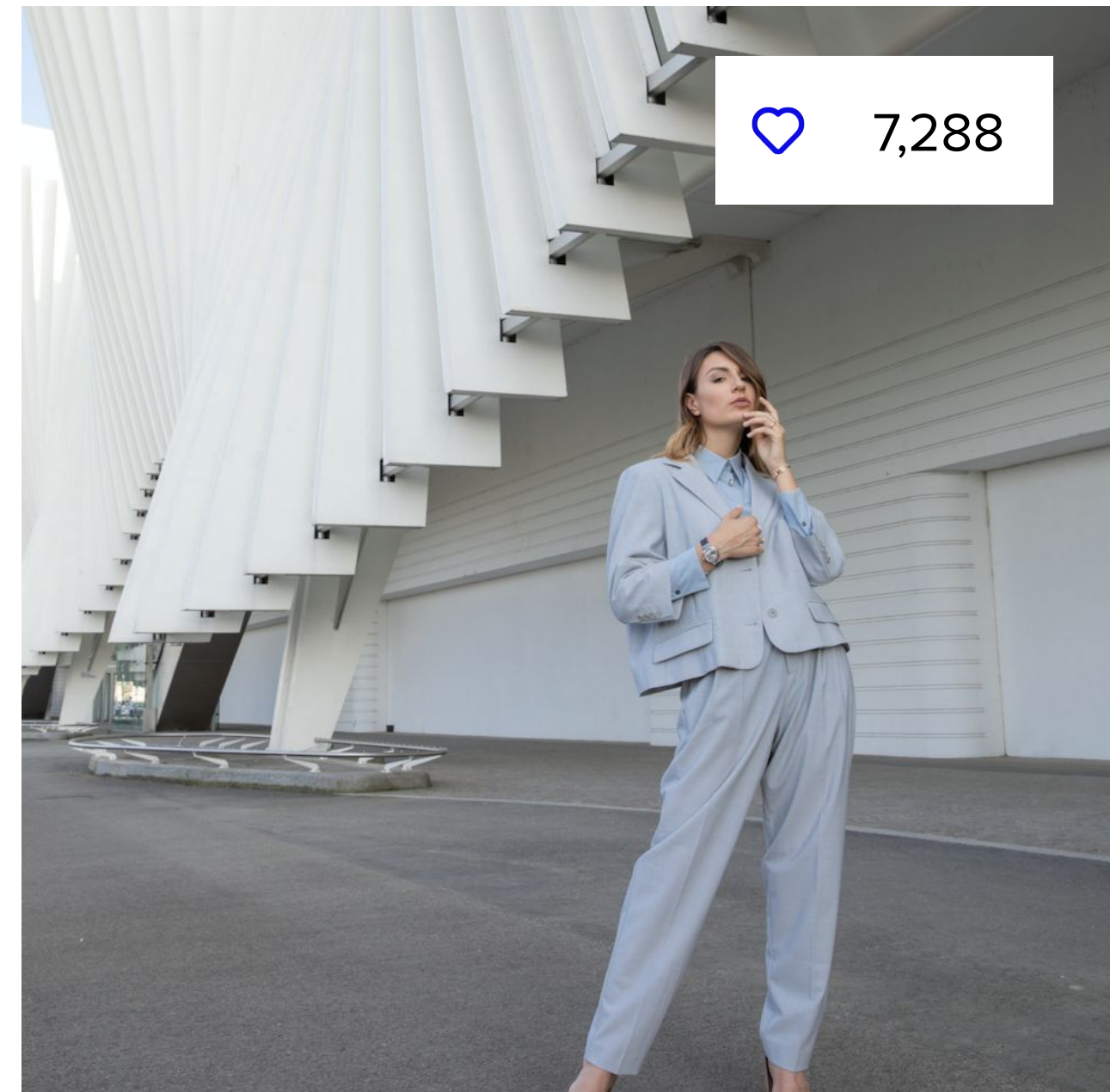
♡ 15,136



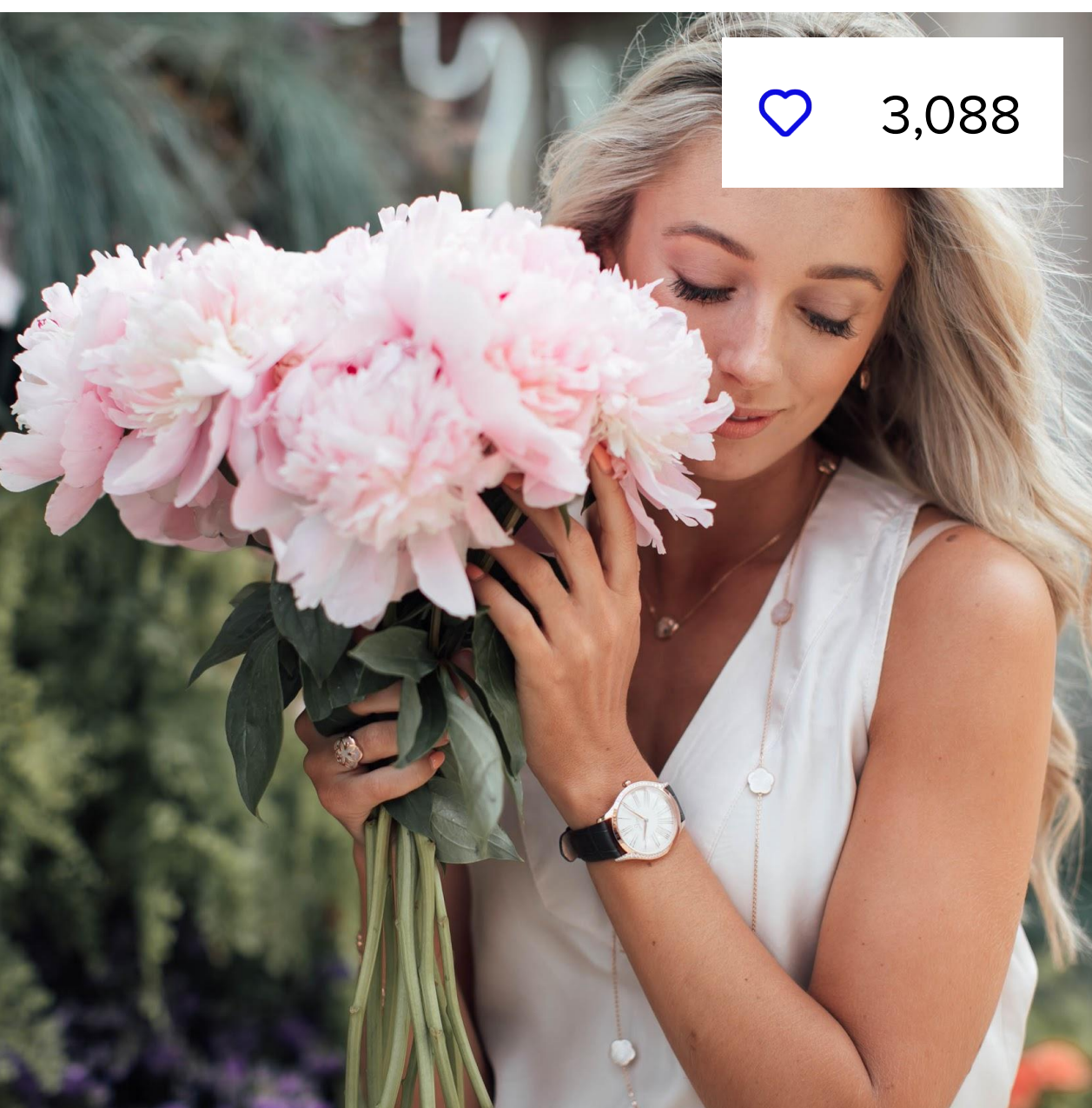
♡ 6,200



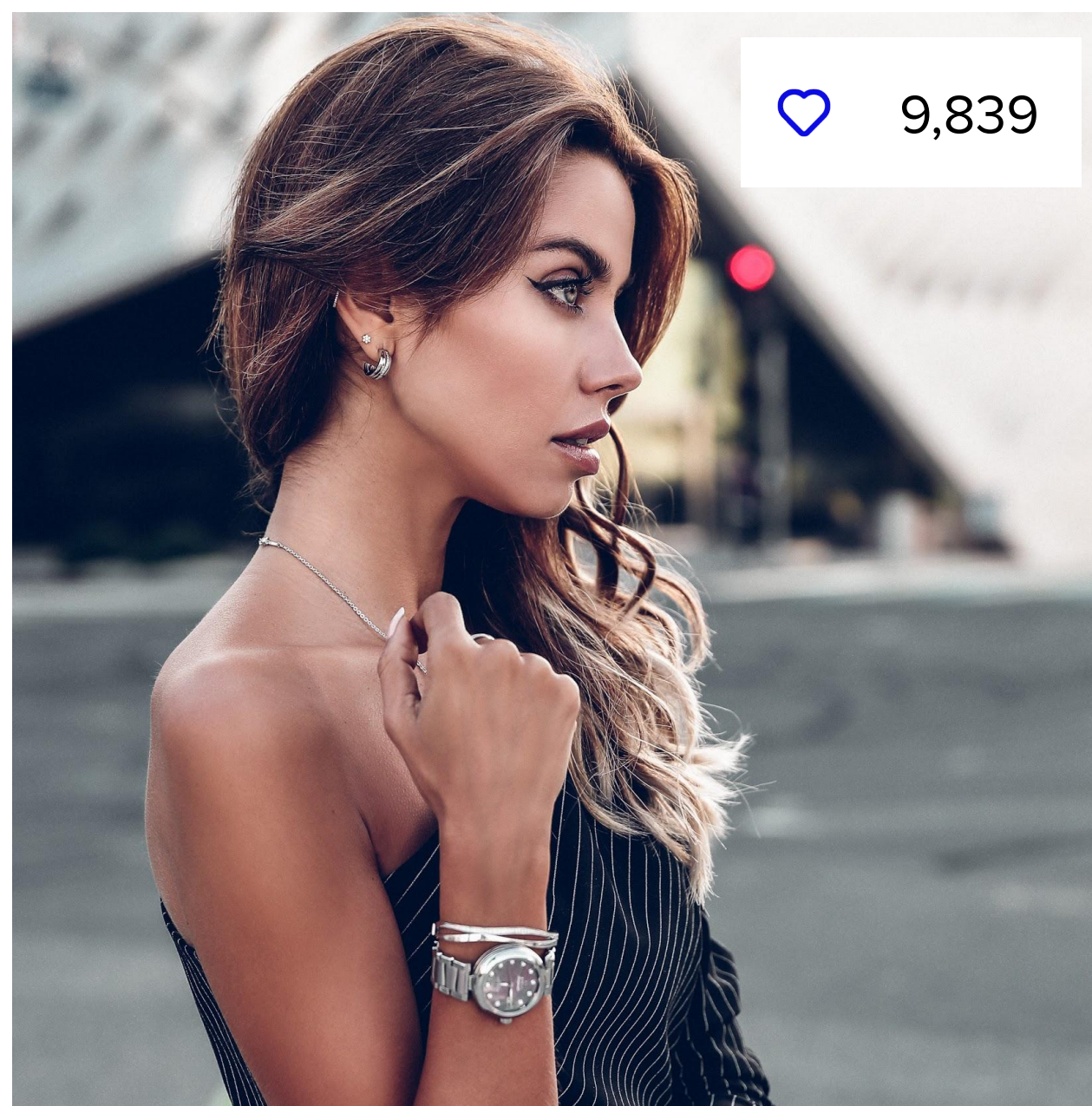
♡ 3,023



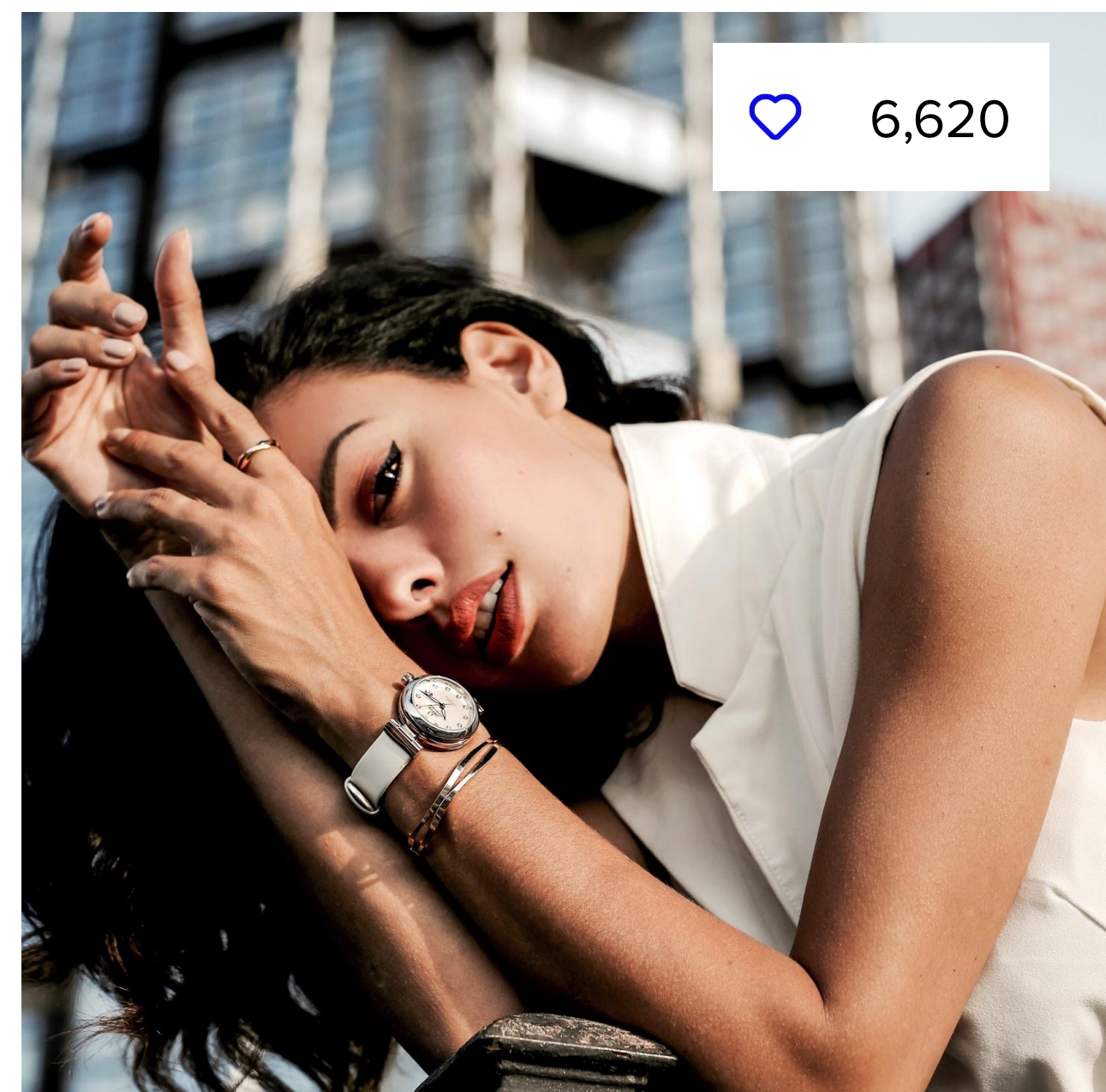
♡ 7,288



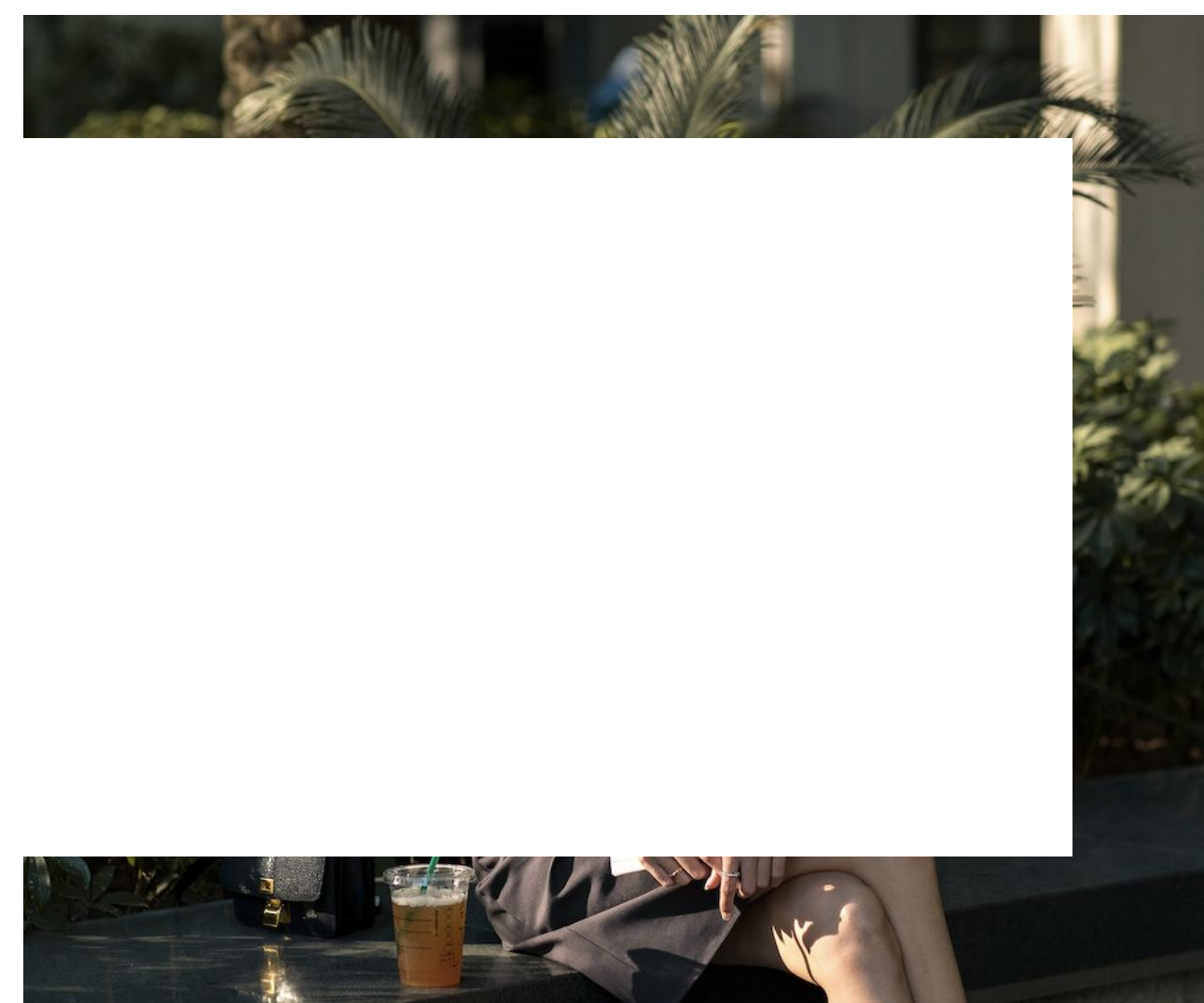
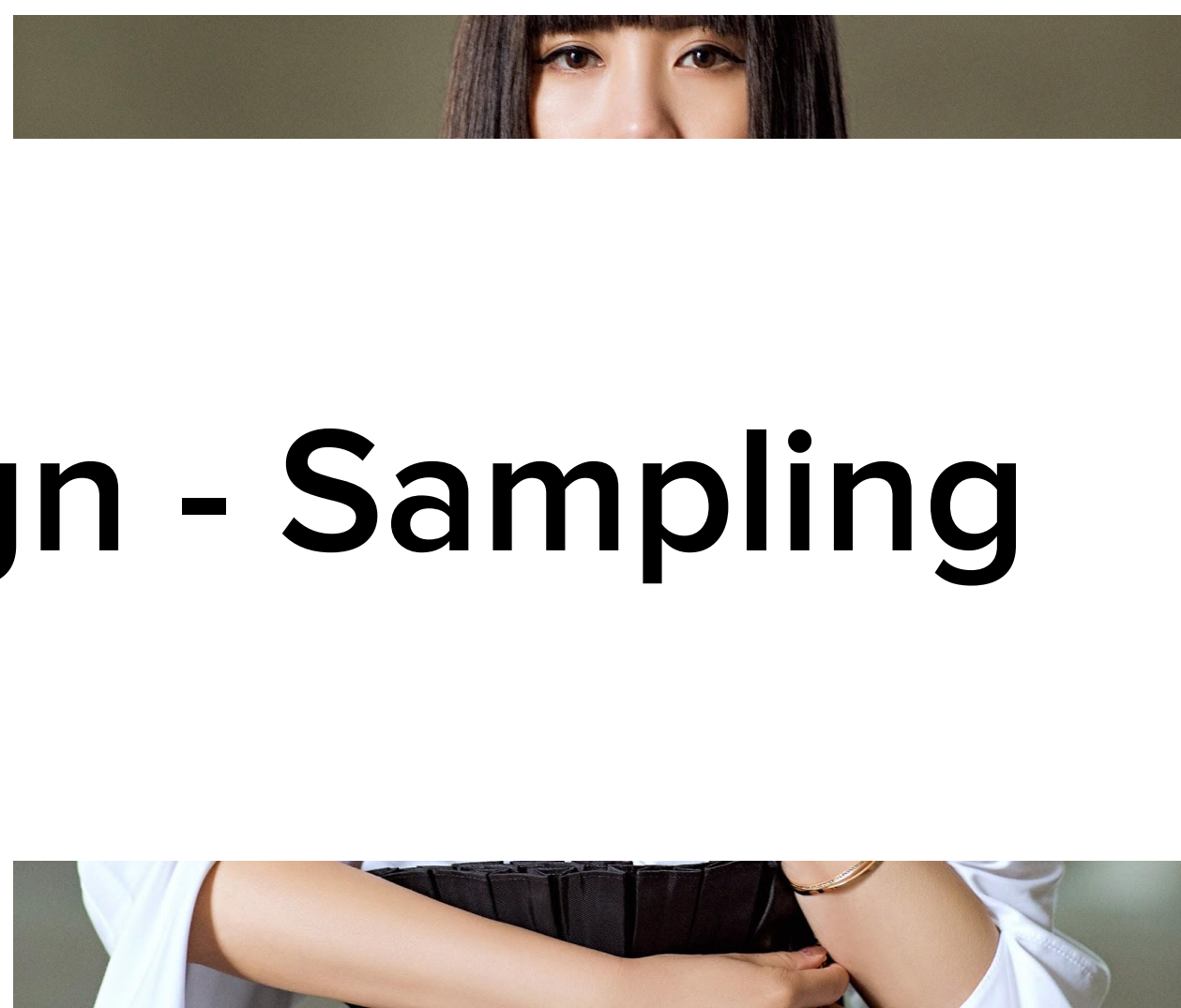
♡ 3,088



♡ 9,839



♡ 6,620



.The campaign - Sampling

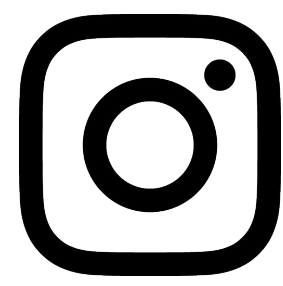


www.upfluence.com

hey@upfluence.com



.The results



14

Influencer collaborations

4.7M

Community Size

439K

Instagram
likes

11K

Clicks



www.upfluence.com

hey@upfluence.com



.The results



3

Influencer collaborations

4.4M

Community Size

27K

Weibo
likes

9K

Clicks



www.upfluence.com

hey@upfluence.com



.Influencer Marketing as an Approach



GLOBAL REACH

From millions of influencers in the database, Upfluence sourced **17 influencers internationally** to introduce the OMEGA brand to a collective of nearly **10M prospective customers**.



PRECISE AUDIENCE TARGETING

Upfluence's services team produced a catalog of highly targeted influencers who met OMEGA's desired demographic:

Young, stylish, affluent women with a luxurious taste for fashion.








CONTENT PRODUCTION

Renewing OMEGA'S content library with high-quality posts that **blend influencer flair with the luxury of OMEGA**. Creating uniquely generated content that's ideal for future marketing initiatives



TARGET AUDIENCE

-  Instagram + Weibo
-  Female - 25-35 yo
-  China, Hong Kong, USA, UK, Europe, Middle East
-  Mid-size + Macro + Lifestyle, Luxury
-  Sampling Affiliation + Paid



www.upfluence.com

hey@upfluence.com



Influencer Selection

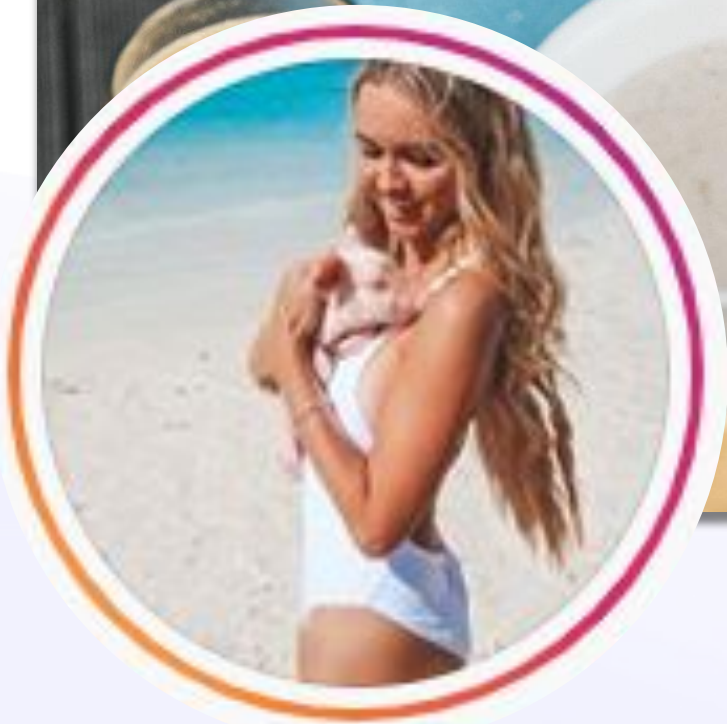
MACRO INFLUENCER



1.1M
Followers

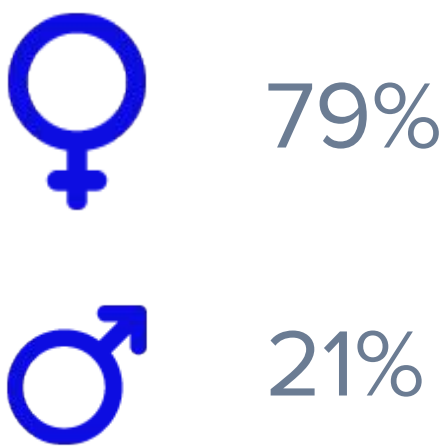


97%
Real

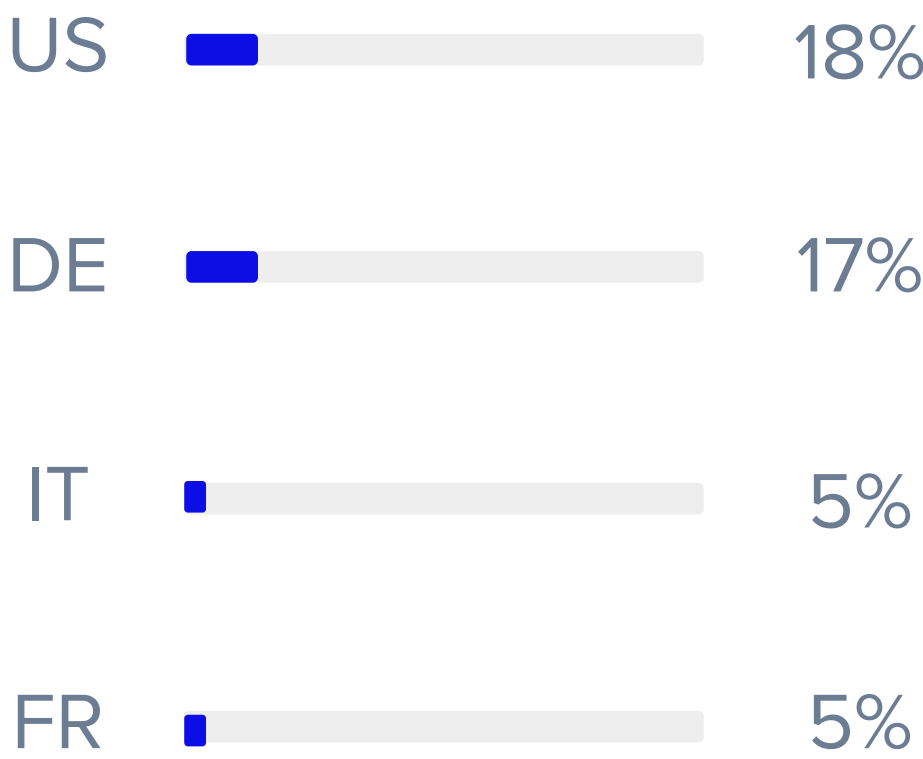


[@pilotmadeleine](#)

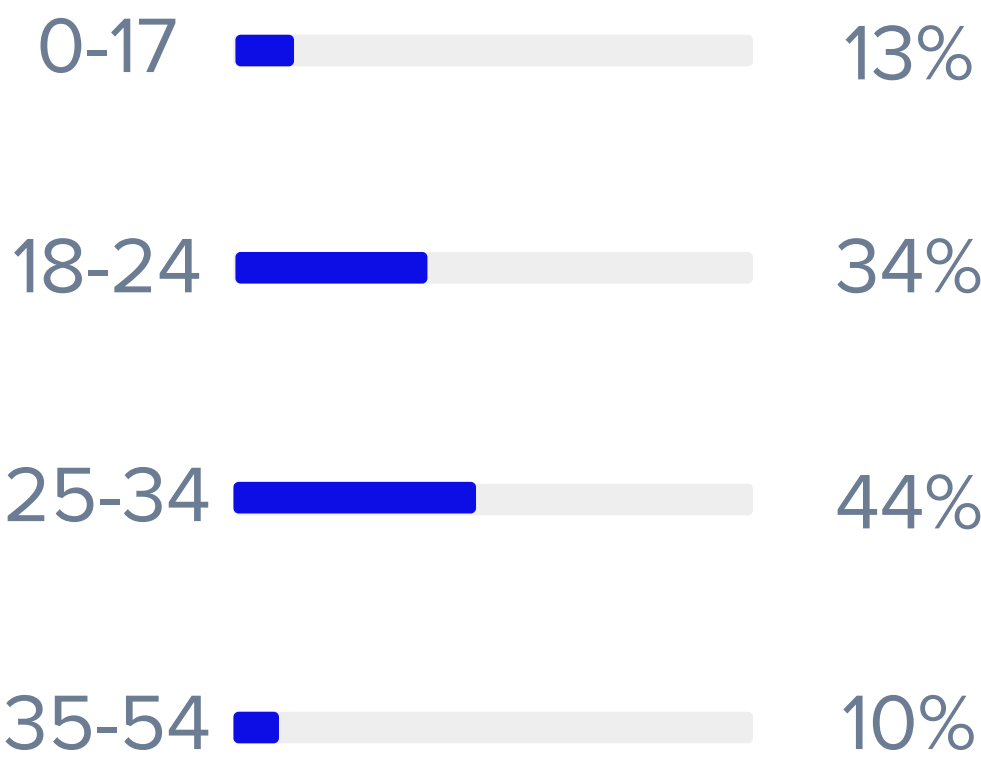
ENGAGED AUDIENCE



COMMUNITY



LOCATION



AGE



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.Key takeaways

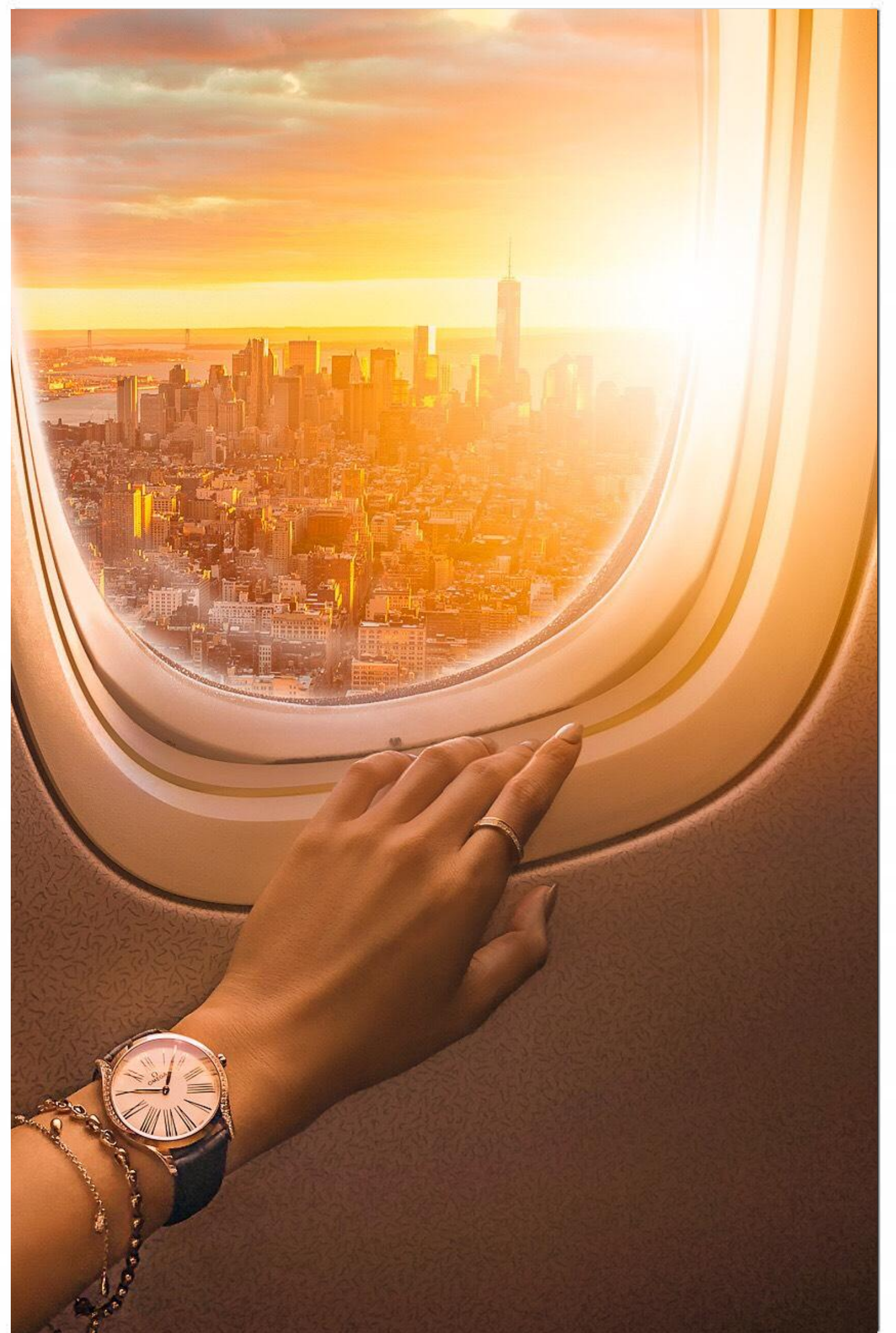
OMEGA successfully used **young and influential voices** to represent their brand on social media. The collaborations helped bridge OMEGA's legacy and the new and exciting social media landscape.

The **17 influencers** successfully embodied the brand's vision for luxury meets modern, and high-end mixed with highstreet.

With a whole new content library, OMEGA was able to bring **real, authentic influencer advocacy** to their branding efforts.

OMEGA introduced their collection to various countries across the world, with published content on Instagram, blogs, & Weibo. They will be able to reuse this campaign in other markets and countries.

They used the content to build a digital & print magazine illustrating the new **OMEGA Jewellery lines with Watches**.



“

“Cannot wait to see the final magazine, I would love to share it on my social channels!”

@pilotmadeline (1M followers)

.More Stories



BURROW

mayoral



sopra  steria



Ricola

BRAUN



Mercedes-Benz



Ω
OMEGA



MORE STORIES



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