

.Generated **+2.5M**  
impressions through **12**  
creator collaborations

CASE STUDY



CASE STUDY



## .The Context



Food & Beverage Industry



Golden syrup



United Kingdom



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



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

## .The Challenges

### Strengthen **Brand Identity**

Lyle's Golden Syrup aimed to strengthen its online branding. Through its social media presence, Lyle's Golden Syrup can drive brand awareness, capture customers' interest, and grow loyalty.

### Diversify **Content Library**

Lyle's Golden Syrup has a high demand for authentic, creative, and relevant user-generated content surrounding their syrup product. They need to effectively translate their offline branding into a fresh online portfolio.



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

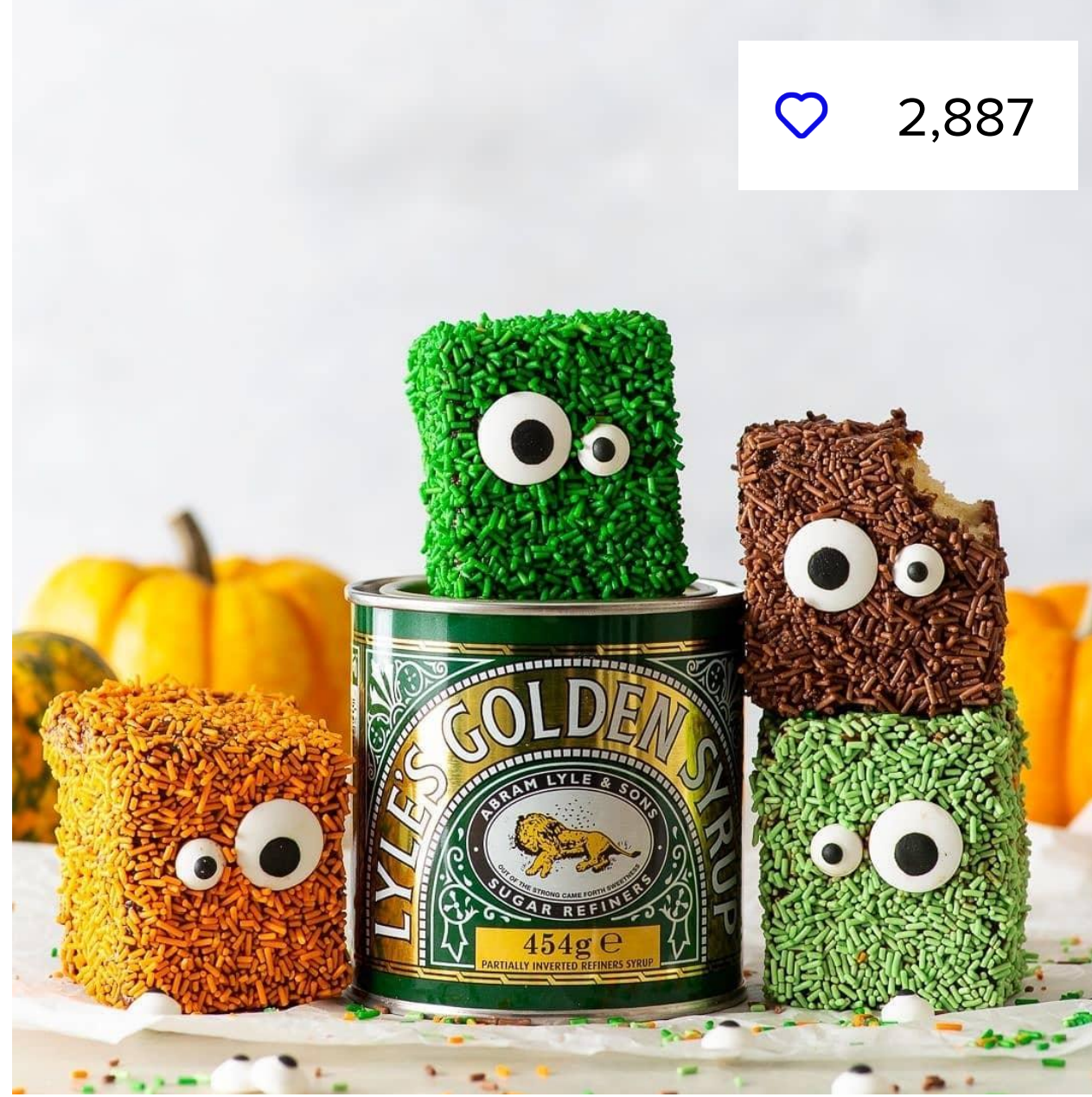
[hey@upfluence.com](mailto:hey@upfluence.com)



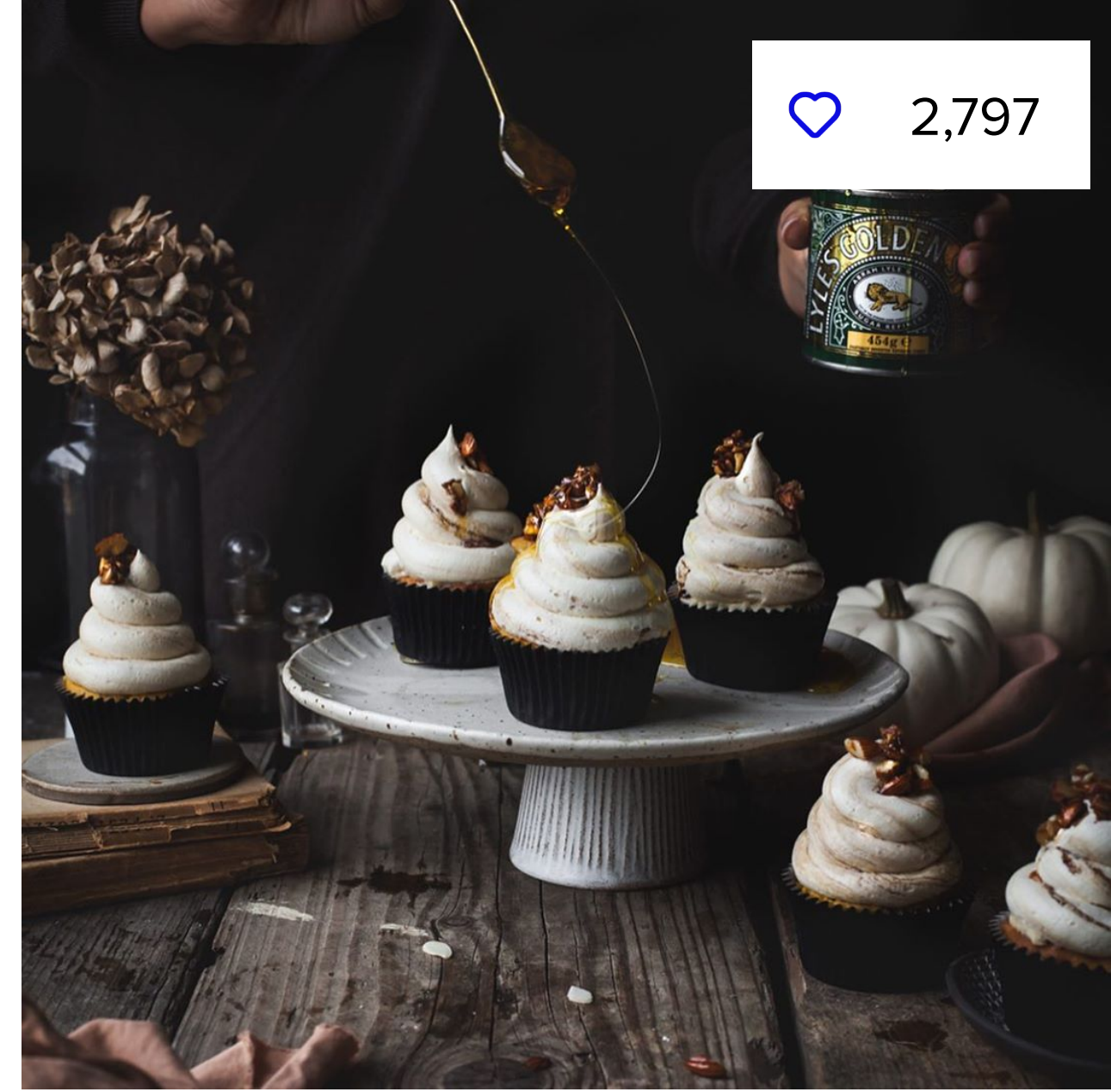




6,725



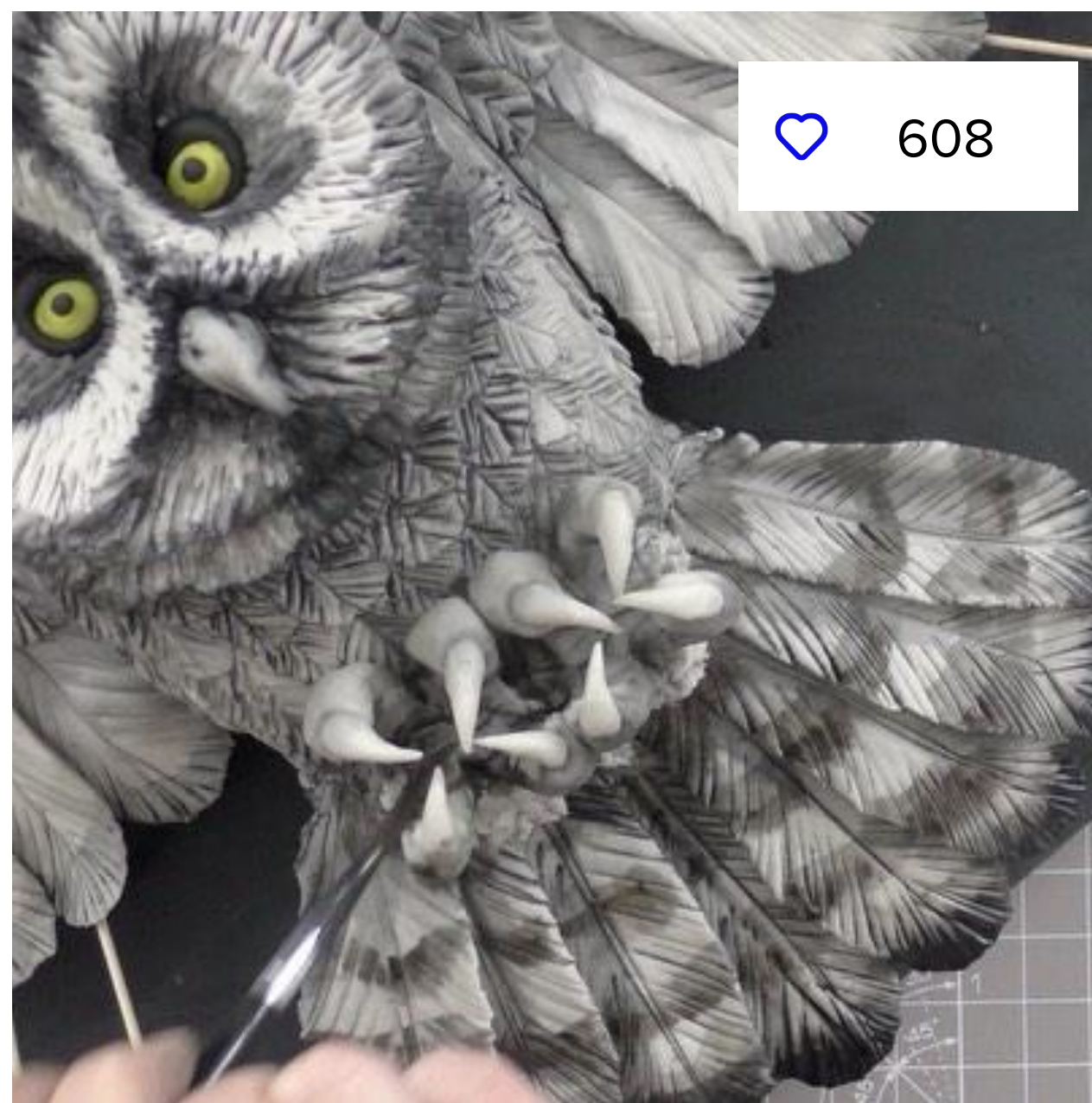
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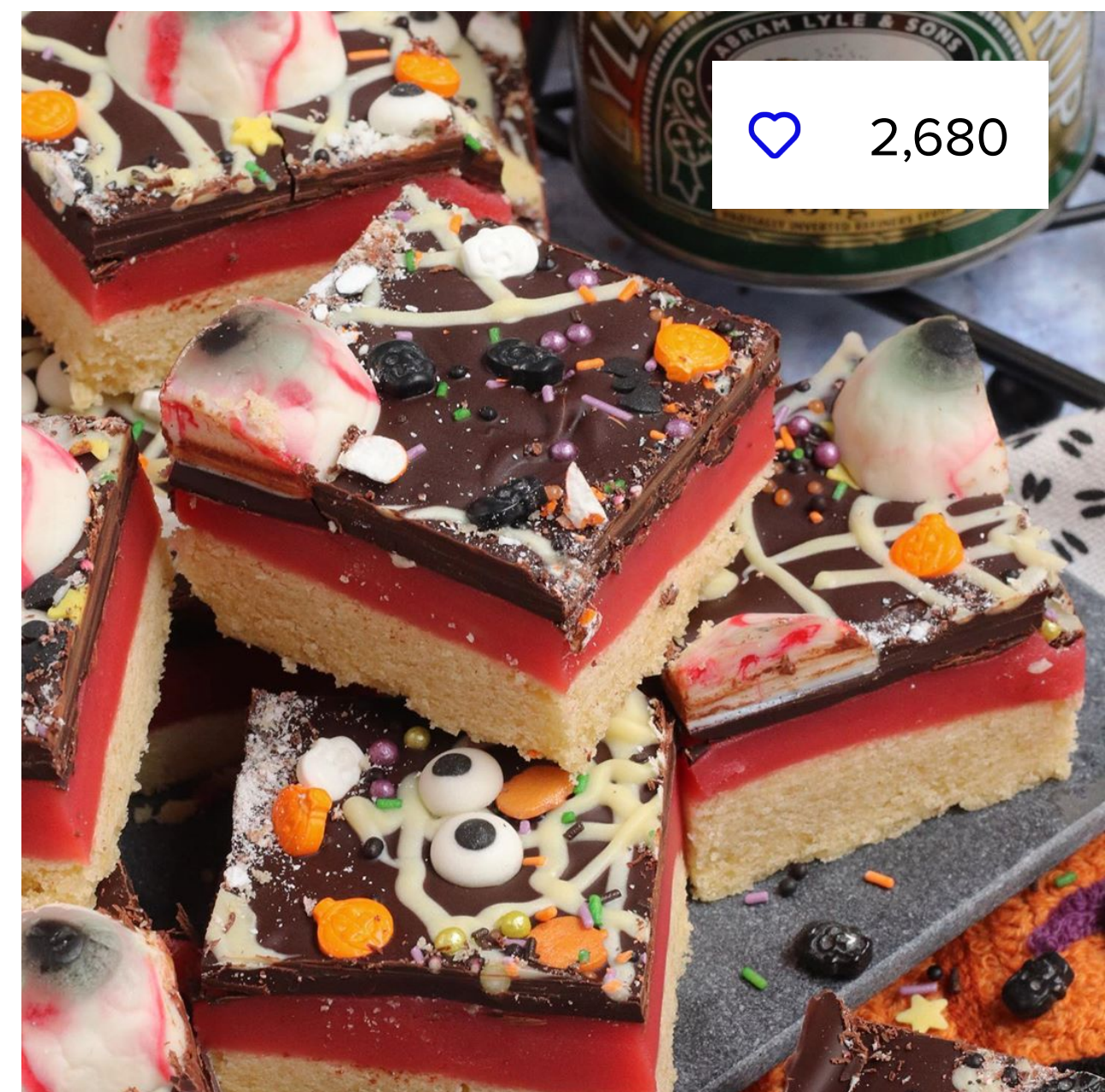
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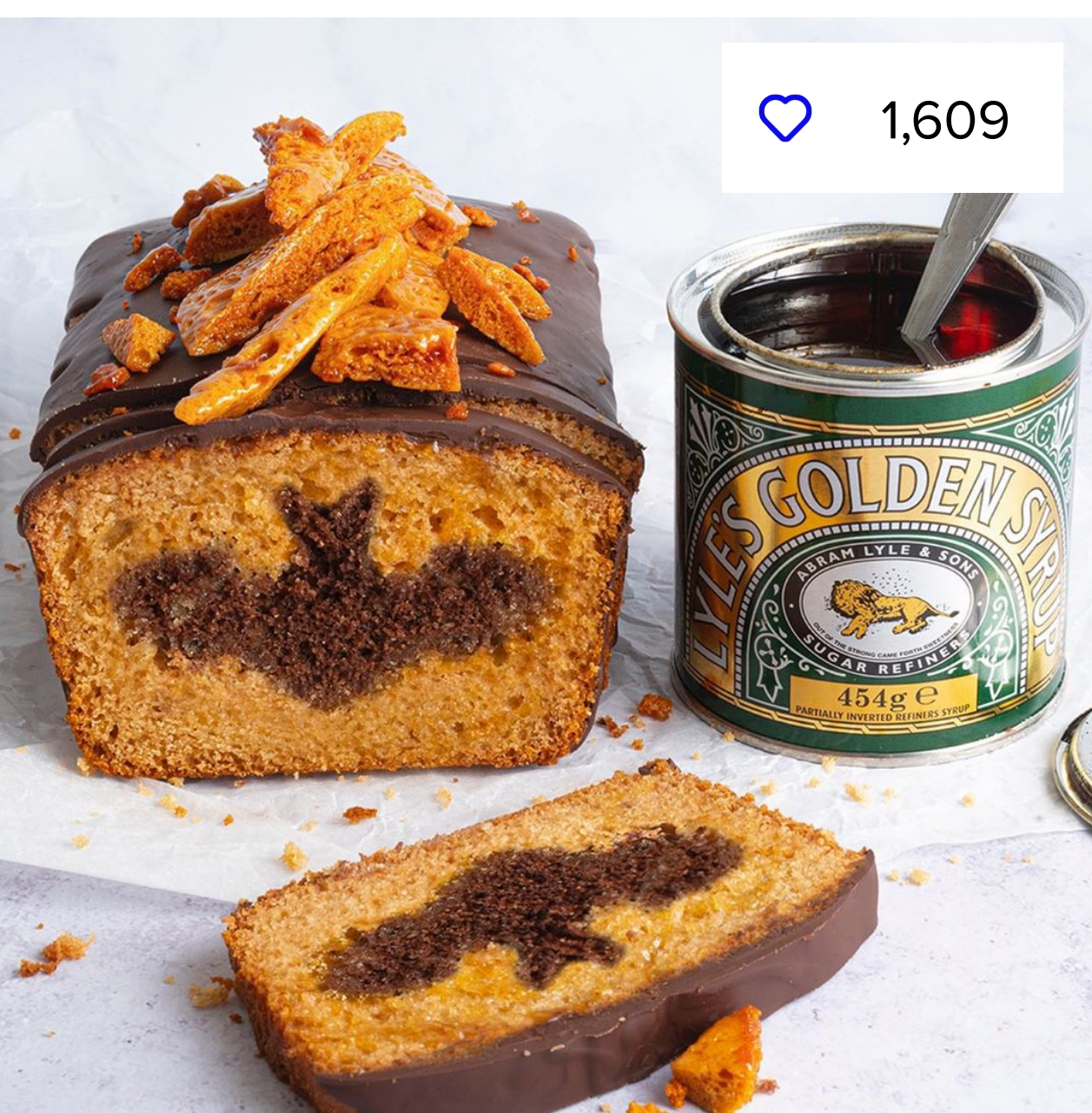
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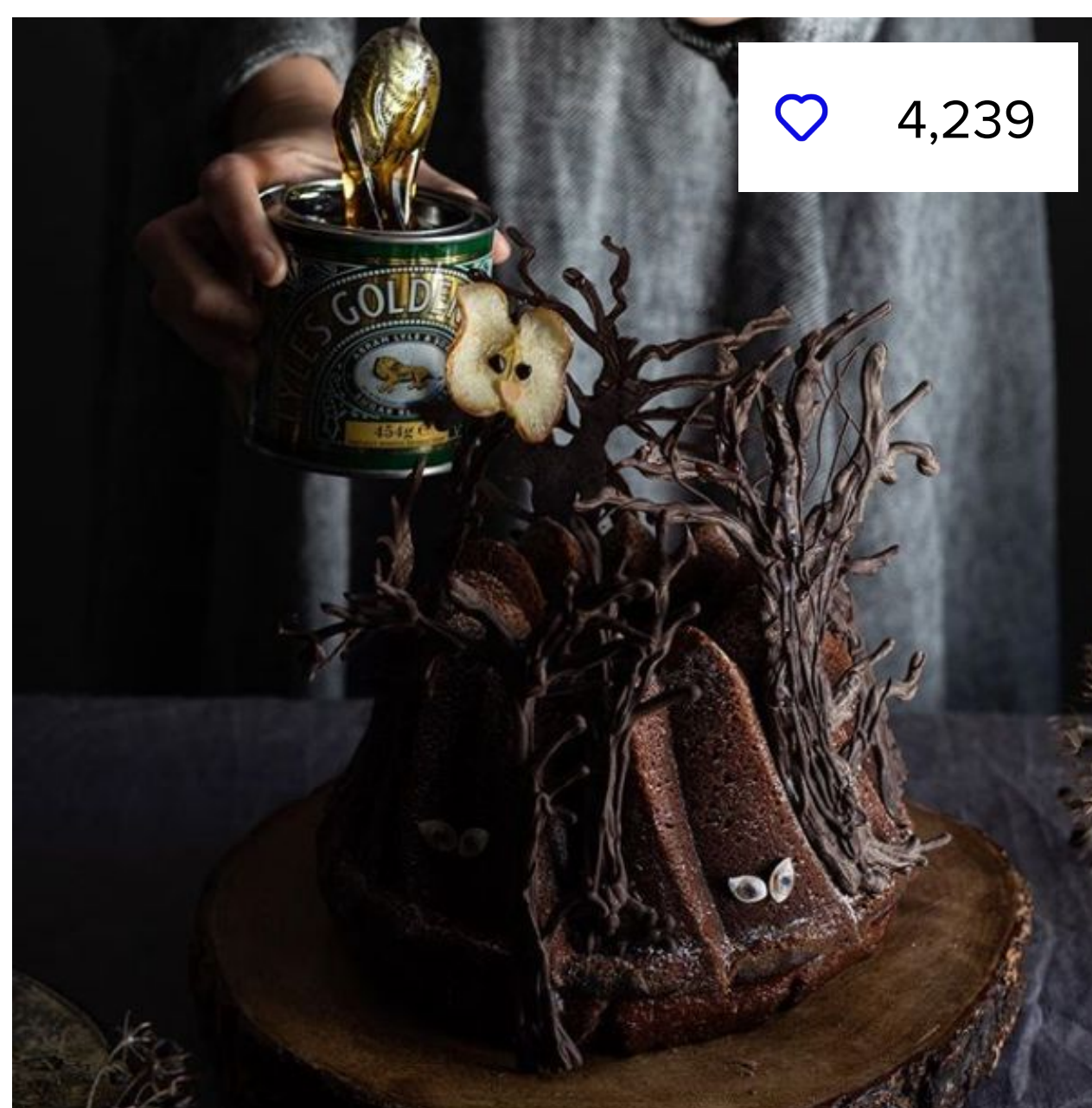
608



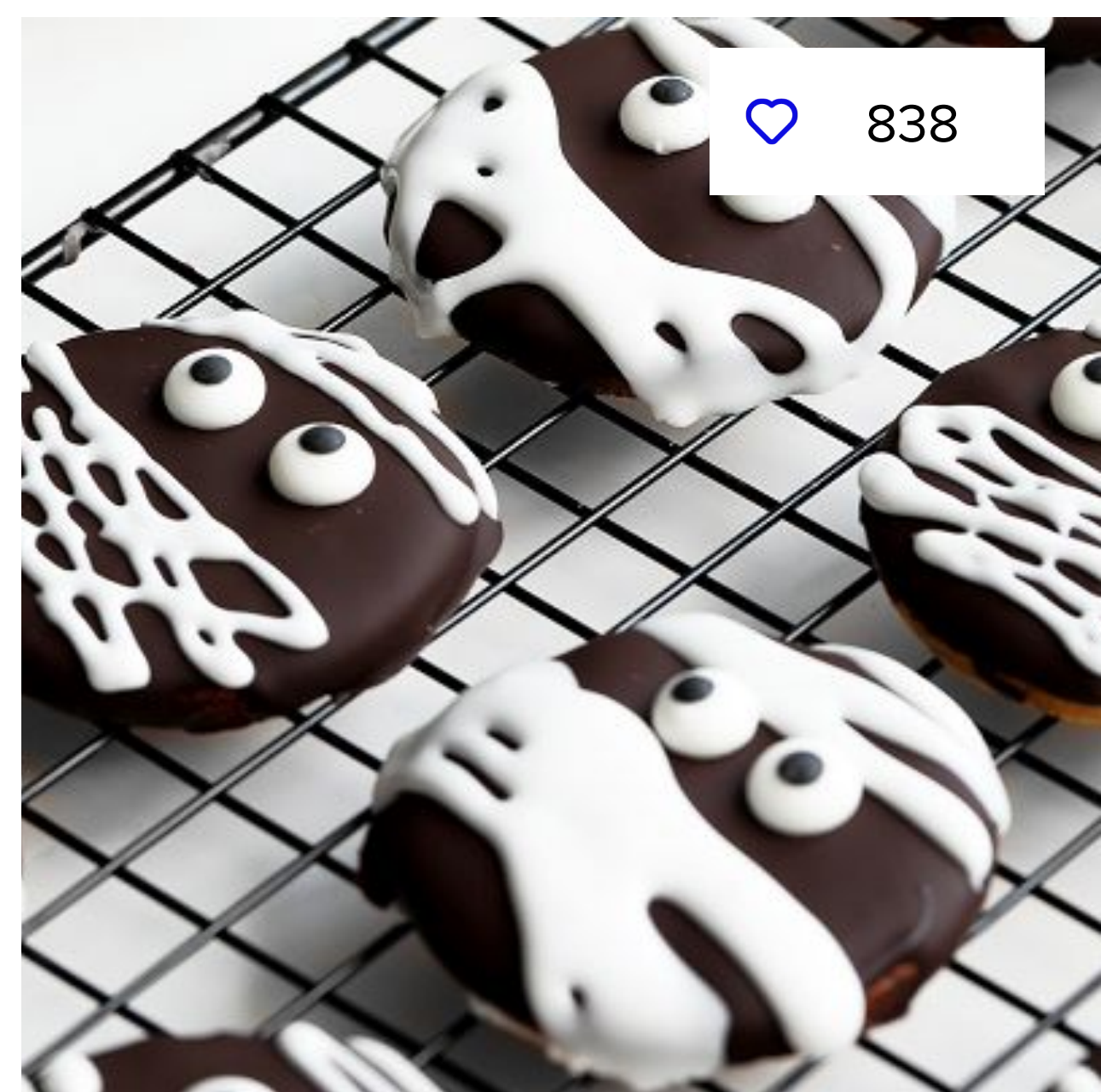
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1,609



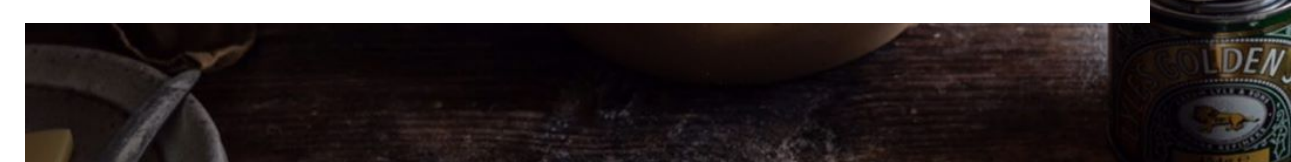
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838



.The campaign - Paid



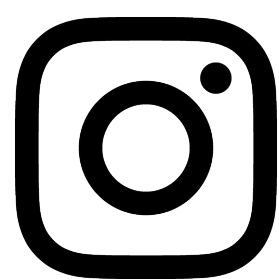
www.upfluence.com

hey@upfluence.com





# .The results



42

Instagram posts & stories

1.2M

Community Size

2.5M

Organic + Amplified Impressions

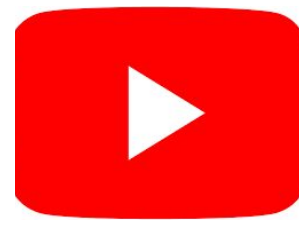
2K

Clicks





# .The results



2

YouTube videos

137k

Community Size

9k

Youtube  
views

44

Clicks



[www.upfluence.com](http://www.upfluence.com)

[hey@upfluence.com](mailto:hey@upfluence.com)





# .Influencer Marketing as an Approach



## GLOBAL REACH

From millions of influencers in the database, Upfluence and Lyle's Golden Syrup sourced **12 influencers from Instagram and Youtube**, with a collective audience of nearly **1.2M prospective customers**.



## PRECISE TARGETING

Upfluence helped Lyle's Golden Syrup target men and women between the age of **21 - 31, located in the UK**. With a particular focus on **baking enthusiasts & lifestyle influencers**.








## CONTENT PRODUCTION

With a unique focus on Halloween, influencers were able to create **fun, engaging, & timely content**.

Lyle's Golden Syrup **repurposed influencers' content** for their social media and website.



## TARGET AUDIENCE

-  Instagram + YouTube
-  Young foodies
-  United Kingdom
-  Micro + Mid-size + Macro
-  Paid campaign



[www.upfluence.com](http://www.upfluence.com)

[hey@upfluence.com](mailto:hey@upfluence.com)





# Influencer Selection

## MICRO INFLUENCER



35K  
Followers



96%  
Real



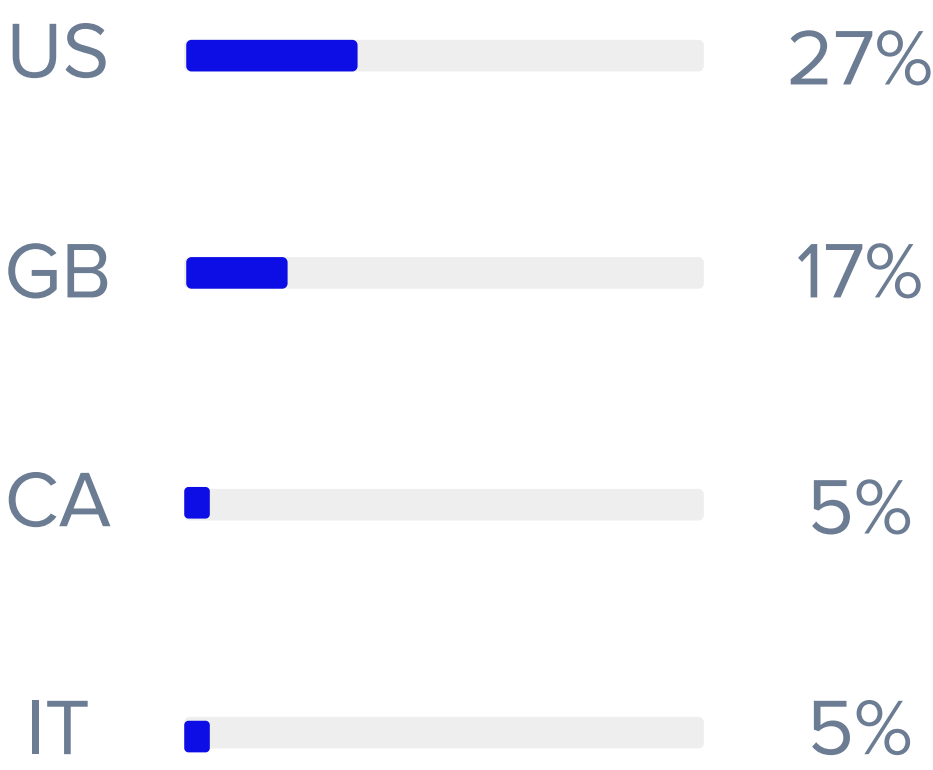
@jennafifi

## ENGAGED AUDIENCE

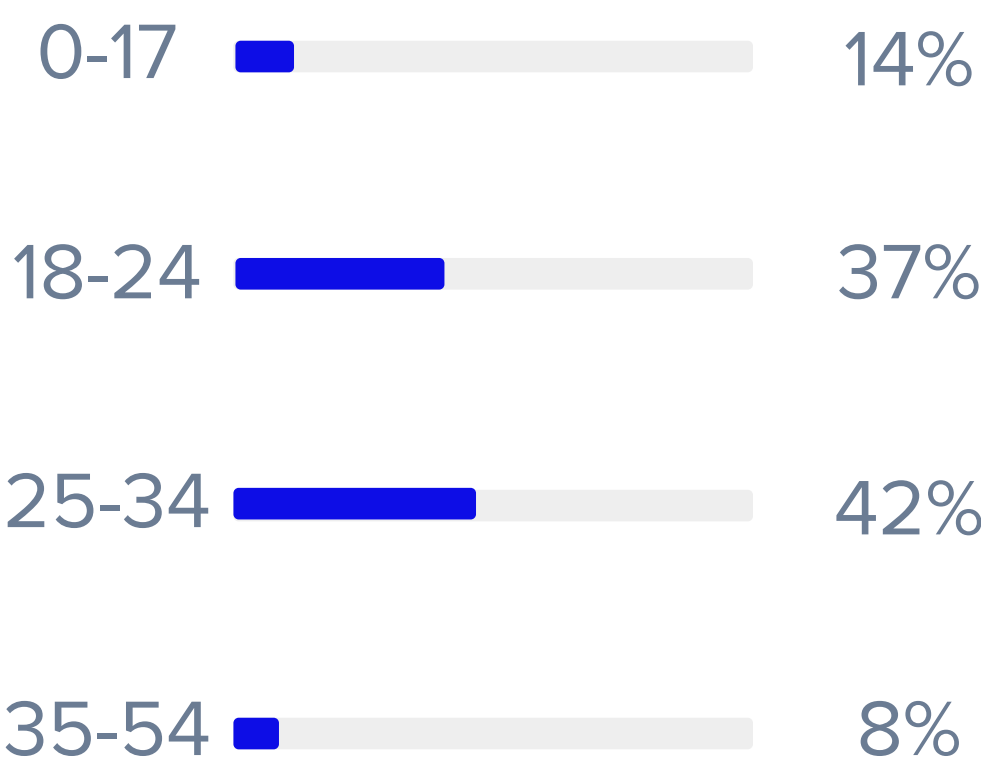
♀ 78%

♂ 22%

## COMMUNITY



## LOCATION



## AGE



www.upfluence.com

hey@upfluence.com





# Influencer Selection

## MIDSIZE INFLUENCER



62k  
Followers

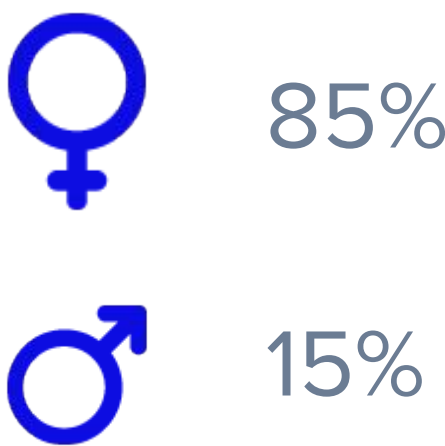


98%  
Real

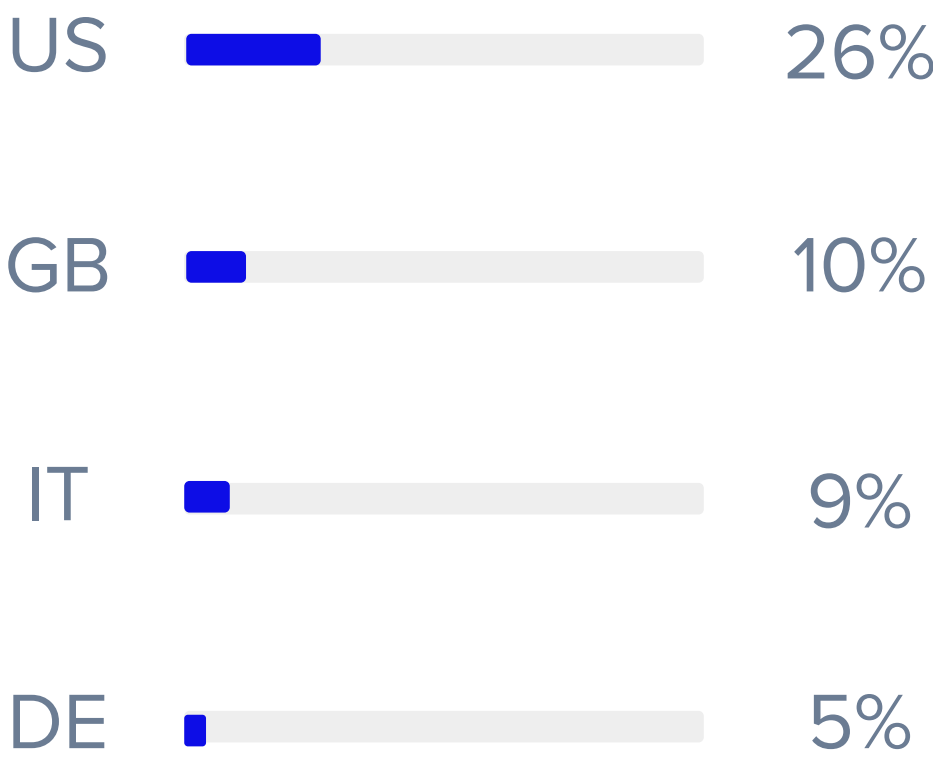


[@silvia\\_salvialimone](#)

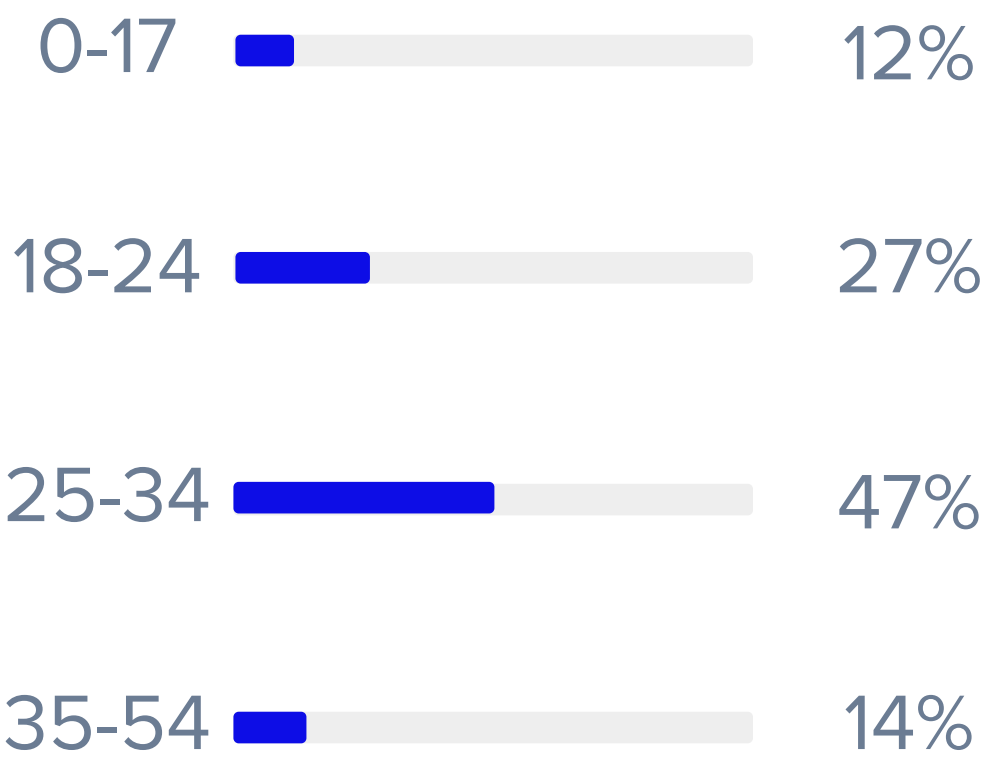
## ENGAGED AUDIENCE



## COMMUNITY



## LOCATION



## AGE





# Influencer Selection

## MIDSIZE INFLUENCER



92k  
Followers



100%  
Real



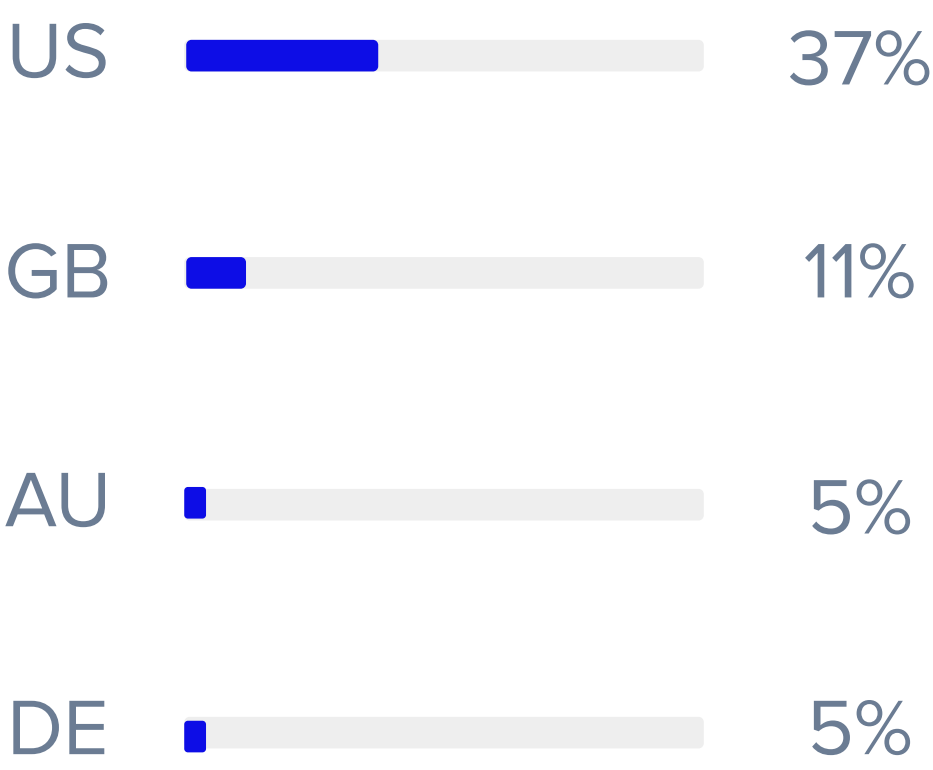
[@theloopywhisk](#)

## ENGAGED AUDIENCE

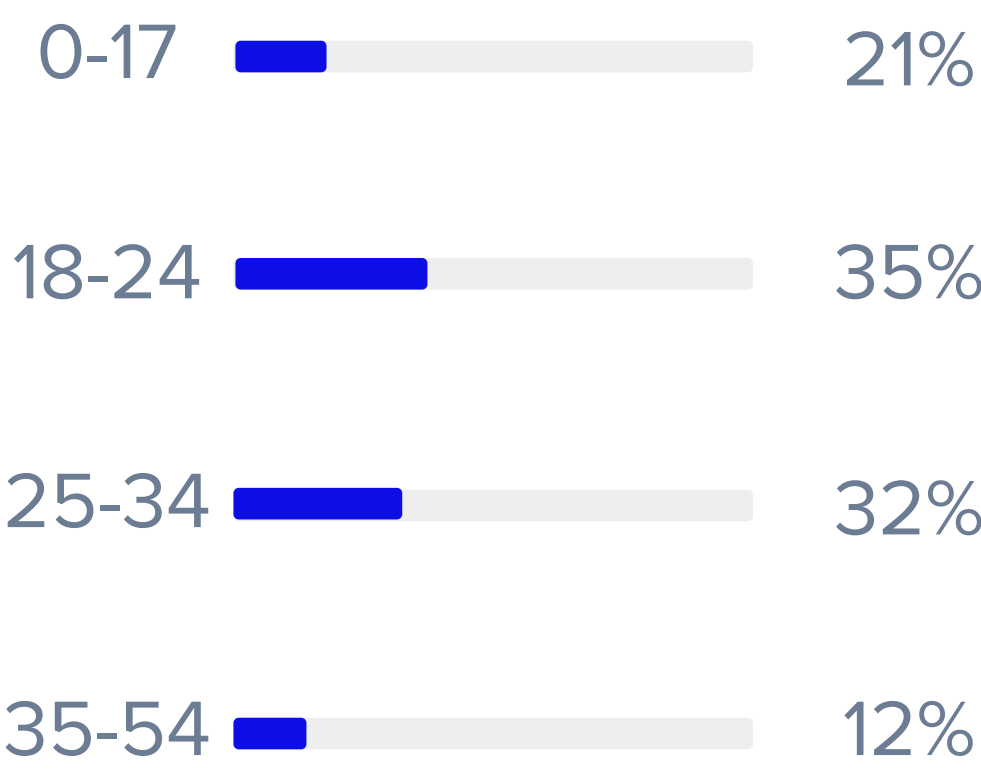
♀ 94%

♂ 6%

## COMMUNITY



## LOCATION



## AGE



[www.upfluence.com](http://www.upfluence.com)

[hey@upfluence.com](mailto:hey@upfluence.com)





# .Key takeaways

Lyle's Golden Syrup successfully used **baking and lifestyle influencers** for their Halloween campaign. 10 influencers from Instagram and 2 from Youtube generated close to **2k clicks to Lyle's Golden Syrup's website**.

While baking and foodie influencers are Lyle's Golden Syrup's main target, they also included lifestyle influencers with a focus on family and creativity.

Their Halloween influencer campaign was highly successful, with **2.5M impressions, 2M reach, and 128k engagements** on Instagram alone. The campaign also witnessed close to 4k saved pieces of content on Instagram.

With the influencers' content ownership approval, Lyle's Golden Syrup was able to **enrich their content library** with delightful treat recipes and high-quality creatives. They were also able to repurpose this content for future marketing initiatives (newsletter, ads, etc.)



“

*“Lyle's Golden Syrup is a staple (and incredibly yummy!) ingredient in my baking cupboard.”*

**@beckyexcell (86.2k followers)**



[www.upfluence.com](http://www.upfluence.com)

[hey@upfluence.com](mailto:hey@upfluence.com)





# .More Stories



BURROW

mayoral

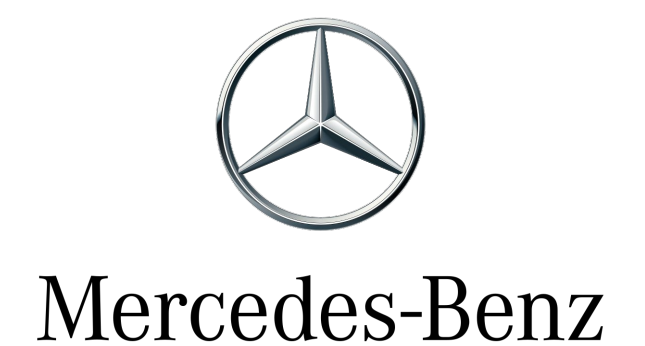


sopra  steria



Ricola

BRAUN



Ω  
OMEGA



MORE STORIES



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