

CASE STUDY

**How OMEGA
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OMEGA is luxury watch and jewelry brand based in Switzerland. They looked to reach a younger, newer global audience who may not have already been associated with their high-end and luxurious products and branding.

OMEGA worked with Upfluence to deliver an international influencer marketing campaign across Instagram and Weibo targeting women aged 25 - 35 years old.



SOLUTION

Fully managed Campaign
Influencer Search & Selection
Outreach & Activation



INDUSTRY

Fine Jewelry



CAMPAIGN KPIs

Boost Global Reach
Increase Traffic

The Challenge.

INCREASE GLOBAL BRAND AWARENESS

OMEGA wanted to raise awareness of their jewelry among a young, international audience by running an influencer marketing campaign in China, UK, Europe and the Middle East. The aim was to reach and convert a new generation of OMEGA customers.



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 values. They wanted to harness authentic influencer content to achieve greater reach and results than paid social ads.

The Solution.

From millions of influencers in Upfluence's database, the team sourced 17 influencers with international reach, based in the US, UK, Europe, China and the Middle East. The goal was 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.



Positive Impact.

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 influencer content published on Instagram, blogs, & Weibo.

The OMEGA team will be able to reuse this authentic content created during this campaign in other markets and countries.



The Results.



17

Influencer Collaborations



4.7M

Community Size



439K

Instagram Likes



11K

Clicks



Join The Club.



JOIN OVER 1,600+ HAPPY CUSTOMERS LIKE OMEGA

Upfluence is an all-in-one influencer marketing platform that allows brands and agencies to identify, contact, manage, and analyze their influencers at scale. Upfluence is the only influencer marketing software with a dedicated offering for eCommerce brands helping drive online sales by leveraging social data, brand affinity, and authenticity to turn customers into your best-performing influencers.

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