

.Generated **+439k**
engagements through **21**
creator collaborations.

CASE STUDY



CASE STUDY





.The Context



Food & Beverage Industry



Tropical juice drinks



France



[coca-cola-france.fr](https://www.coca-cola-france.fr)



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

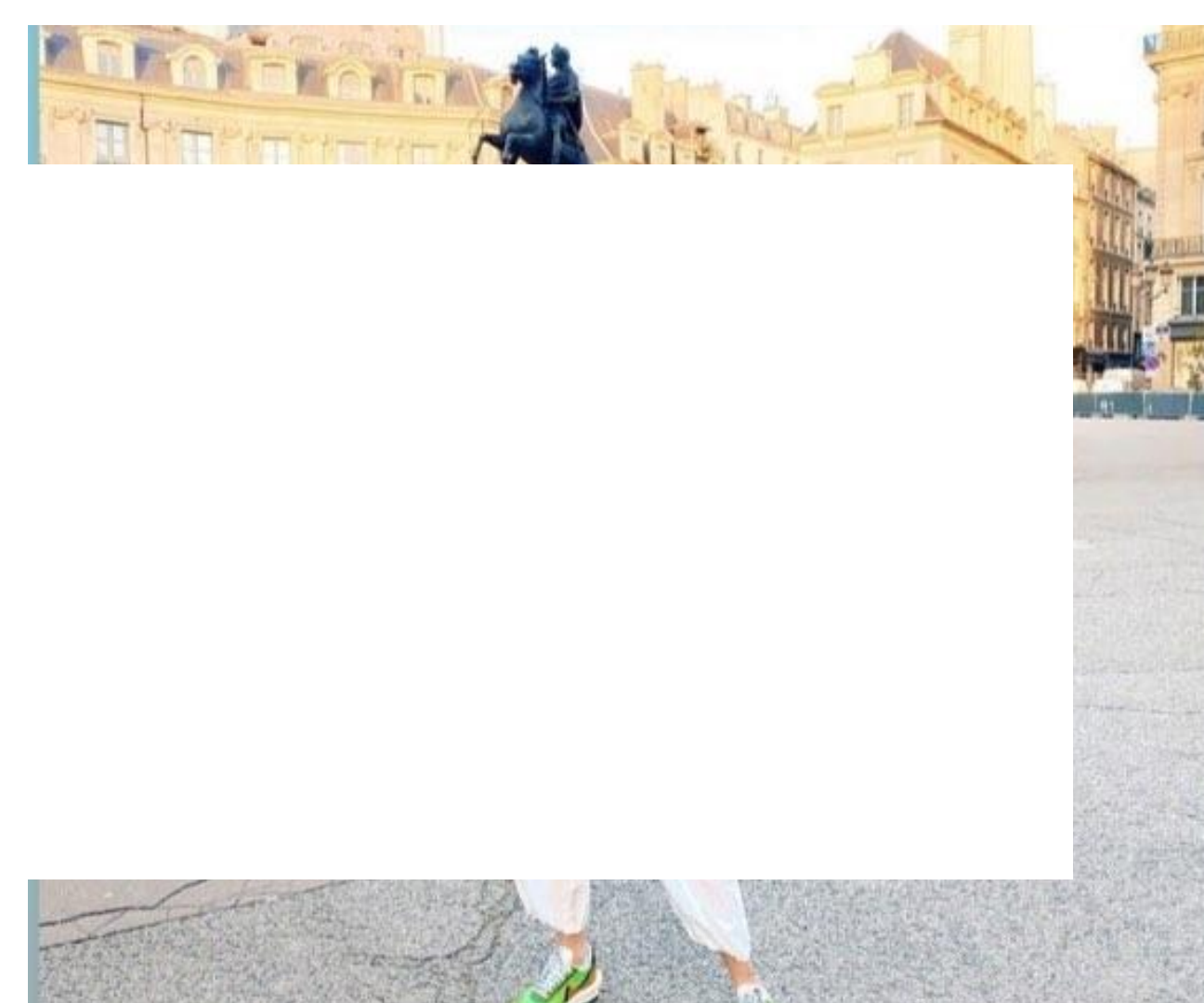
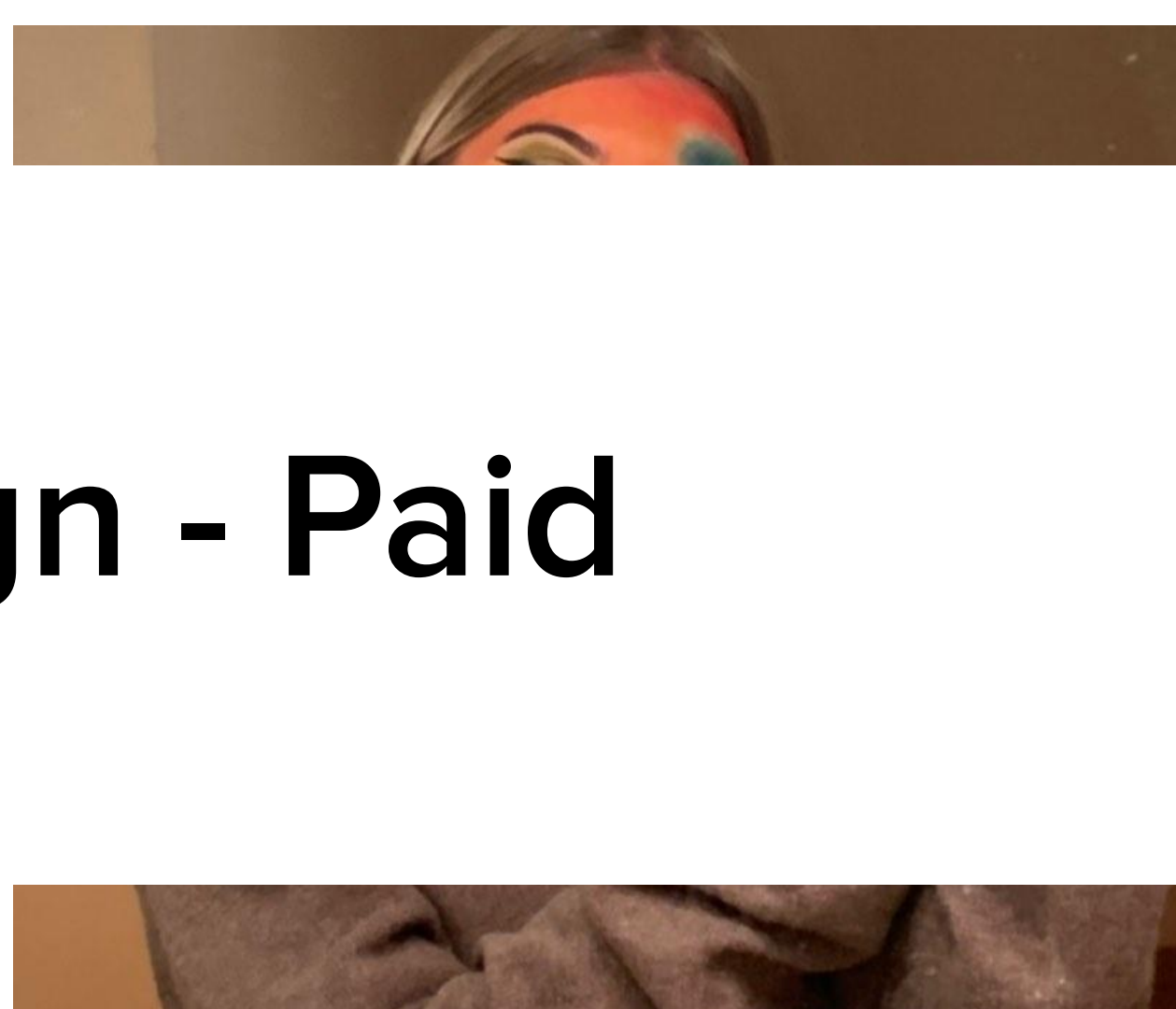
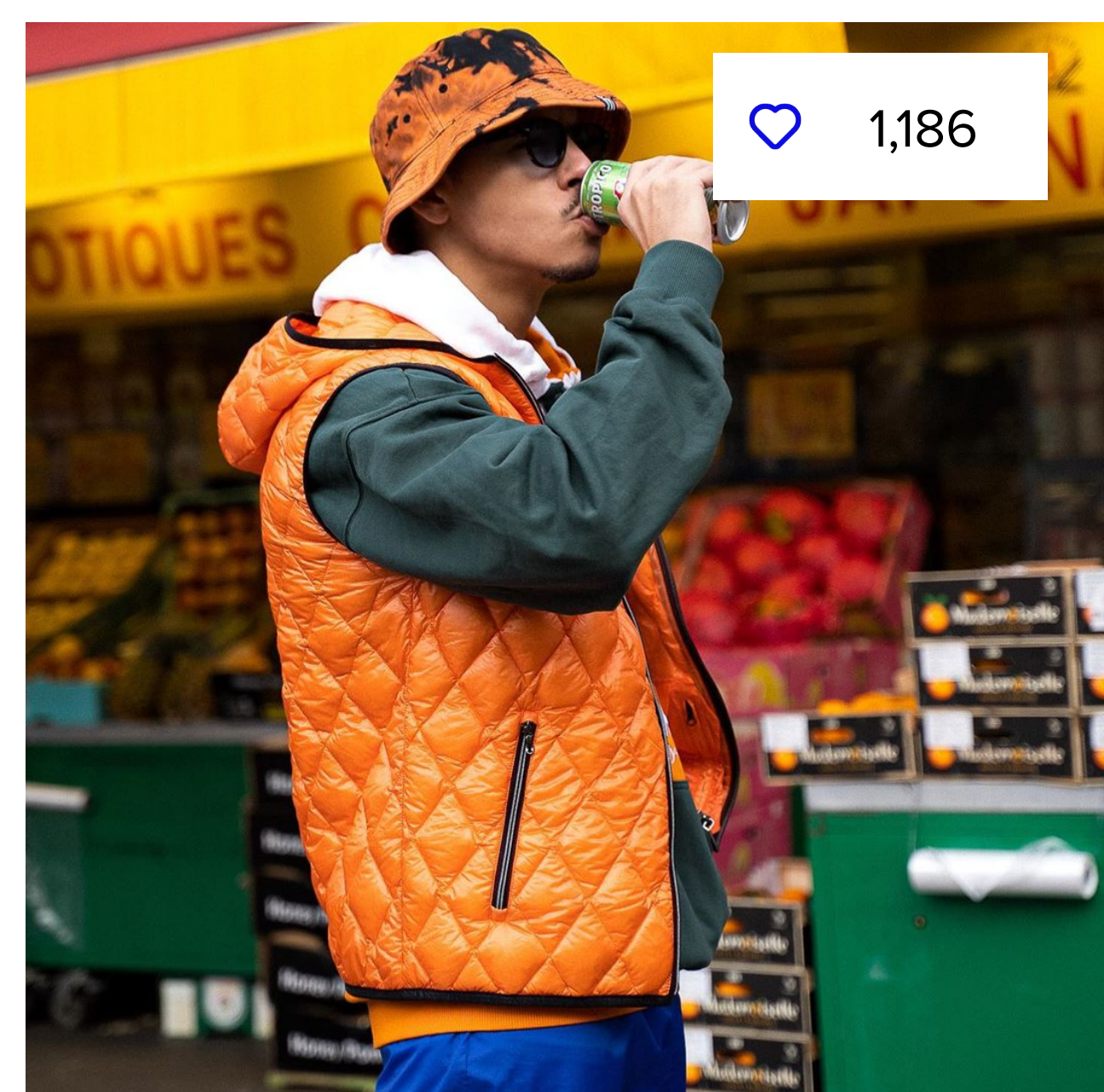
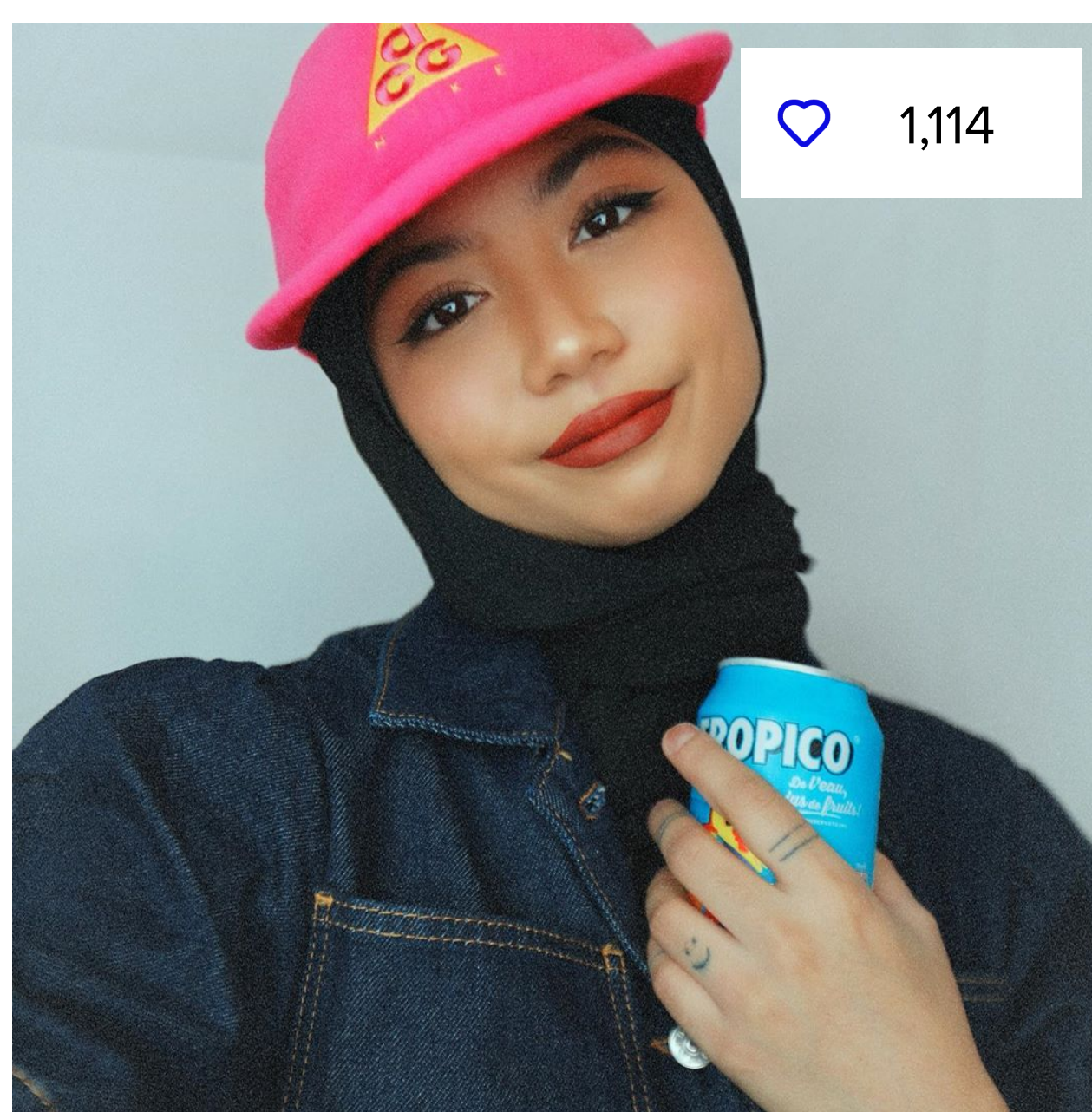
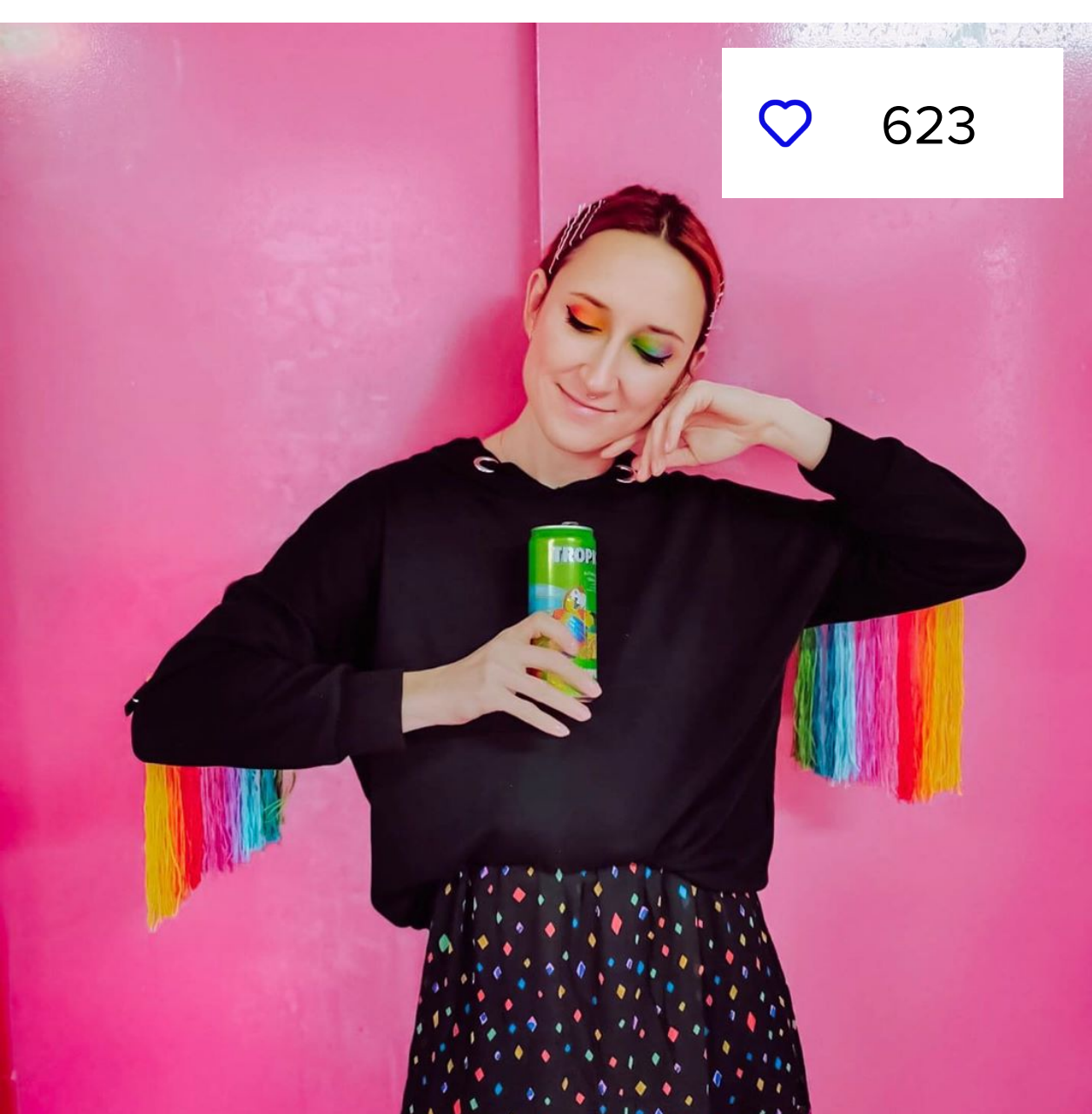
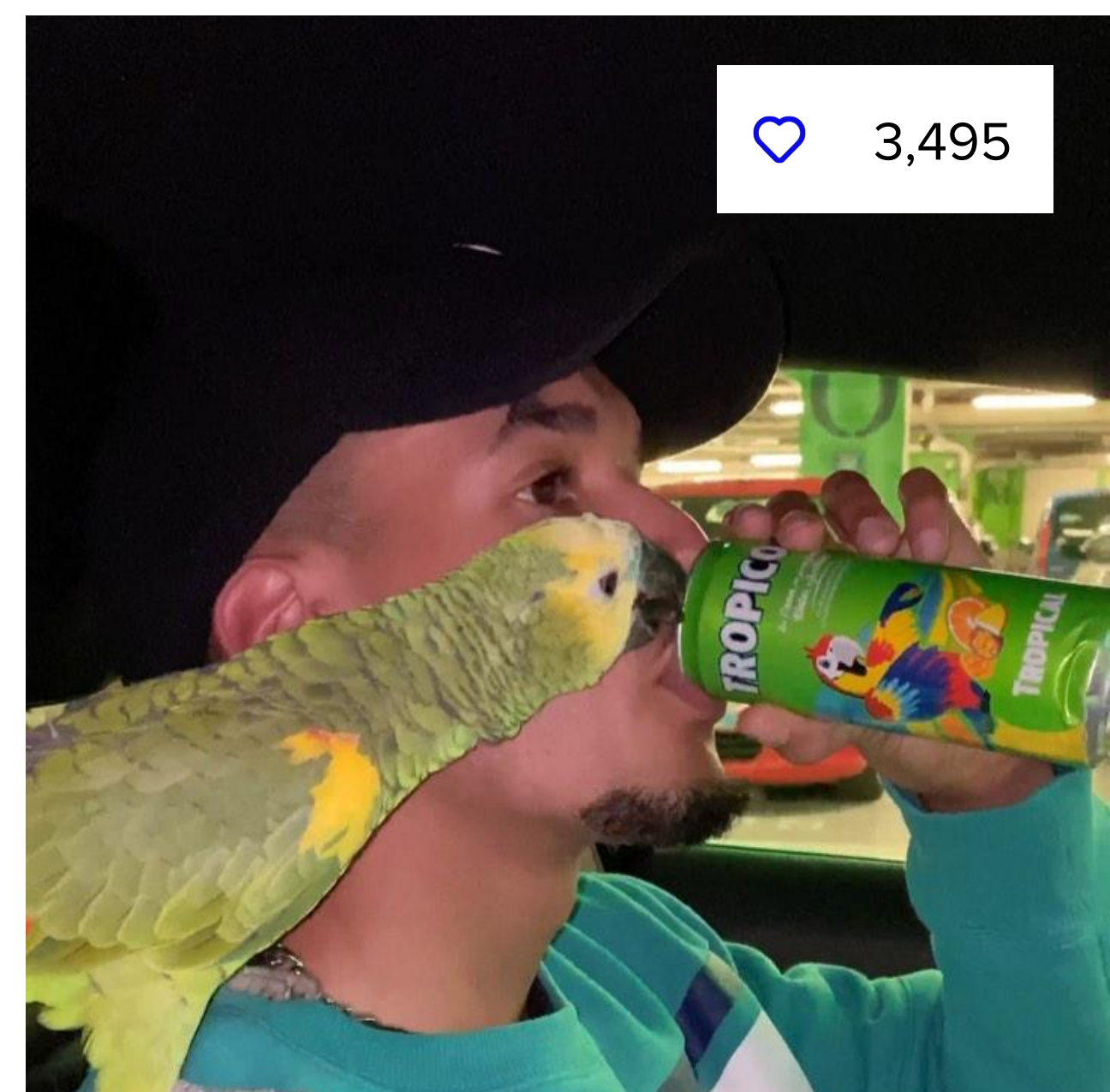
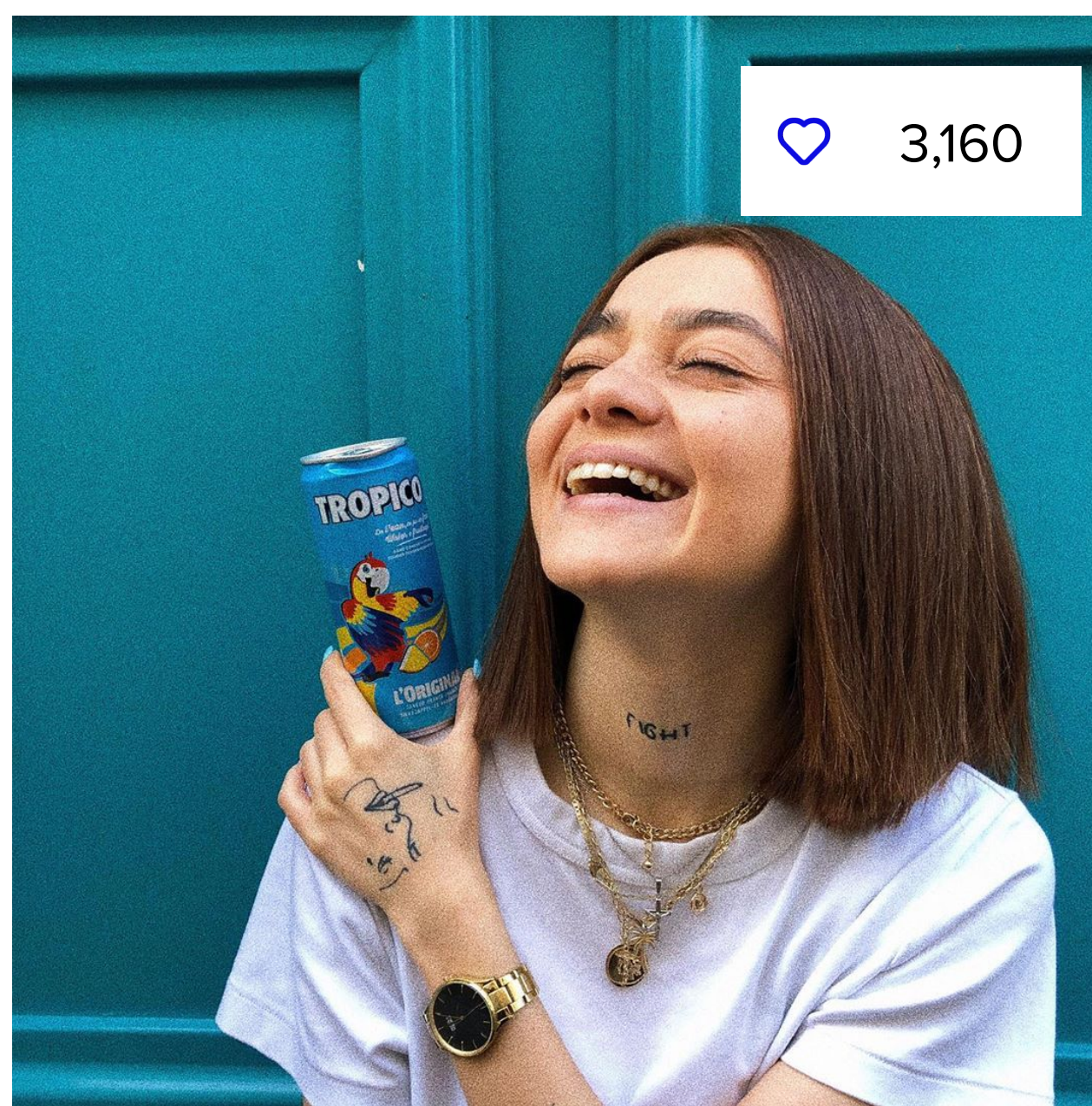
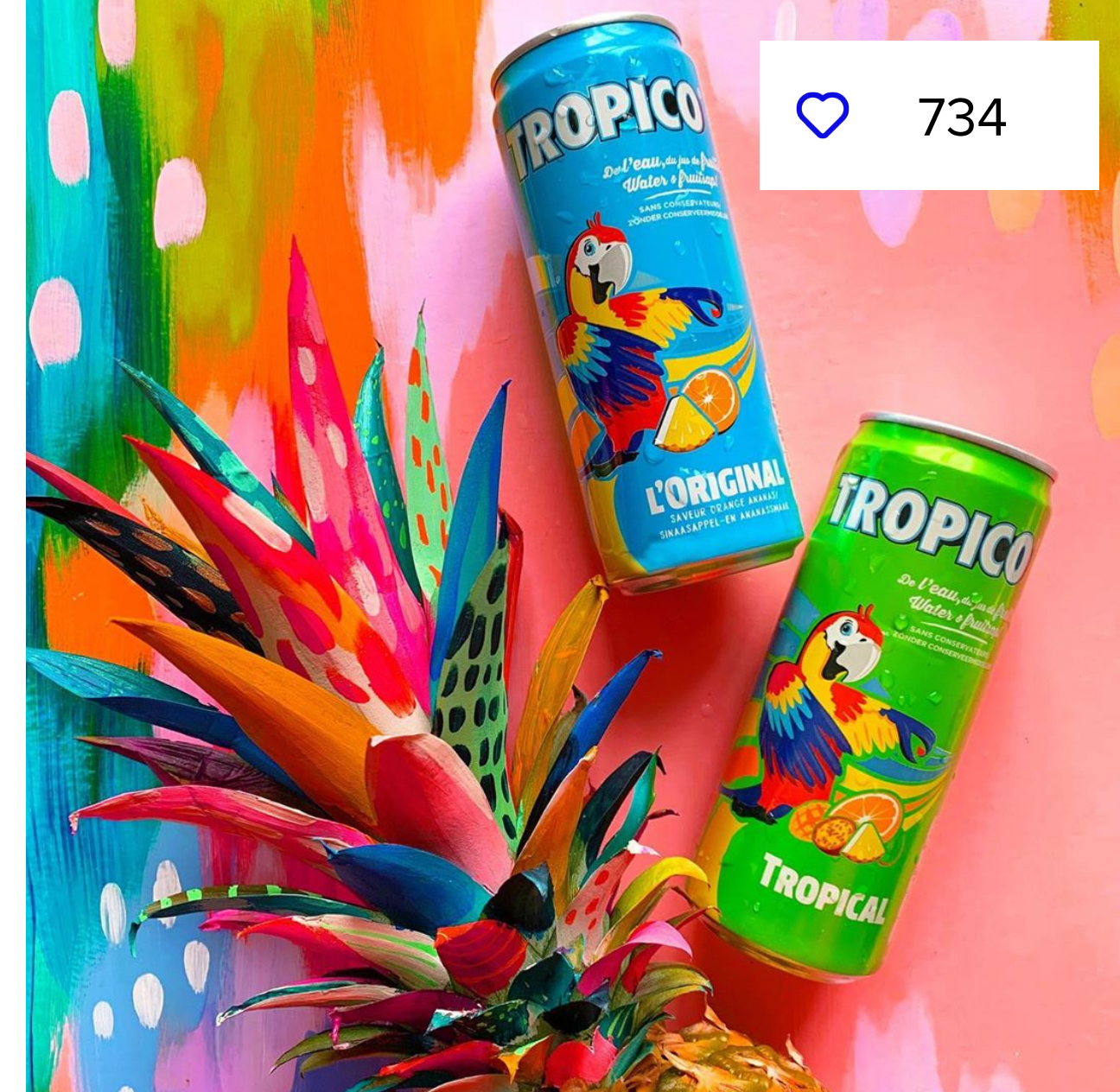
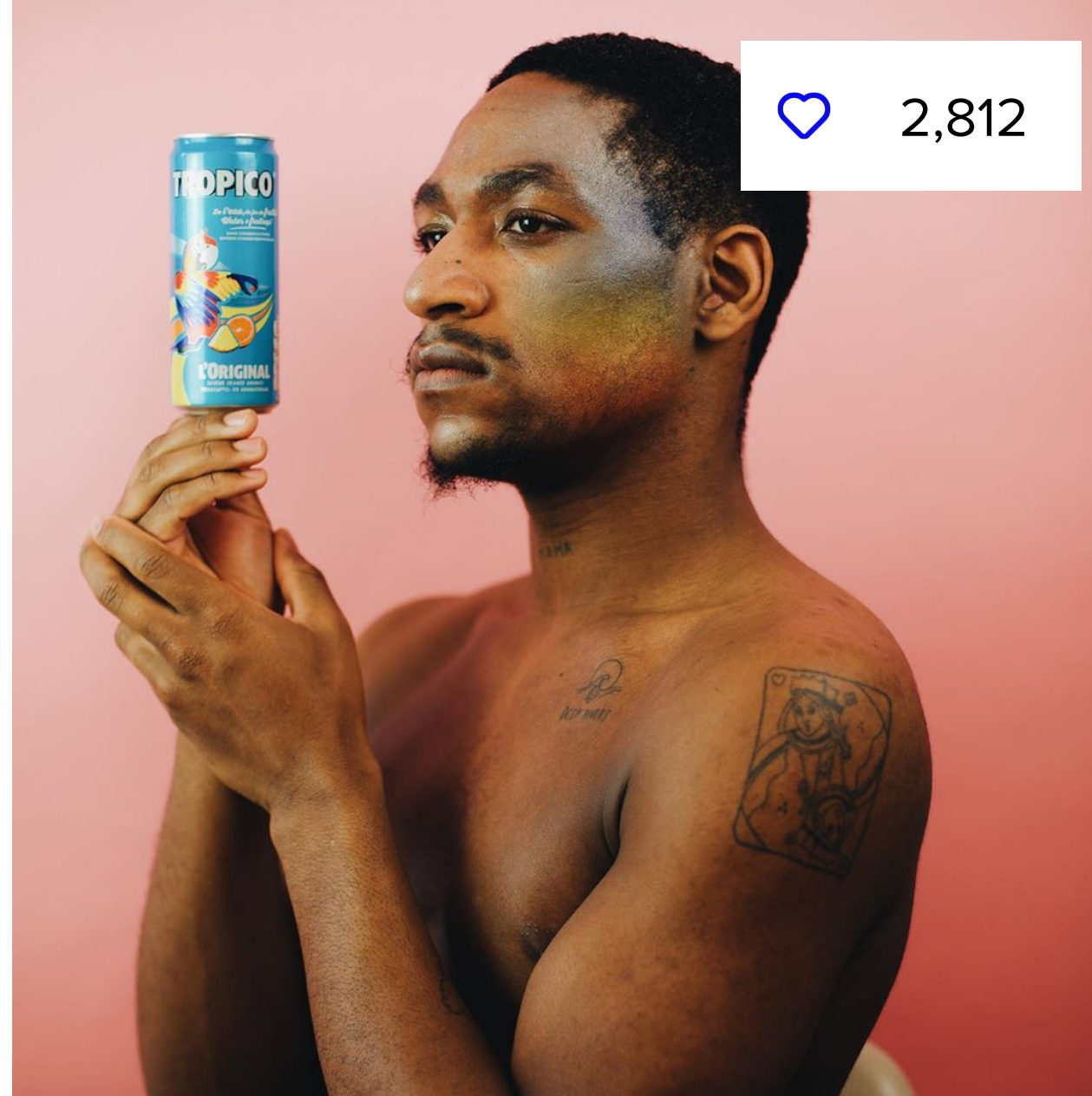
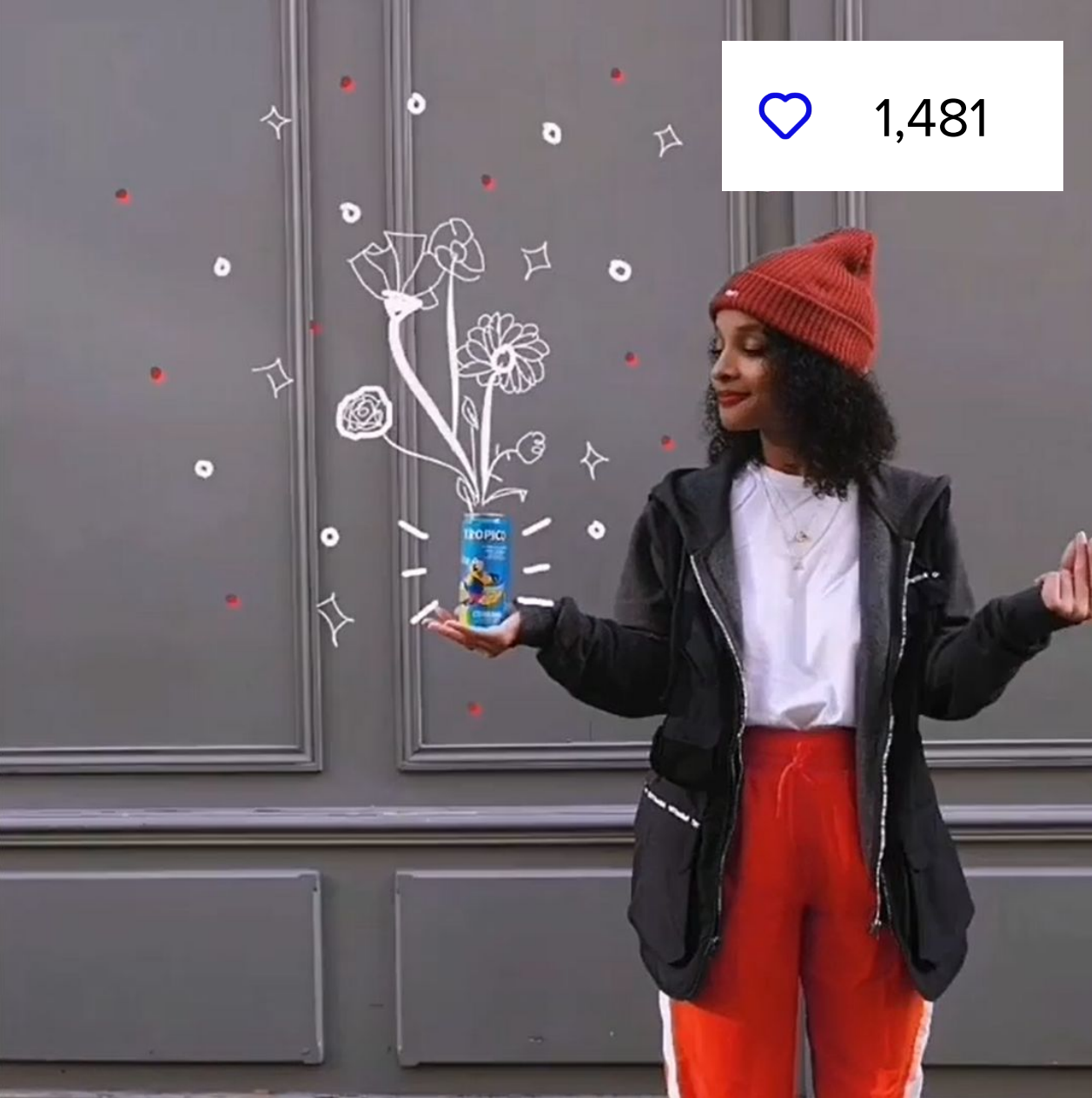
.The Challenges

Rediscover **Brand Identity**

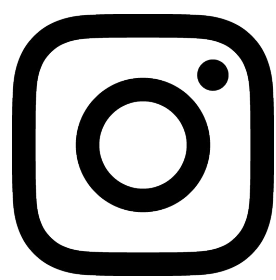
TROPICO aimed to improve their social media visibility, especially on Instagram and TikTok. With the “True Colors” theme, TROPICO rediscovered their brand identity as young, energetic, and nostalgic.

Reaching a **Younger Generation**

TROPICO wanted to reach and convert a younger generation that were capable of amplifying the brands’ new values and image. They also wanted to target a young audience in their home country of France.



.The results



59

Instagram posts & stories

754k

Community Size

20K


Instagram
likes

3K

Clicks



.The results


9
TikTok videos

1.8M
Community Size

61K
TikTok likes

267K
Views



.Influencer Marketing as an Approach



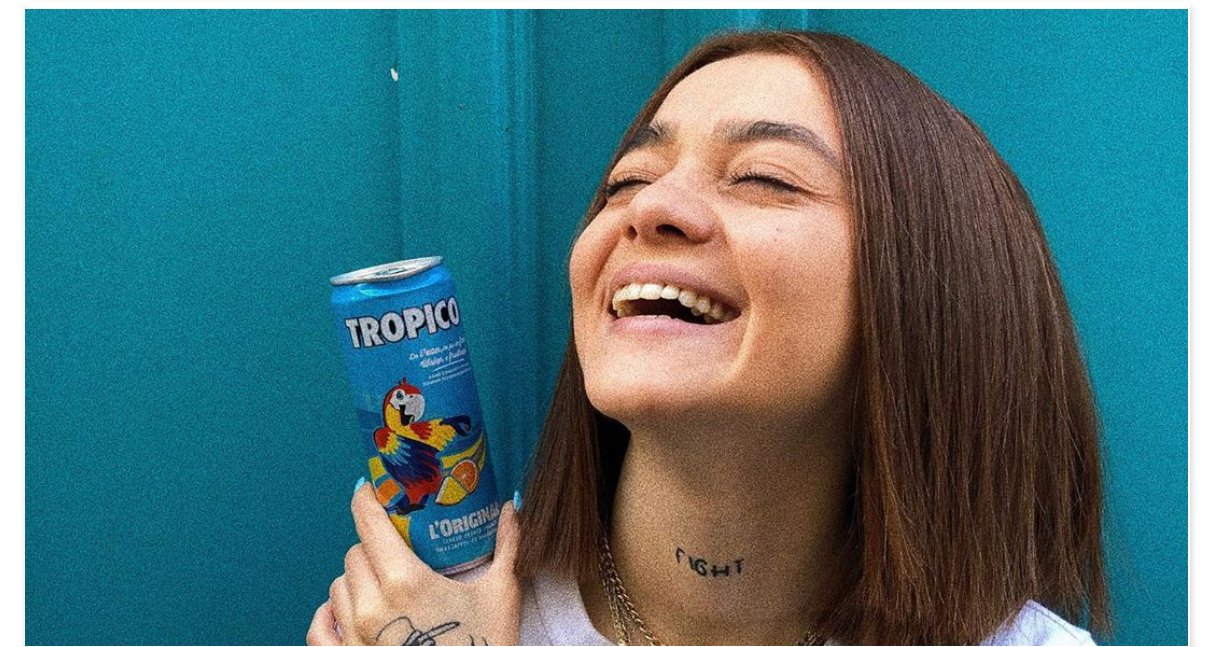
GLOBAL REACH

From millions of influencers in the database, Upfluence and TROPICO sourced **21 influencers from Instagram and TikTok**, with a collective audience of nearly **2.5M prospective customers**.



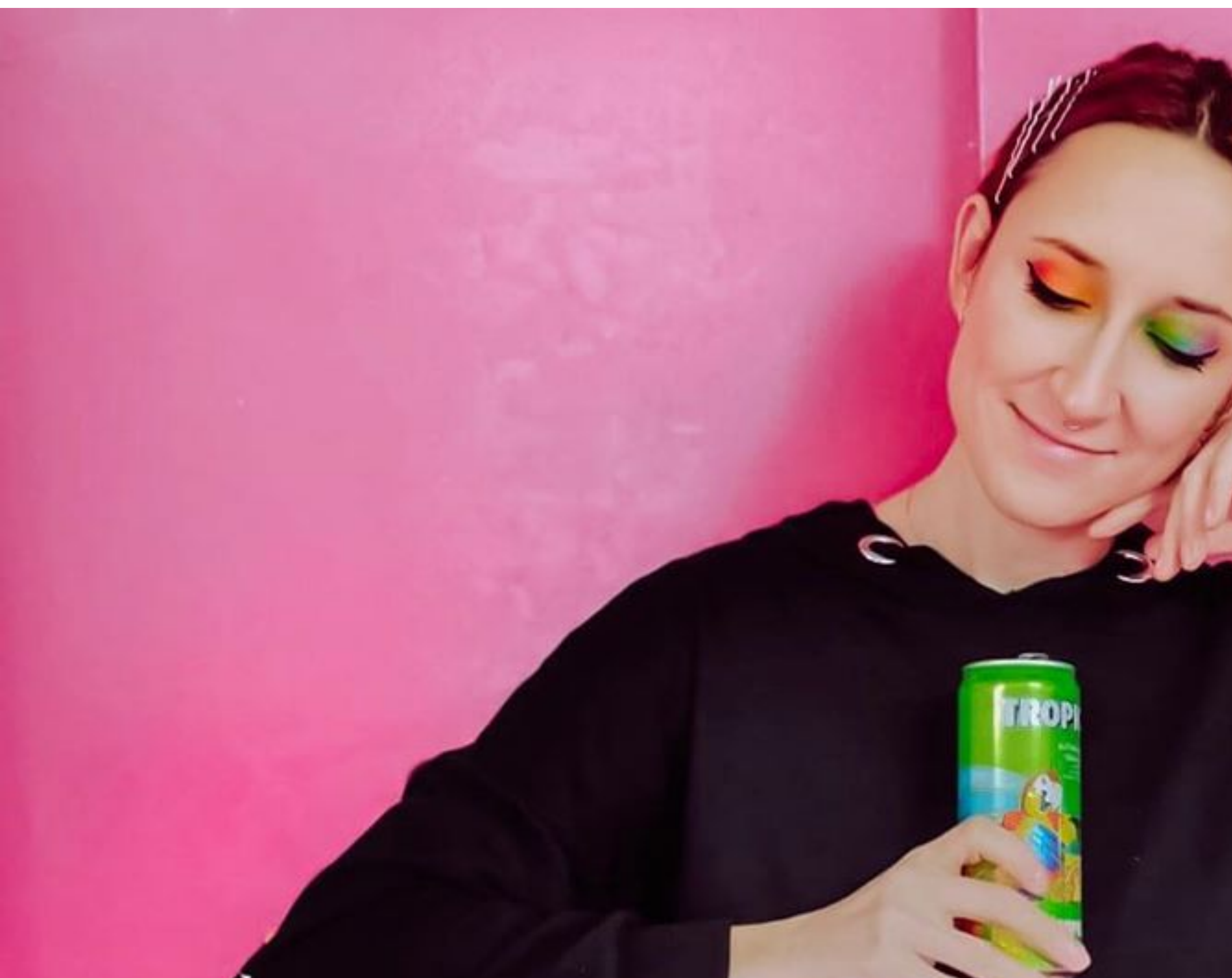
PRECISE TARGETING

Using Upfluence's advanced search filters, TROPICO was able to source young influencers who share a **diverse set of backgrounds, personalities, and styles**.








CONTENT PRODUCTION

Due to the engaging "True Colors" theme, TROPICO received **more influencer content than anticipated**. TROPICO was able to **repurpose this content** on their social media platforms and other marketing initiatives.



TARGET AUDIENCE

-  Instagram + TikTok
-  Gen Z influencers
-  France
-  Micro + Mid-size
-  Paid



www.upfluence.com

hey@upfluence.com



.Influencer Selection

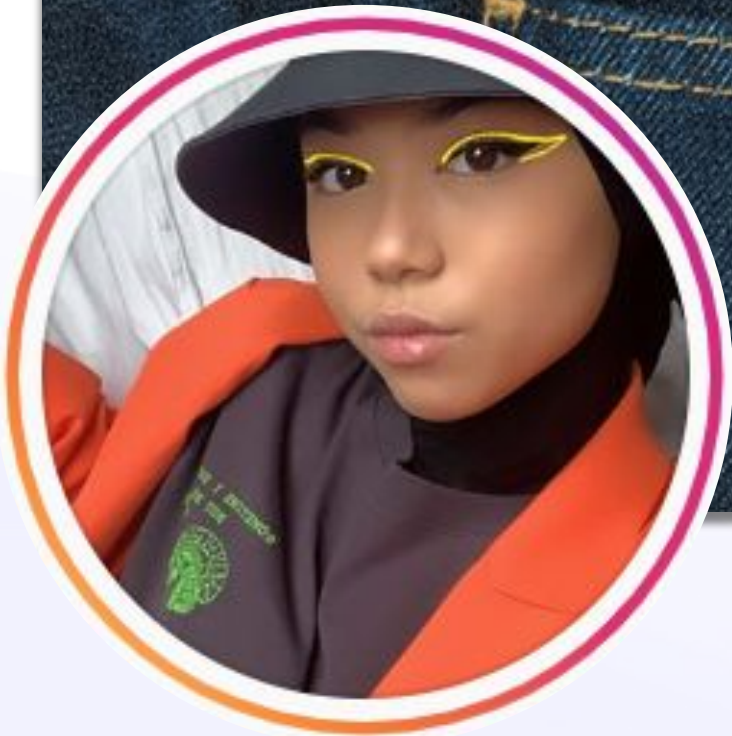
MICRO INFLUENCER



12K
Followers

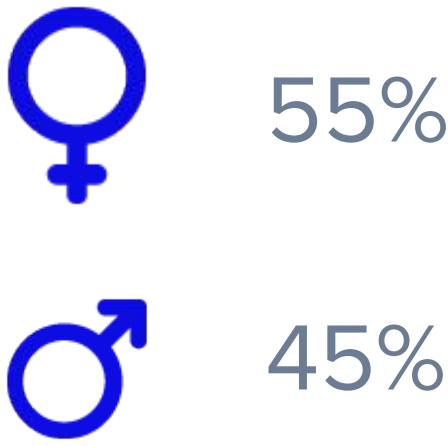


94%
Real

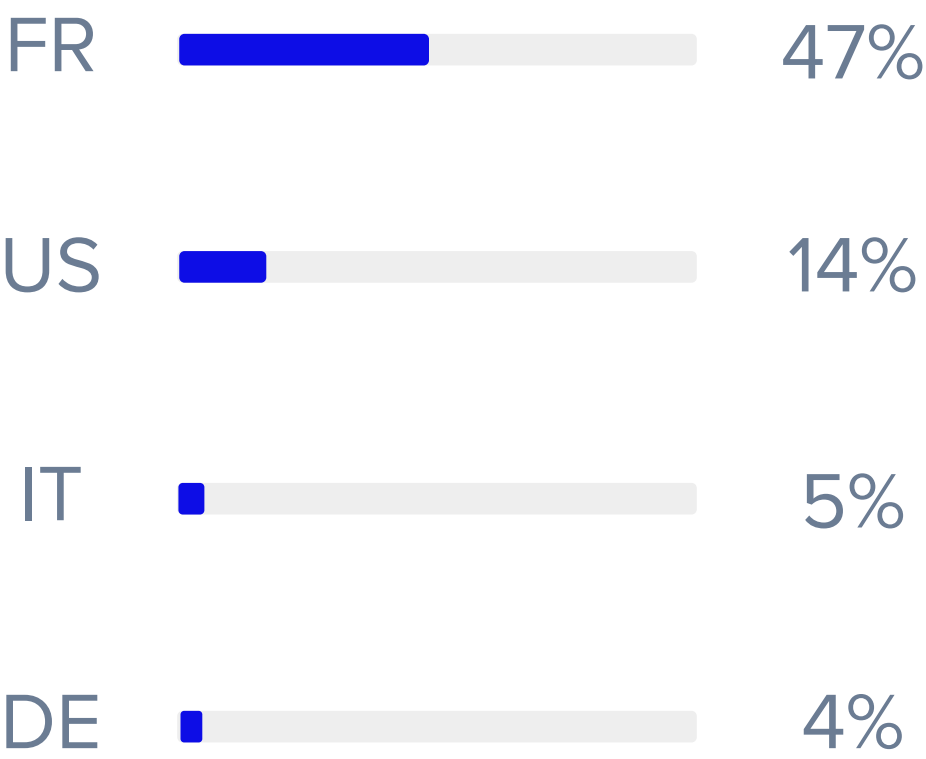


[@leahdyangeles](#)

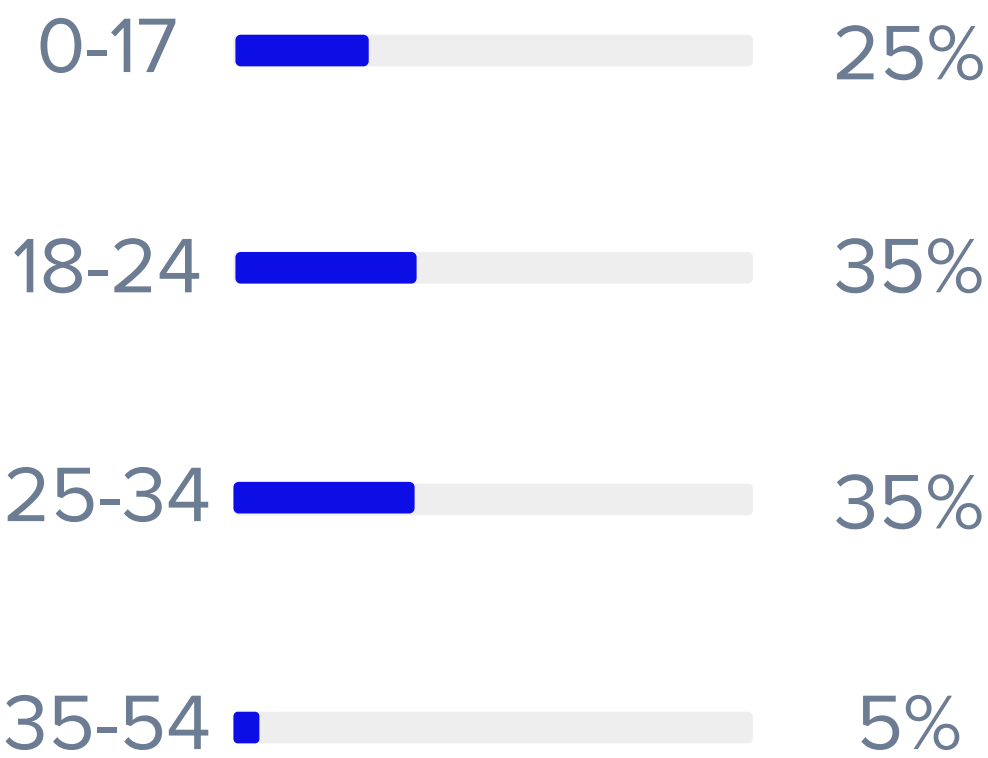
ENGAGED AUDIENCE



COMMUNITY



LOCATION



AGE



Influencer Selection

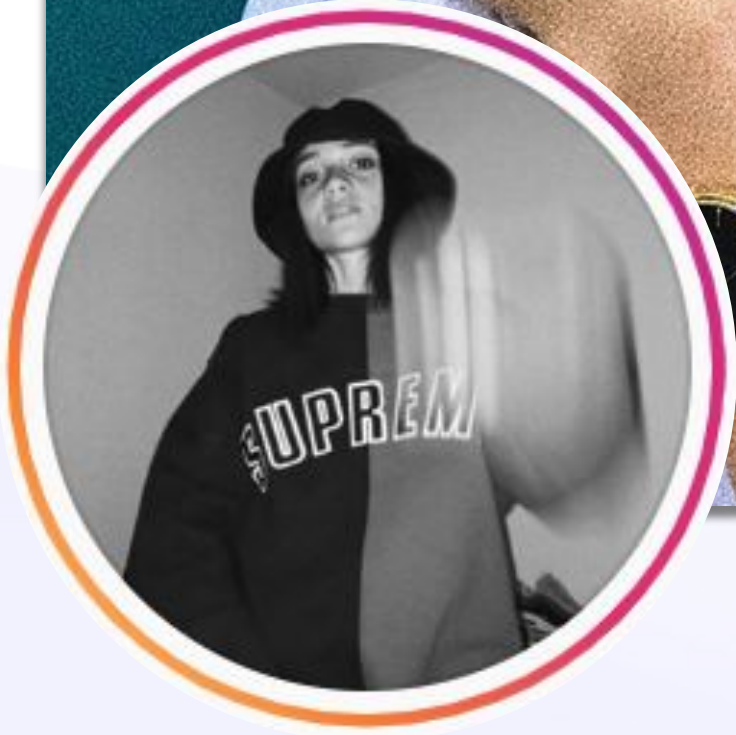
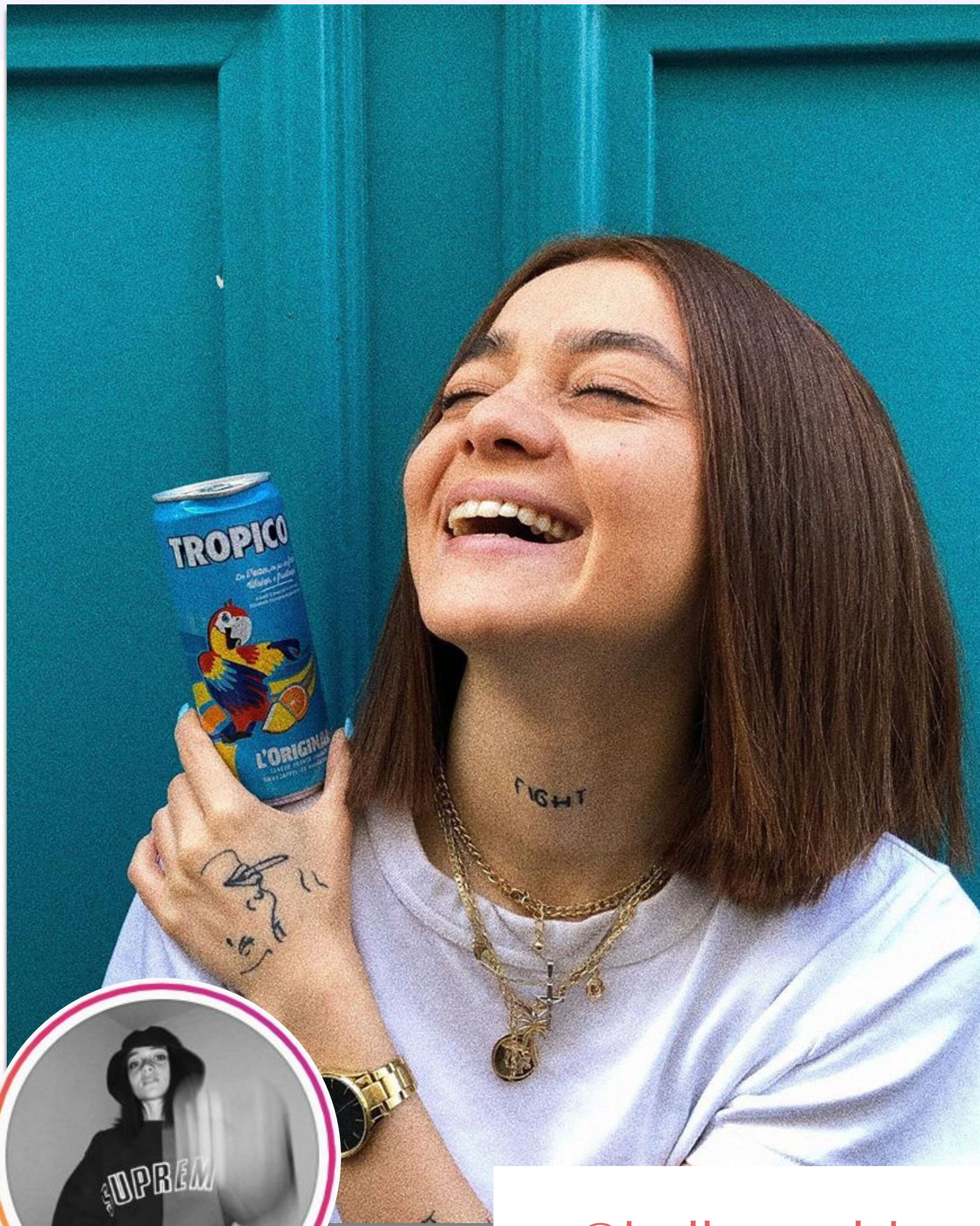
MID-SIZE INFLUENCER



35K
Followers

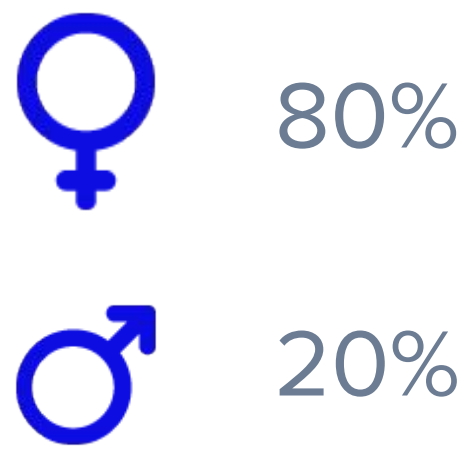


99%
Real

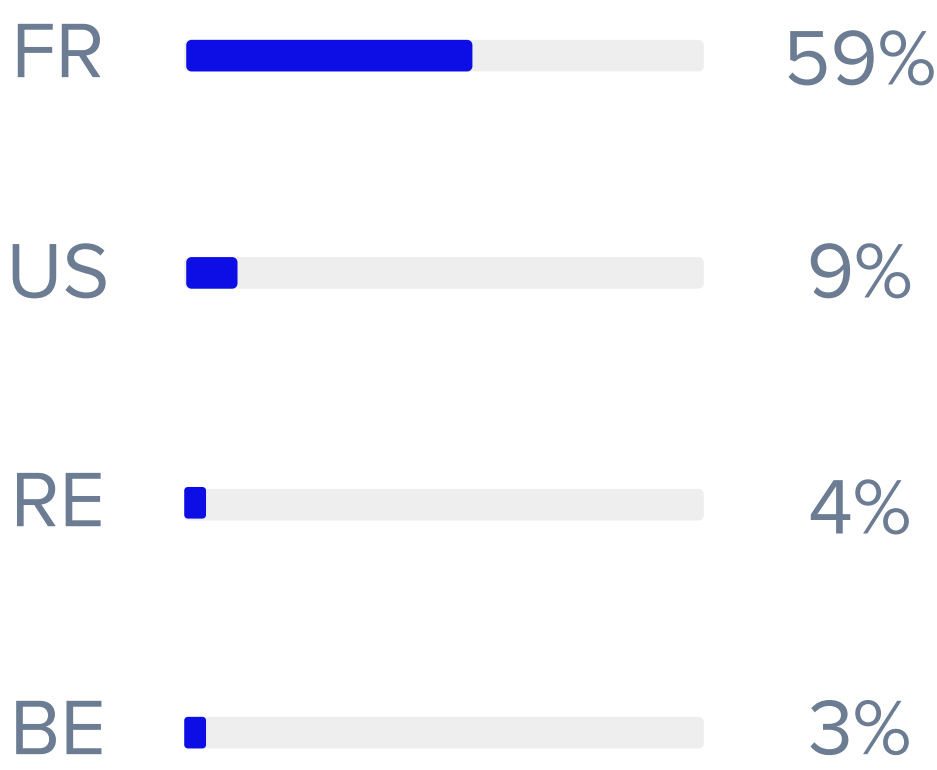


[@hxlloworld](#)

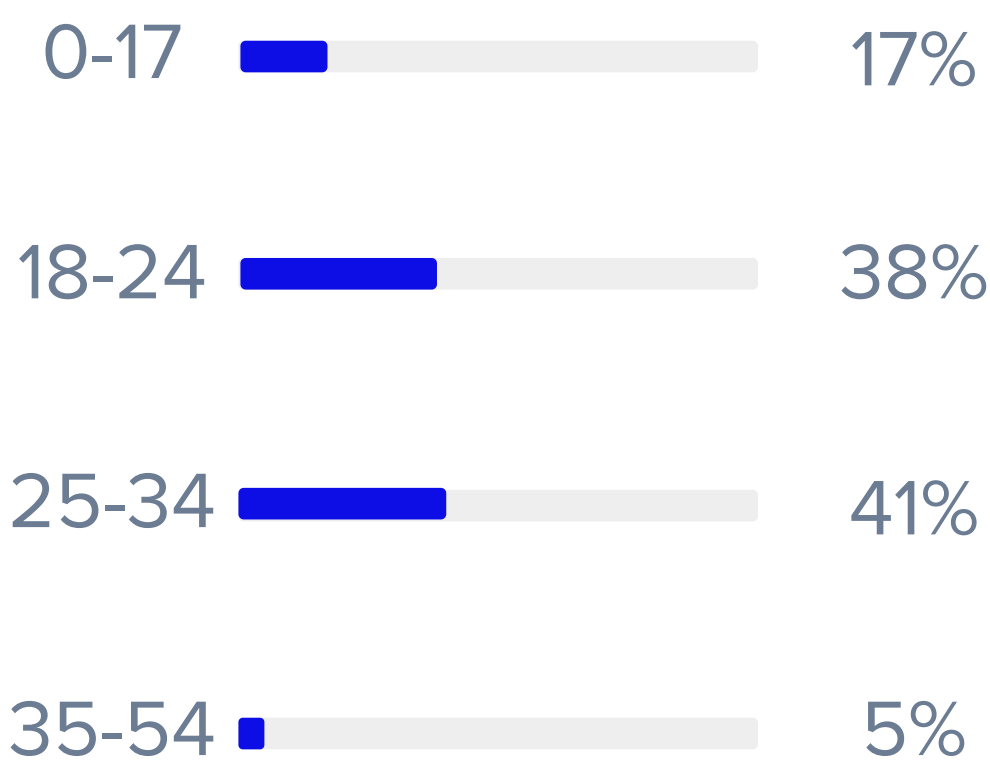
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www.upfluence.com

hey@upfluence.com



.Key takeaways

TROPICO successfully used **young and influential voices** to represent their “True Colors” theme and nostalgic message on social media. With the help of Generation Z influencers, TROPICO rediscovered their young and **energetic brand image**.

The **21 influencers** created **68 pieces** of colorful, creative, and powerful content on Instagram and TikTok, introducing TROPICO to a collective of more than **2.5M followers**.

TROPICO won over their audience with high engagement rates: Influencers got an average engagement rate of **5.89% on their Instagram** posts, and an average engagement rate of **19.63% on their TikTok** posts.

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



“

*“Be proud, fearless and confident :
Show your #truecolors and shine.”*

@[maelprince](#) (46.8k followers)

.More Stories



BURROW

mayoral



sopra  steria



Ricola

BRAUN



Mercedes-Benz



Ω
OMEGA



MORE STORIES



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