



### CASE STUDY:

Nataša Lujanac, Digital Manager  
NIVEA

### WEBSITE:

<https://www.nivea.hr/>

### INDUSTRY:

Beauty and Cosmetic

### COUNTRY:

Croatia  
+ 4 countries after initial testing

### PLATFORMS:

Instagram

### USE CASE:

Maintain Leading Position

### NIVEA IN BEAUTY AND COSMETIC INDUSTRY

The cosmetic industry is a highly competitive and dynamic market that has been rapidly evolving over the past few decades. With the rise of social media and e-commerce, the industry has witnessed an explosion in the number of brands and products available to consumers. As a result, traditional brands like NIVEA with long histories in the market are facing increased pressure to maintain their leading position.

### MARKETING NEED

One of the biggest challenges facing traditional cosmetic brands is the emergence of new players, both domestic and international, who are disrupting the market with innovative products and marketing strategies. These new brands are often able to capture the attention of younger consumers who are more likely to be swayed by digital advertising and social media influencers.

To maintain their competitiveness, traditional brands need to step up their marketing game by adopting new strategies that appeal to the changing preferences of consumers. This includes investing in digital marketing campaigns, leveraging social media platforms, collaborating with influencers, and focusing on sustainability and ethical practices. Nivea as a big brand needed simple to use tool to streamline all of their influencer marketing efforts and to be able to launch yearly campaigns.

*"The platform's data-driven approach allowed us to identify and collaborate with influencers who genuinely resonated with our brand and target audience. These influencers, through their authentic endorsements, have significantly amplified our brand presence and reinforced our reputation as a leading cosmetics provider."*

*Furthermore, the Hypefy team's dedication to providing top-notch support and their innovative approach to influencer marketing have helped us streamline our marketing efforts and ensure consistency in our messaging across all platforms."*

- Nataša Lujanac Digital Manager @ NIVEA HR



CONTENT EXAMPLES:



TARGET AND GOALS

The target audience for NIVEA Soft campaign was young adults, both female and male. While NIVEA Soft has always been marketed as a cream for the whole family, the brand recognized the need to appeal to a younger demographic by incorporating more contemporary and gender-neutral messaging in their marketing campaigns. By doing so, NIVEA Soft was able to expand its reach and appeal to a wider audience while still maintaining its reputation as a trusted and reliable skincare brand.

The goal of the NIVEA Soft campaign is to increase brand awareness and reach among the target audience.

TARGET

Family, Youth, Adults  
Female, Male  
Croatia

GOAL

Reach  
Brand awareness

In turn NIVEA used several metrics to evaluate Hypefy's performace: Reach, Engagement, Tag/link clicks

THE FINAL RESULT

1,5k  
clicks

36,8k  
engagement

455k  
reach

91  
Reach/EUR

Nivea's campaigns proved to be a tremendous success, enhancing brand awareness and product visibility across social networks. The process was so streamlined that Nivea expanded the use of the Hypefy platform to five countries and across other company brands like Eucerin.