

CHIC *Physique*

china  glaze.

DYTTO/CHINA GLAZE
CAMPAIGN/RESULTS



OVERVIEW: China Glaze teamed up with dancer Dytto to launch a mini Chic Physique giveaway! This effort helped promote the Chic Physique collection.

432K+ TOTAL IMPRESSIONS

The total number of times social posts have been seen

315.6+ TOTAL REACH

The number of users who viewed social posts

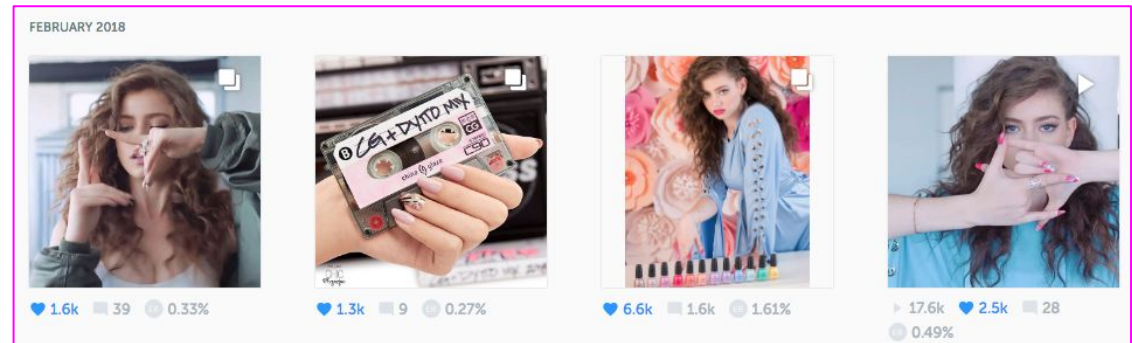
50.3K TOTAL ENGAGEMENTS

The number of users that liked, commented or saved social posts

1.7K TOTAL COMMENTS

The number of users that commented on the social posts

706 FOLLOWERS GAINED





MAIN PAGE COPY: Friday feels! Excited for my new dance video with China Glaze! In the video I am wearing the shades from their Chic Physique Spring 2018 collection. This collection is all about the being physical and fierce, and since I am a dancer and love dope nails this is THE perfect collab. Link in bio for details on the Chic Physique collection.

INSTA STORY COPY: Wanna get physical? Scroll up to check out my new “Chic Physique” dance video.

DYTTO'S IMAGES/COPY – MONDAY, FEBRUARY 26TH



YOUTUBE COPY: I have teamed up with China Glaze for the release of my new dance video and the Chic Physique Spring collection.

Inspired by the simplicity of workout style without the sweat, ***Chic Physique*** features a palette of compliment-worthy shades that will allow your athleisure style to look high-glam with low maintenance.

The collection features 12 new shades from a gorgeous rose quartz and electric hot pink to a flawless light lavender, a vibrant teal and more, in a variety of crème and shimmer finishes.

Chic Physique will be available in **March 2018** at Ulta as well as online at Ulta.com.

DYTTO'S IMAGES/COPY – WEDNESDAY, FEBRUARY 28TH



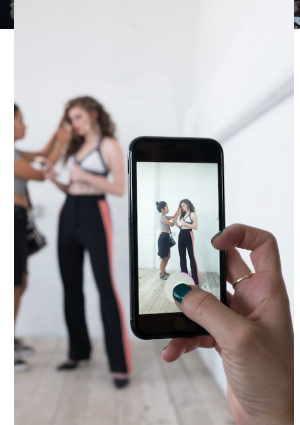
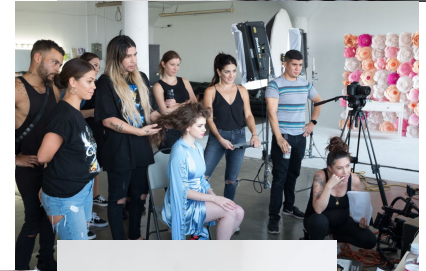
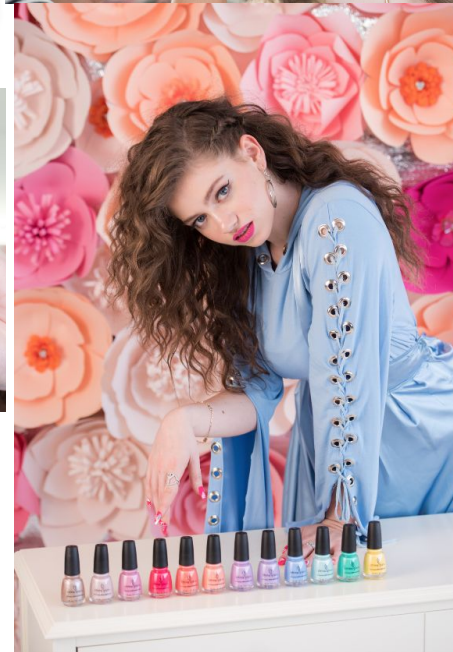
FACEBOOK COPY: I have teamed up with China Glaze for the release of my new dance video and the Chic Physique Spring collection.

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DYTTO'S IMAGES/COPY - THURSDAY, MARCH 1ST



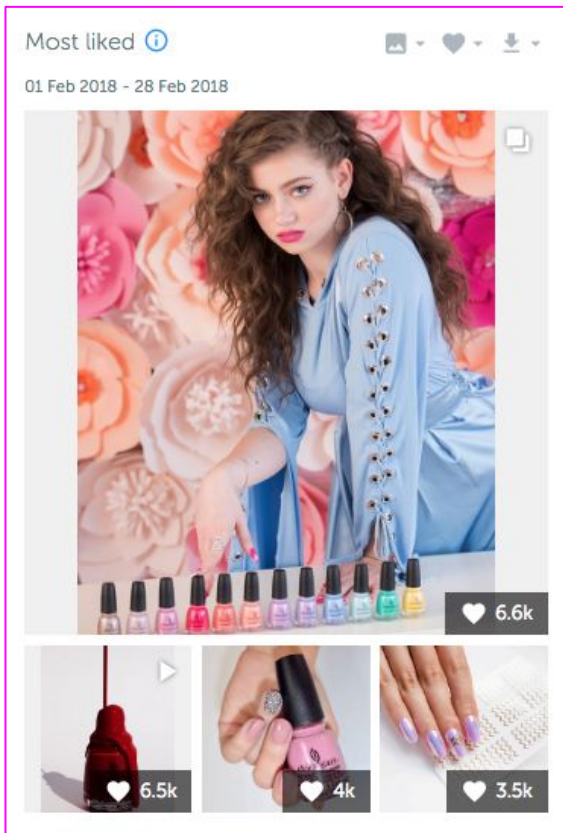
COPY: #TBT to my @chinaglazeofficial CHIC PHYSIQUE collaboration! Swipe to see bts. The full video is on YT.

INSTAGRAM

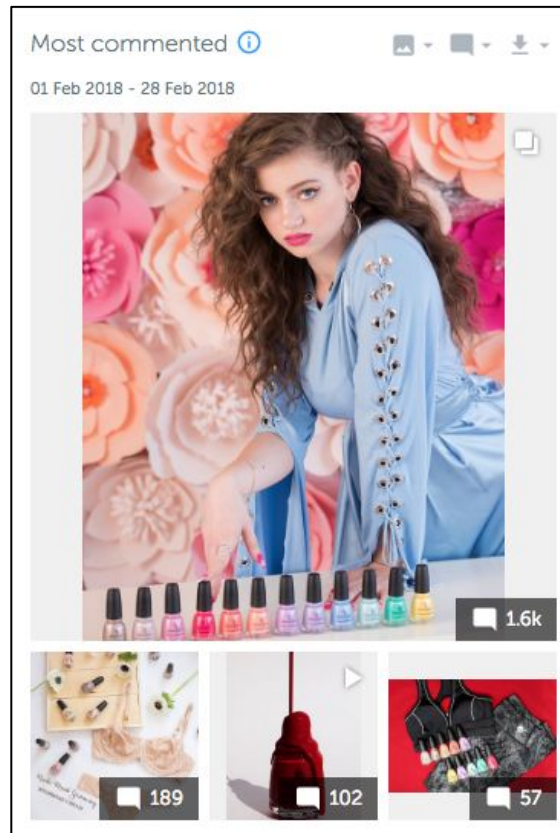
TOP PERFORMING CONTENT

OVERVIEW: Dytto's giveaway was one of the top performing posts in March 2018.

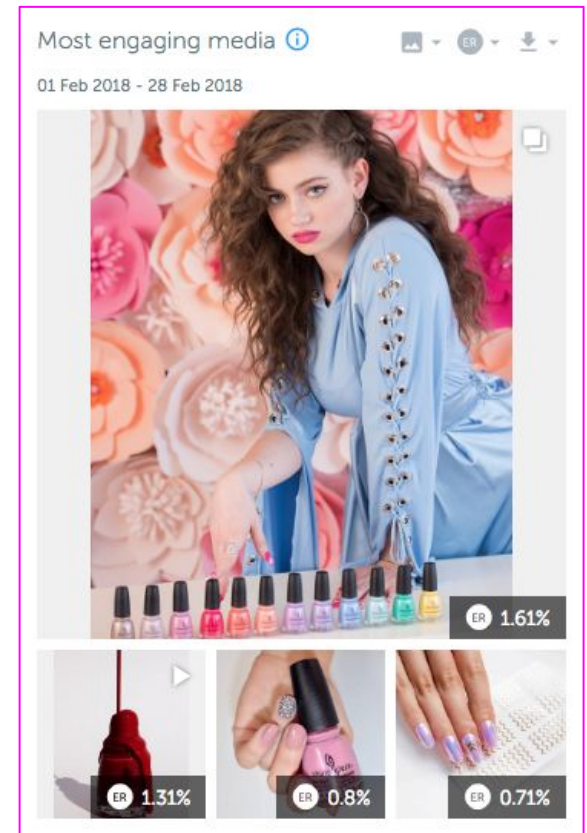
MOST LIKED POSTS



MOST COMMENTED POSTS



MOST ENGAGING



CHINA GLAZE x DYTTO CAMPAIGN RESULTS



FACEBOOK VIDEO RESULTS:

- VIDEO TRAILER VIEWS: 444,348+
- REACH: 446,182+
- POST/LINK CLICKS: 733
- REACTIONS: 50

INSTAGRAM RESULTS:

VIDEO TRAILER

- VIEWS: 7,840+
- REACH: 25,424
- ENGAGEMENT (LIKES, SAVES, COMMENTS): 764+

OFFICIAL VIDEO ANNOUNCEMENT:

- VIEWS: 16,400+
- REACH: 40,812
- ENGAGEMENT (LIKES, SAVES, COMMENTS): 2576+
- PROFILE VISITS 151
- INSTASTORY TEASER: WATCHED 6737 TIMES/7,222 IMPRESSIONS
- INSTASTORY LINK TO YT VIDEO: WATCHED 6307 TIMES/6,745 IMPRESSIONS

GIVEAWAY:

- COMMENTS: 1,472
- LIKES: 6,434
- SAVES: 280
- PROFILE VISITS: 488

YOUTUBE RESULTS:

- OFFICIAL CHIC PHYSIQUE VIDEO: 266,000+ VIEWS
- BEHIND-THE-SCENES: 1,000,000+ VIEWS
- DYTTO'S SIGNATURE NAIL LOOK: 10,000+ VIEWS

*REACH IS NUMBER OF
UNIQUE ACCOUNTS
WHO HAS VIEWED
CONTENT