

CHINA GLAZE X THE GRINCH

November 1, 2018 - December 26, 2018

SOCIAL MEDIA WRAP REPORT



SOCIAL MEDIA MARKETING OBJECTIVES



- BRAND AWARENESS - Increase brand awareness by attracting Grinch Fans and nail polish enthusiasts as well as maintaining relationships with CG Brand loyalists.
 - ◆ Promote original #ChinaGlazexTheGrinch content on our social channels and influencer partnerships.
 - ◆ Creating a “buzz” around The Grinch film.
- ADVERTISING - Amplify messaging through targeted ads and boosted social media posts.
 - ◆ Used advertising to drive fans and new customers to ChinaGlaze.com via Facebook and Instagram.
- CUSTOMER SERVICE - Informed fans and distributors on “where to buy” on a daily basis. Making sure to drive them to key retailers.

CGxMLP SOCIAL PERFORMANCE STATS - OVERVIEW

TOTALS ACROSS KEY SOCIAL PLATFORMS: INSTAGRAM, TWITTER & FACEBOOK



- ❖ **TOTAL FANS GAINED: 2.4K+**
- ❖ **TOTAL IMPRESSIONS: 5.3M+**
- ❖ **TOTAL REACH: 3.5M+**
- ❖ **TOTAL ENGAGEMENT 500K+**

GRINCH INSTAGRAM REVIEW



3M+ TOTAL IMPRESSIONS

The total number of times social posts have been seen on profile and Instastory

1.6M+ TOTAL REACH

The number of users who viewed social posts and Instastory

232K+ TOTAL ENGAGEMENTS

The number of users that liked or commented on social posts

48.4K+ PROFILE VISITS

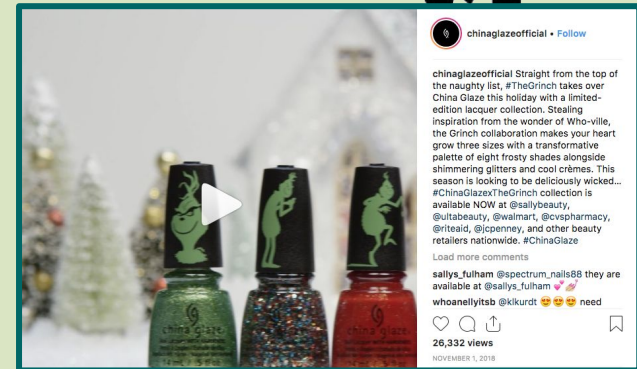
The number of users that visited
Instagram.com/ChinaGlazeOfficial during campaign

1.5K+ PROFILE LINK CLICKS

The number of users that tapped the website link on the Instagram profile

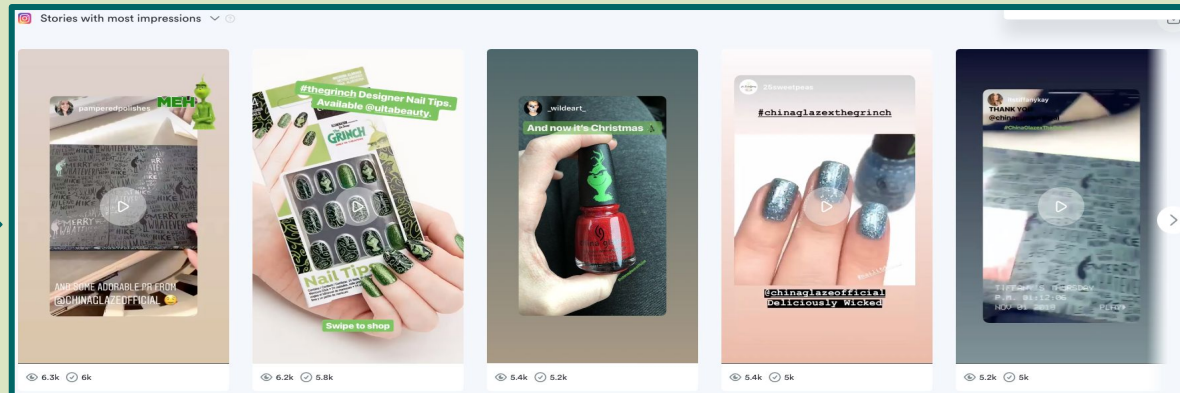
1.3K+ FANS GAINED

TOP #CHINAGLAZExTHEGRINCH INSTAGRAM POSTS



UGC posts were the top performers throughout the entire campaign run.

TOP #CHINAGLAZExTHEGRINCH INSTAGRAM STORIES



GRINCH FACEBOOK REVIEW



2.1M+ TOTAL IMPRESSIONS

The total number of times social posts have been seen on profile

1.9M+ TOTAL REACH

The number of users who viewed social posts

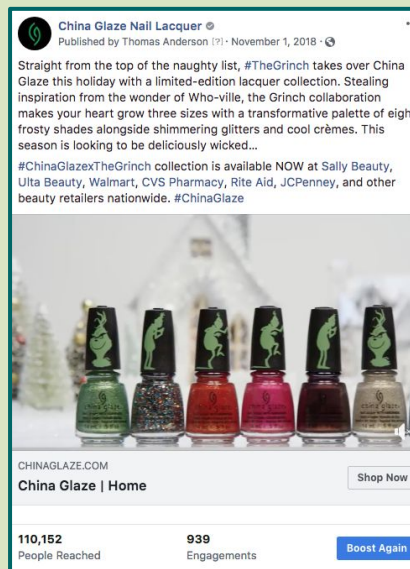
220K+ TOTAL ENGAGEMENTS

The number of users that liked or commented on social posts

1.1K+ FANS GAINED

Original content were the top performers throughout the entire campaign run. Due to ad spend/boosted posts.

TOP #CHINAGLAZExTHEGRINCH FACEBOOK POSTS



GRINCH AD REVIEW - FACEBOOK/INSTAGRAM



17 TOTAL AD CAMPAIGNS

We ran 9 campaigns on Facebook and 8 on Instagram

1.7M+ PAID IMPRESSIONS

Total of times the ads were viewed

125K+ PAID REACH

The number of users who viewed the ads

215K+ PAID ENGAGEMENTS

Total engagement driven by ads.

33.5K+ WEBSITE PROMOTION - CLICKS

Total clicks driving Fans to ChinaGlaze.com/thegrinch

182K+ PAID VIDEO VIEWS

Total clicks boosted posts


WE SPENT \$515 ON BOOSTED ADS THAT RAN ON FB/IG AND A DAILY WEBSITE PROMOTION AD

TOP #CHINAGLAZexTHEGRINCH FACEBOOK POSTS

China Glaze Nail Lacquer • Published by Thomas Anderson [?] · November 1, 2018 · 🌐

Straight from the top of the naughty list, **#TheGrinch** takes over China Glaze this holiday with a limited-edition lacquer collection. Stealing inspiration from the wonder of Who-ville, the Grinch collaboration makes your heart grow three sizes with a transformative palette of eight frosty shades alongside shimmering glitters and cool crèmes. This season is looking to be deliciously wicked...

#ChinaGlazexTheGrinch collection is available NOW at Sally Beauty, Ulta Beauty, Walmart, CVS Pharmacy, Rite Aid, JCPenney, and other beauty retailers nationwide. **#ChinaGlaze**



CHINAGLAZE.COM
China Glaze | Home [Shop Now](#)

110,152 People Reached **939** Engagements [Boost Again](#)

China Glaze Nail Lacquer • Published by Sprout Social [?] · December 3, 2018 · 🌐

We're making your **#holiday** season twice as nice with a giveaway! Share your Grinchy side for a chance to win a pair of Fandango movie tickets to see **#TheGrinch**, the entire **#ChinaGlazexTheGrinch** collection, & a \$50 Ulta Giftcard. And guess what? We are choosing 10 winners!


How to enter:

1. Share your most Grinchy moment in the comments section using at least one shade name from the China Glaze Grinch collection (click the link in bio if you're unsure).
2. Tag a friend, or two, or more!
3. Follow both Facebook and Instagram accounts (we'll be checking)

Giveaway ends December 10, 2018. Good luck.
Rules: [chinaglaze.com/rules](#) **#ChinaGlazexTheGrinchContest**.




27,842 People Reached **6,912** Engagements [Boost Again](#)




Grinch Takes Over China Glaze
Straight from the top of the naughty list, ...

3,866 Link Clicks **158,719** People Reached



Grinch Takes Over China Glaze
Straight from the top of the naughty list, ...

3,952 Link Clicks **151,359** People Reached



Grinch Takes Over China Glaze
Straight from the top of the naughty list, ...


1,773 Link Clicks **78,528** People Reached

● Not Delivering ▼



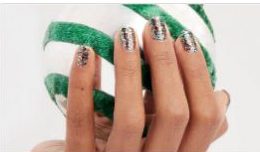
Grinch Takes Over China Glaze
Straight from the top of the naughty list, ...

● Not Delivering ▼



Grinch Takes Over China Glaze
Straight from the top of the naughty list, ...

● Not Delivering ▼



The Grinch Takes Over CG!
Straight from the top of the naughty list, ...

Data ranges from 11.01.18 – 12.26.18

Sources: Facebook & Instagram Platform Analytics Tools | Sprout Social | Iconosquare

GRINCH TWITTER REVIEW

TOP #CHINAGLAZExTHEGRINCH TWITTER POSTS



260.7K+ TOTAL IMPRESSIONS

The total number of times social posts have been seen on profile

5.2K+ TOTAL ENGAGEMENTS

The number of users that liked, commented or retweeted on social posts

*-1.2K FANS GAINED

*** Another massive Twitter Purge took place during the launch - November 2018. Many accounts other than China Glaze lost thousands of followers.**

<https://www.engadget.com/2018/11/10/twitter-follower-purge>

CG's Original content were the top performers throughout the entire campaign run.

Data ranges from 11.01.18 – 12.26.18

Sources: Facebook & Instagram Platform Analytics Tools | Sprout Social | Iconosquare



WHAT WORKED/WHAT DIDN'T WORK



- CG fans responded positively to the videos and images. Instagram Fans responded favored UGC content whereas Facebook and Twitter fans favored the original content.
- We saw a 16% increase in Instagram profile visits (grew from 41.1K to 48.4K). This mean fans and new customers were invested in CG overall rather than individual posts.
- We suggest shorter campaigns. The campaign was a lot shorter from previous campaigns, but we believe fans were burned out with holiday content in general.
- The influencer giveaways were successful; however, CG's branded giveaway didn't do as well as we had hoped. We could have made the giveaway entry easier. Since the prize was significant, we added a step to grow our Facebook by entering via Facebook and Instagram, yet many entrants didn't have Facebook and that deterred many people from entering the giveaway. Our followers are predominantly Instagram users.