

Case Study

A circular logo for 'bbhugme' is centered on the page. The logo features the text 'bbhugme' in a lowercase, sans-serif font, followed by a stylized 'g' that has a red dot above it. The background of the slide is a teal color with a faint, semi-transparent image of a woman in a bikini standing on a beach.

bbhugme

inzpire.me

Campaign Objective

To drive awareness of bbhugme's products in the UK and Sweden, and to create authentic content to reuse on social media

Campaign Overview

Founded by 3 female chiropractors, bbhugme offers smart, sustainable pregnancy and nursing pillows that provide support to pregnant women, nursing moms, and babies.

In order to achieve their goals of building awareness and producing content, bbhugme partnered up with 13 Instagram content creators in their target markets: the UK and Sweden.

The creators published 57 pieces of content. In their photos and videos, they captured themselves using their bbhugme pillows and described how they helped alleviate their pains. This resulted in engagement from users who showed genuine interest in the products.





13

Creators in the
UK & Sweden



11

Campaign
Duration (Weeks)



35

Cost per piece of
content



57

Pieces of Unique
Content Created



1,940*

Euros
Spent



95

Cost saved per
piece of content





Mahsa Bahadori

Marketing & Sales
Coordinator at bbhugme

“Using inzpire.me’s platform has helped us keep track of all our collaborations. Our brand appears more professional when we have a platform that we can direct influencers to.

The team at inzpire.me is also very helpful, professional, and kind! They listen to our needs regarding what kind of collaborations we’re looking for. They do their research and find great influencers for us to work with. They do a great job following up with us as well.”



The Approach

A pregnant woman is the central figure, walking on a rocky beach. She is wearing a white, fringed cover-up over a black bikini. Her belly is bare and prominent. The background features a blue sky, a blue ocean with white waves crashing against dark rocks, and a sandy beach. The overall scene is bright and sunny.

“Before using inzpire.me, our struggles were:

1. Managing influencer collaboration requests in email
2. Creating a brief that influencers needed to follow
3. Keeping track of all agreements, products, results, and content
4. Ensuring creators follow the brief
5. Following up with communication

Having a platform helps us organize all the influencers and alleviates these struggles.”



Mahsa Bahadori

Discovering Creators

Our team used the filters in the Discover Creators feature to look through the 10,000+ registered creators on our platform.

The screenshot displays a web application interface for discovering creators. On the left, a dark sidebar contains navigation icons. The main content area is divided into two sections: filters and creator profiles.

Filters Section:

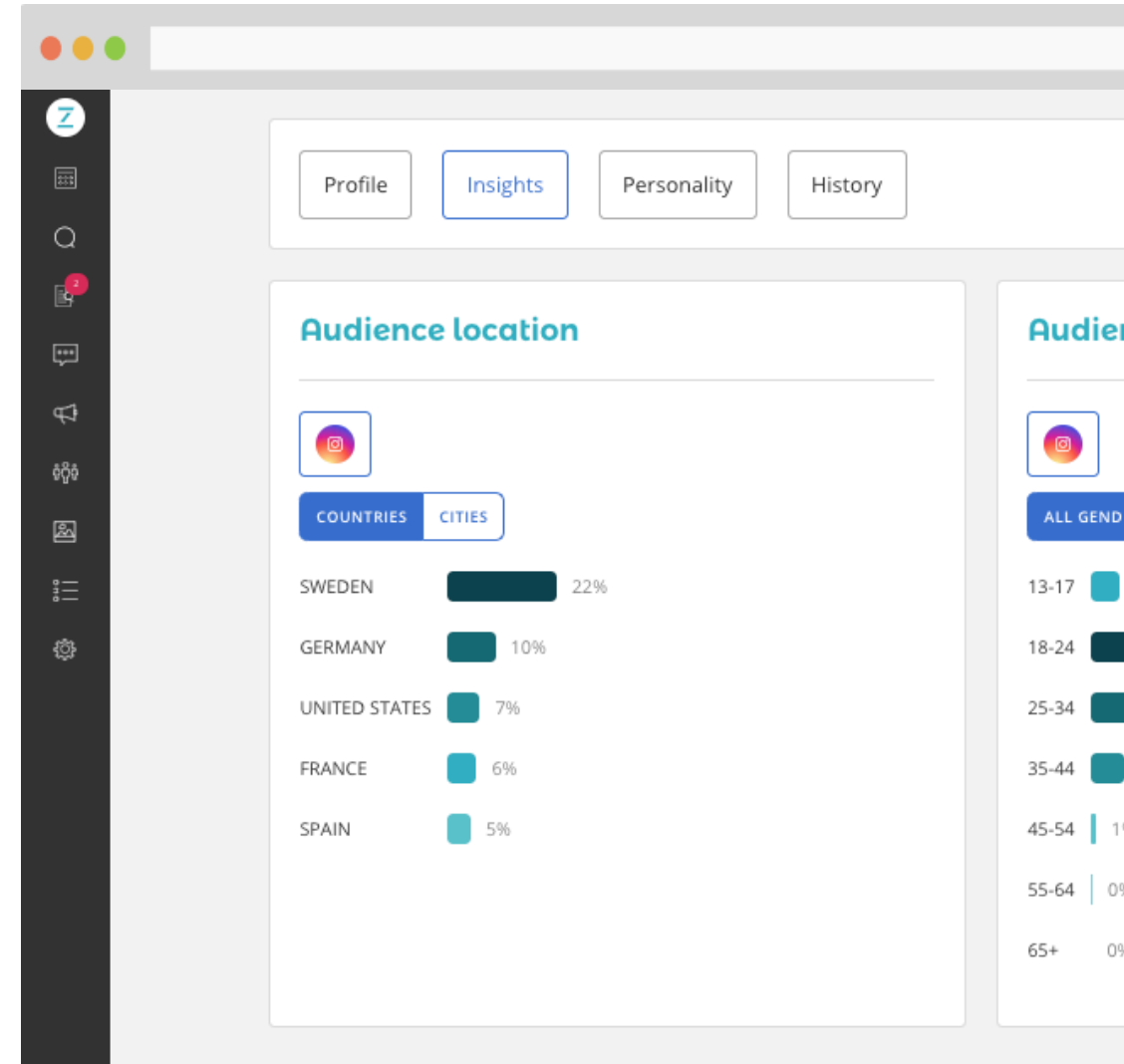
- Filters:** A section with a "RESET ALL" link.
- Search creators:** A search bar with the placeholder "Type username" and a search icon.
- Sort by:** A dropdown menu currently set to "Top creators".
- Price range:** A slider ranging from "\$5.00" to "\$2,000.00+".
- Categories:** A dropdown menu currently set to "All Categories".
- Hashtags:** A search bar with the placeholder "Search for hashtags".

Creator Profiles Section:

- Profile 1:** Hans Gunnar Aslaksen, PHOTOGRAPHY. Shows a profile picture, a grid of four landscape photos, and statistics: 20.2k followers and 12.40% engagement.
- Average fee:** \$323.5.
- Profile 2:** ADRIAN KROG, LIFESTYLE. Shows a profile picture, a grid of three lifestyle photos, and statistics: 107k followers and 9.40% engagement.

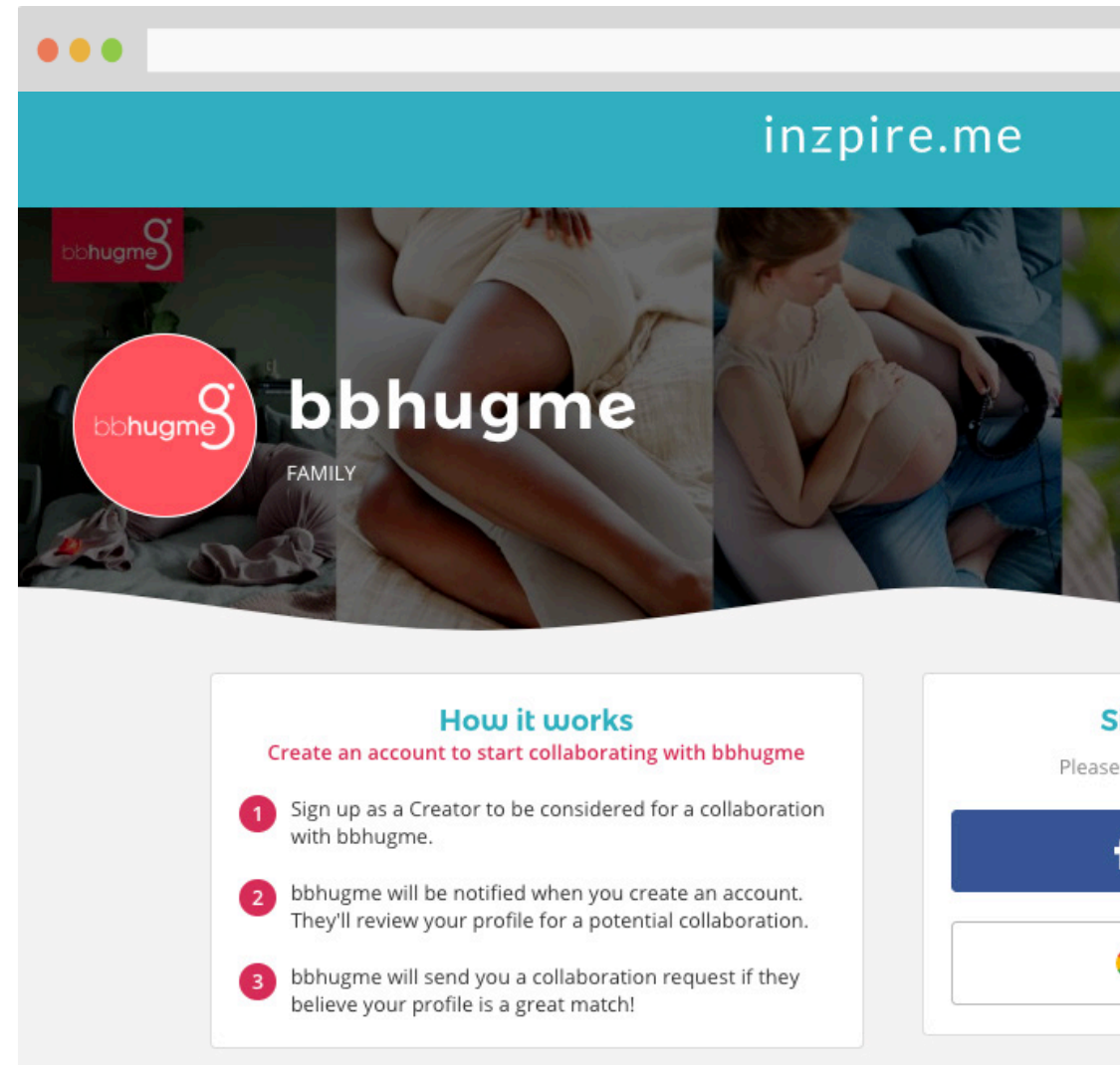
Identifying Creators

Our team suggested creators in the family category who were relevant for bbhugme's products. By using our Insights feature, we were also able to identify creators who had an audience in their target markets.



Handling Requests

To handle incoming collaboration requests, bbhugme shared their custom referral link with creators so they could register on inzpire.me. This kept their collaborations in one place.



Writing Briefs

Our team drafted a brief for bbhugme. During a workshop, the team went through the brief with them and adjusted it according to their needs.

Navigation: Z, BACK TO BOOKINGS OVERVIEW

Booking request

The creator has accepted the booking request. We have charged your card and please confirm the completion of the booking.

Booking request Accepted

budget **\$0** delivery date **8 Aug 2019**

Brief

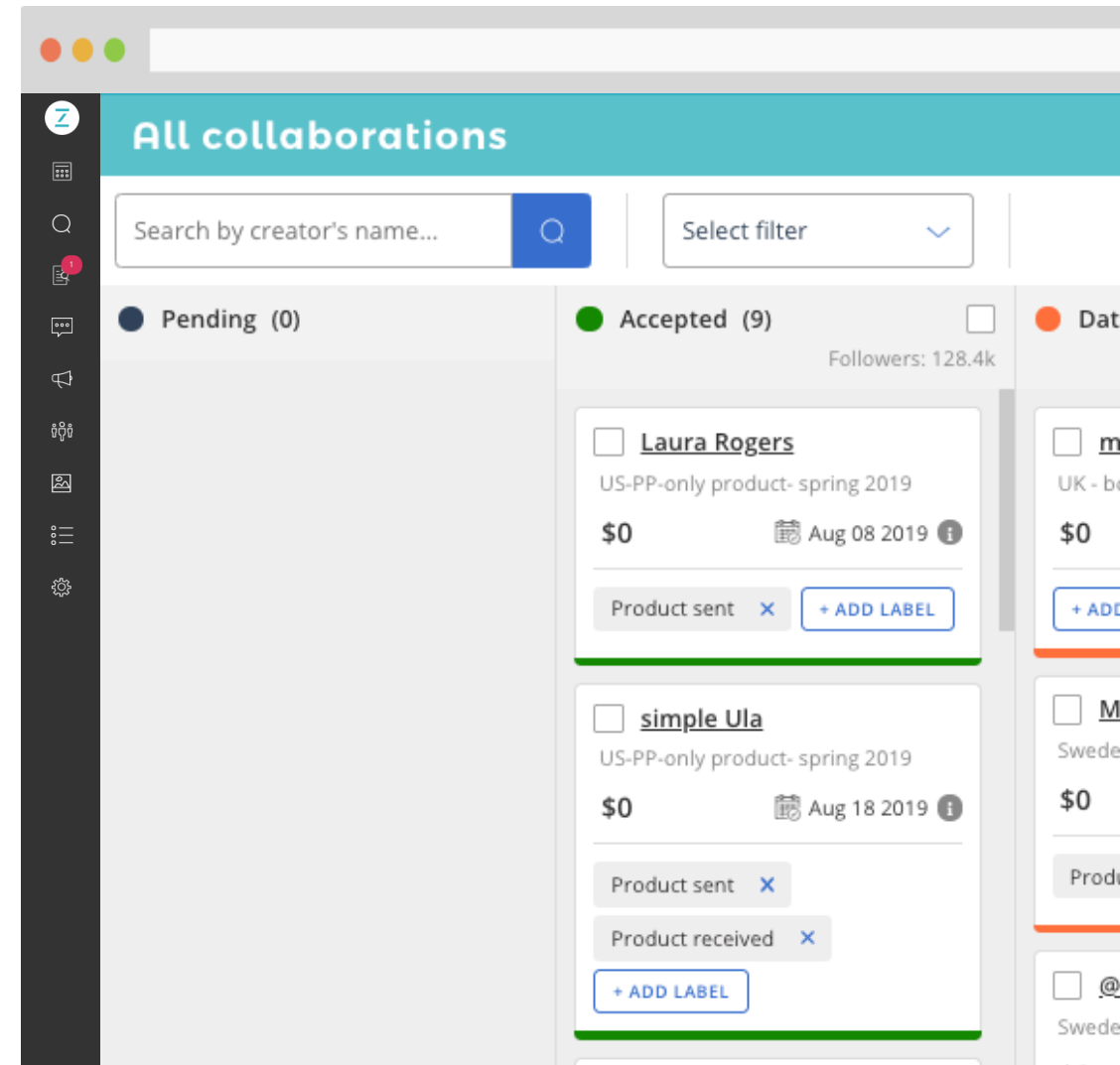
ABOUT bbhugme

Developed by natural and medical health professionals, bbhugme (<https://www.bbhugme.com>) makes mums and babies happier, through a simple idea: a pillow support to sit, lie and sleep comfortably throughout pregnancy and early childhood.

Bbhugme was created by three chiropractors from Norway, Hilde, Ann Kristin and Elisabeth. They shared a deep interest in chiropractic care of pregnant women, moms and babies. They saw many teary, sleep-deprived women who were suffering from pelvic and back pain before, during and after pregnancy.

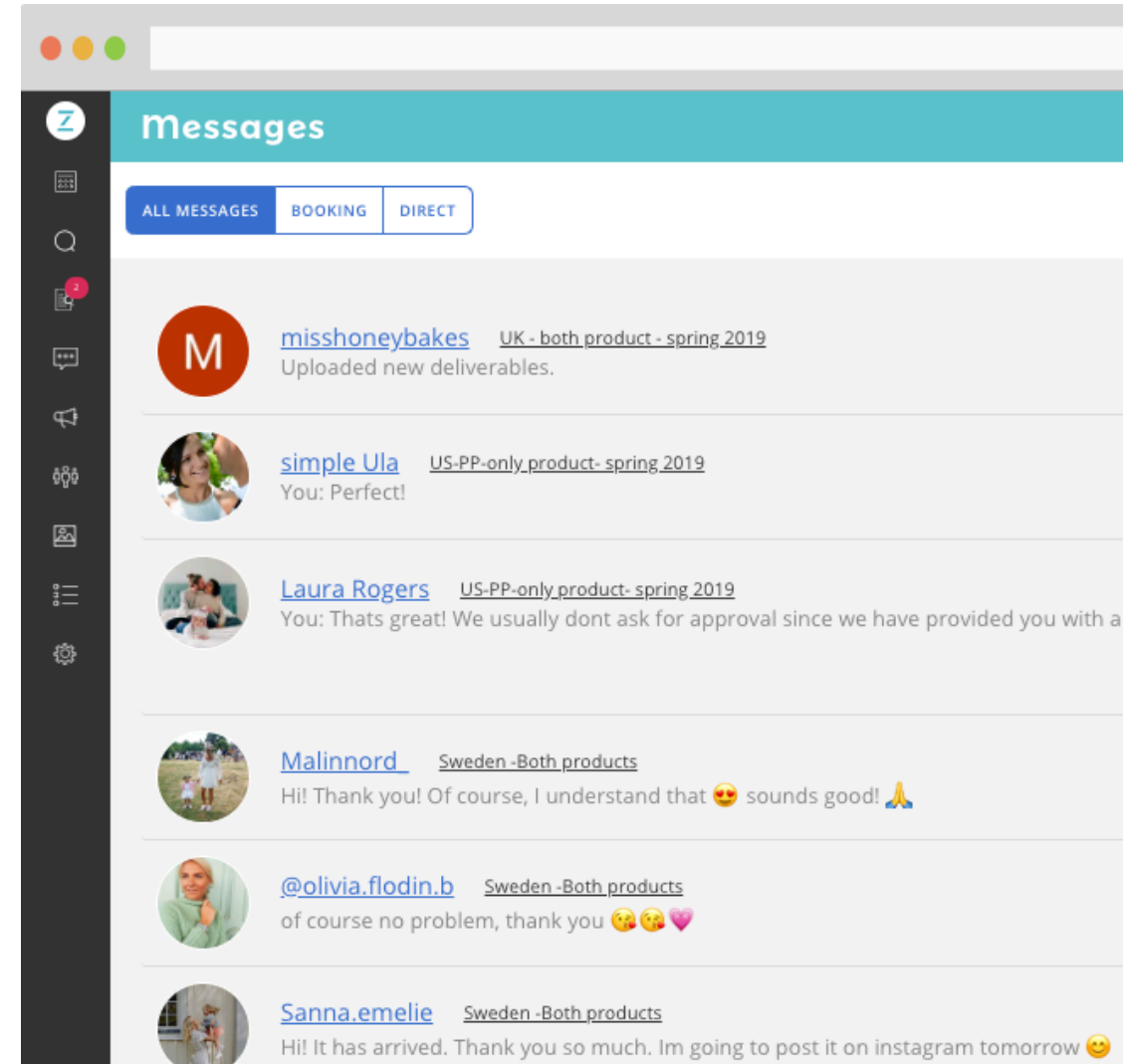
Managing Collaborations

bbhugme used our Collaborations Dashboard to follow the progress of their campaign. They utilized the Labels feature to track when their products were sent and received.



Messaging Creators

With the Messages feature, bbhugme had an overview of all messages with creators, which helped them respond promptly.



Campaign Results



“Our goal was to increase visibility and awareness around our products in different markets. By constantly working with influencers who have large and small followings, we definitely succeeded with that in the UK. We were told by UK consumers that they noticed our products from influencers who recommended and reviewed our pregnancy pillows.

We’ve also seen a big growth in sales in our Amazon UK webshop since we launched in March. Many of our collaborations with UK influencers has been specifically for our Amazon UK webshop.”



Mahsa Bahadori



11,690

Total Engagements



10.6

Average Engagement



+58

Performance vs. inzpire.me Benchmark

Positive Sentiment

The stories creators shared resonated well with their audience. Their followers interacted positively to bbhugme's products in their Instagram comment sections.

chrisandeve • Follow

elineh.artstudio @bbhugme @chrisandeve what makes it better than a regular/cheaper one? Mine is so heavy to turn and so warm with the current high temperatures.. so I want something better but am really reluctant to spend a lot of money when I dont know if its really better

3W 1 like Reply
— Hide replies

chrisandeve @elineh.artstudio this one is as light as a feather. As I said in our YouTube video a couple of weeks ago I was

Liked by inzpire_me and 469 others
JUNE 30

Add a comment... Post

curlylittledreams • Follow

jacobblose Going to have to invest in this for the next pregnancy 💕

5W 1 like Reply

sincerely_sheda Glad you're feeling better mama. You look so cute and cozy!!! 🧡

5W Reply

positivelybirthing We use these in all our classes! They are sooo comfy!!!

5W 2 likes Reply
— View replies (1)

508 likes
JUNE 14

Add a comment... Post



88,320

Reach



+30

Performance vs.
inzipire.me Benchmarks



328,440

Total
Followers



188,960

Impressions



+85

Performance vs.
inzpire.me Benchmarks

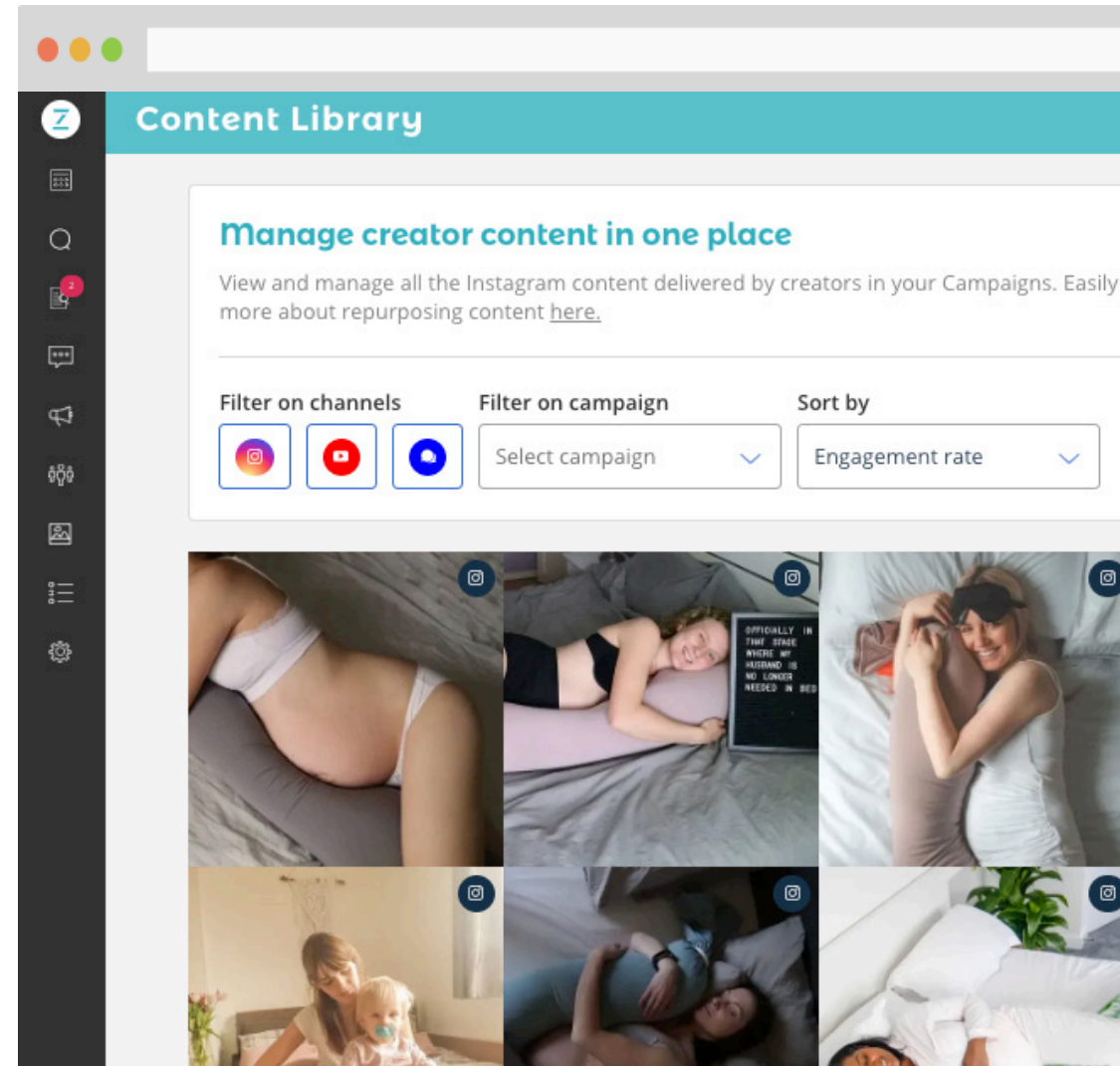


10.3

Cost Per 1,000
Impressions

Repurposing Content

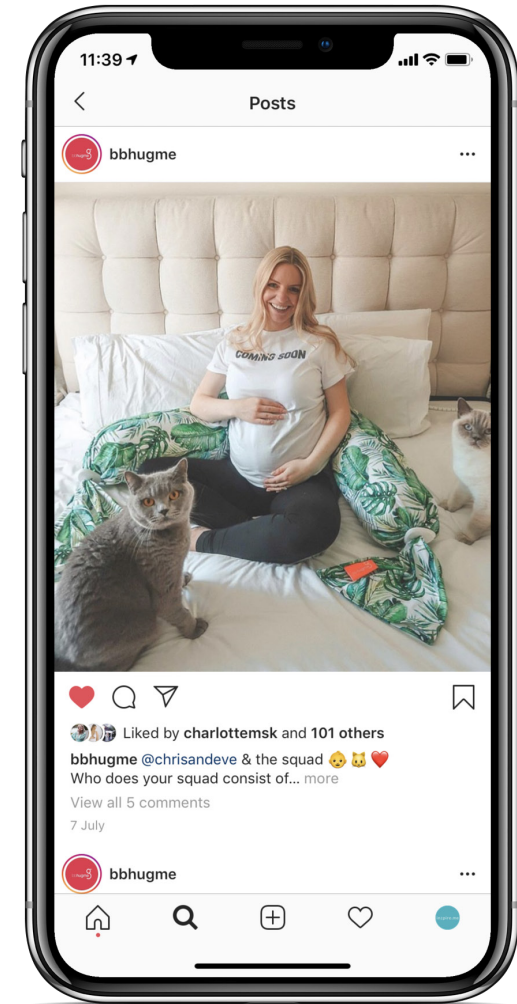
bbhugme utilized the Content Library feature to gather content created in collaborations for easy reuse in ads, social media, and more.



“We’ve reused some of the content from collaborations on our social media platforms, specifically Instagram and Facebook. We’ve noticed a huge increase in our content engagement on social media, especially with the images that were taken with professional cameras.”

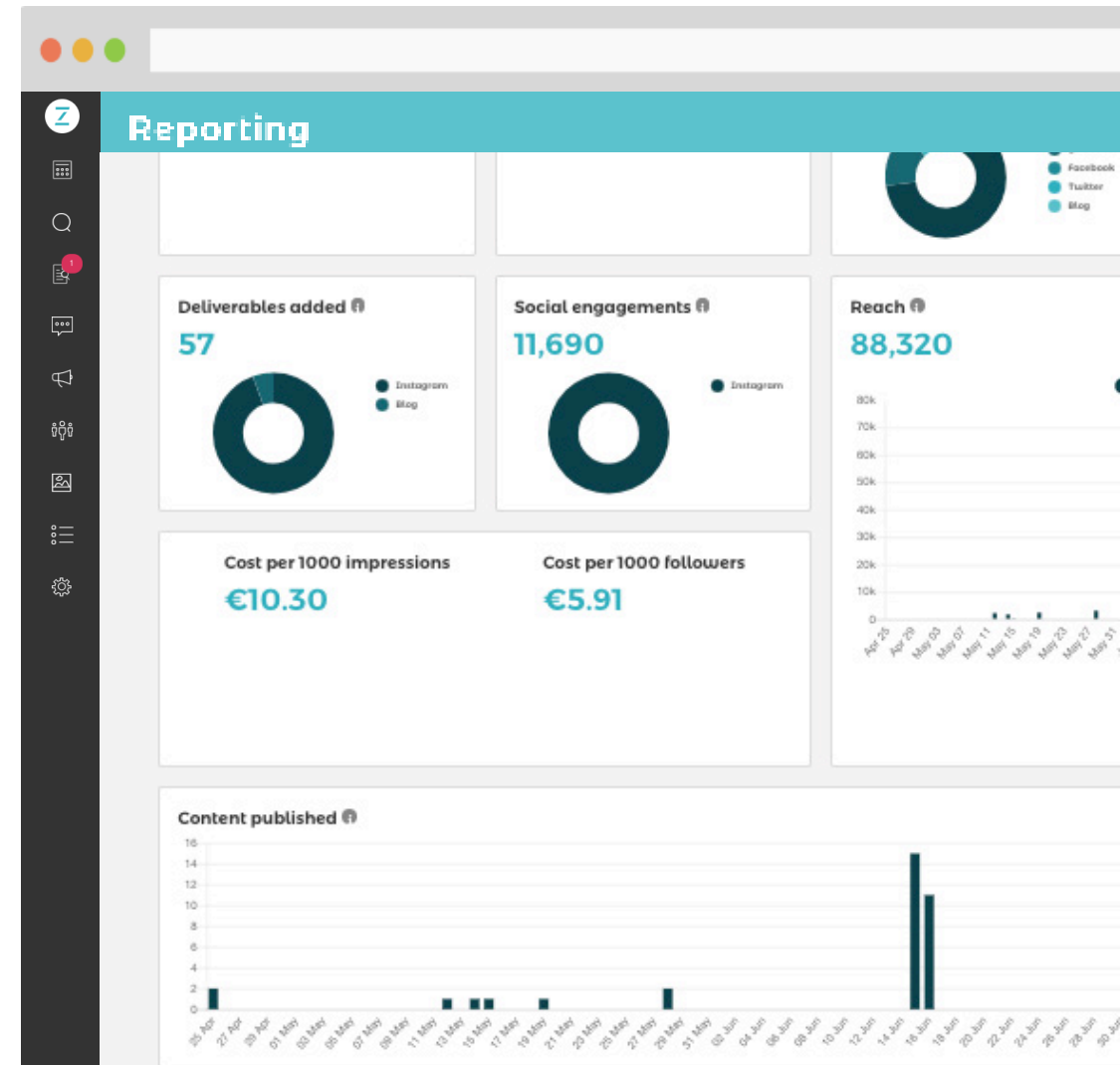


Mahsa Bahadori



Measuring Results

With the Reporting Dashboard, bbhugme tracked and measured the results of their campaign in real-time, so they could improve and optimize future collaborations.





inzpire.me

Where brands and content creators connect to
share inspiring stories around the globe

