

How Eva NYC Generated Buzz Around Product Sustainability

Goal



Educate Customers on New Sustainable Packaging

In February 2021, when Brooklyn-based haircare company Eva NYC relaunched its entire haircare portfolio in infinitely recyclable aluminum packaging, the brand wanted to reaffirm its affordability and effectiveness to consumers while also sparking excitement for sustainability. In coordination with the relaunch, Eva NYC developed a range of fun, engaging content to introduce their new look to customers. The brand anticipated that sustainability education would be one of their most challenging hurdles, so it was crucial for this content to be both informative and entertaining. The campaign represented a significant step in Eva NYC's commitment to be 100% virgin plastic-free by 2022, part of a broader five-year sustainability plan.

"Without Tribe Dynamics, we simply wouldn't have the manpower to track over 1700 content posts manually."

Ashley Evans, Digital Marketing Director at Eva NYC



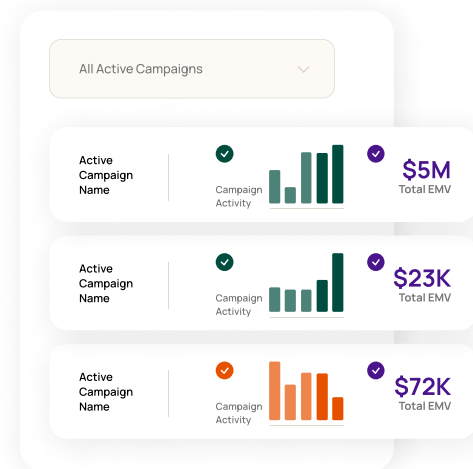
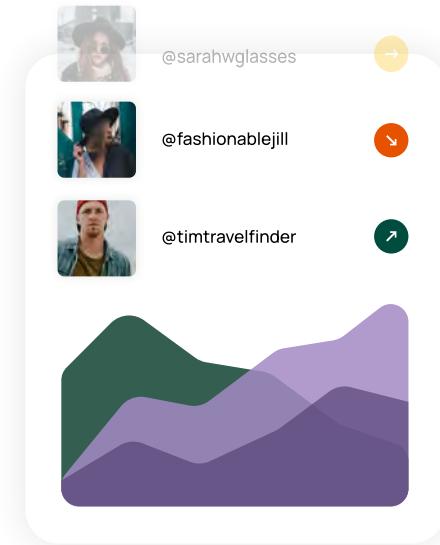
Solution

✓ Identify Multi-Tier Influencers to Deliver Relatable, Informative Content

To relay information about the relaunch, Eva NYC devised a strategy that leveraged ambassadors to showcase products and educate consumers on sustainability. Using Tribe Dynamics' Ambassador Tiers functionality, Eva NYC developed an influencer strategy that incorporated each tier, along with a specific content brief and output goal for each group. The resulting content featured transformational hair tutorials, highlighting both clean beauty and clean ingredients to maintain Eva NYC's "effective and affordable" brand pillars. To further amplify this campaign, Eva NYC developed the hashtag #ReduceReuseRestyle, which was featured on content and in educational tips outlining how to easily dispose of the brand's new aluminum canisters. Instagram Stories proved to be the brand's most effective platform for spreading the word: stories drove a significant amount of traffic to Eva NYC's website, which the brand was able to monitor via Tribe Dynamics' Instagram Stories Tracking feature.

✓ Track KPIs of the Campaign in Real-Time

Throughout the campaign, Eva NYC was able to keep a real-time gauge on the potency of its relaunch efforts thanks to Tribe Dynamics' Brand Buzz feature, which captures top-performing brand mentions within a selected time frame. Being able to access that data on-demand helped the Eva NYC team adjust aspects of the campaign as it continued to roll out. Additionally, the brand leaned heavily on the Campaign Tagging functionality within Tribe Dynamics, which incorporated another layer of planning into the brand's existing campaign management and tracking. Finally, Tribe Dynamics' integration with Shopify enabled Eva NYC to track and display unique discount codes in its personalized brand dashboard, providing visibility into revenue driven by Eva NYC's ambassador partners.



Results

- ✓ 466 ambassadors posted about Eva NYC's new aluminum packaging in an eight-week period, a 65% increase in posts over the previous period.
- ✓ The campaign delivered over 17M impressions and a staggering 1.2M engagements.
- ✓ The campaign drove \$3.2M EMV.
- ✓ To date, Eva NYC's sales have increased over 100% vs. last year.

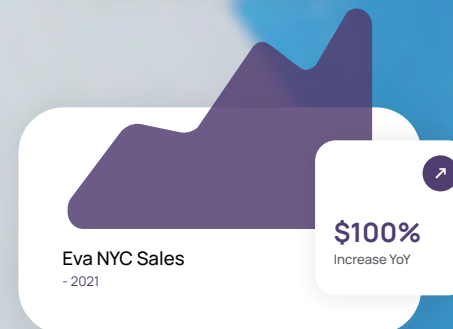
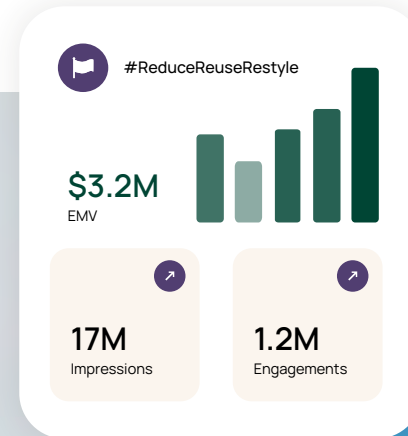
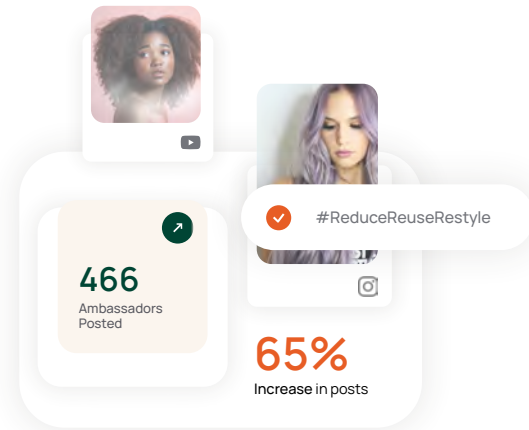


Photo Credit | Eva NYC

Who We Are

The most comprehensive influencer marketing tracking and analytics software

Tribe Dynamics is a San Francisco-based software company that helps beauty, fashion, and lifestyle brands drive and measure high-impact digital earned media at scale.

Earned Media Value (EMV) is Tribe Dynamics' proprietary metric for measuring the online engagement of influencer content.

For more info:

visit tribedynamics.com

