Case Study

How Summer Fridays Broke Into Beauty With the Perfect Product Launch

SUMMER FRIDAYS

"We were able to successfully launch Sheer Skin Tint, our first product in the makeup category, thanks to a multi-campaign approach with the Tribe Dynamics Campaign tool. We were able to divvy up our initiatives between seeding, paid partnerships, and our launch event, and track performance on a campaign level to better inform our strategy moving forward."

Kristin Patter

Director of PR + Influencer Marketing, Summer Fridays

Goal

Break Into the Highly Competitive Cosmetics Category

As a skincare-first brand, Summer Fridays has long made a name for itself via a range of vegan, cruelty-free skin offerings. In summer 2022, the brand sought to apply its natural, ingredient-focused approach to beauty, which seemed like a fitting extension of its hybrid approach to products. Summer Fridays was determined to prove that it was uniquely positioned to cross over into the crowded makeup market.

For its first complexion product, Summer Fridays debuted the Sheer Skin Tint, a 10-shade offering infused with skin-friendly ingredients like tiger grass, glycerin, and hyaluronic acid. Developed with input from the brand's community of consumers and social media partners, the Sheer Skin Tint represented a bold new path for Summer Fridays when it launched in August 2022. The next challenge? Activating this same community to promote the new product.

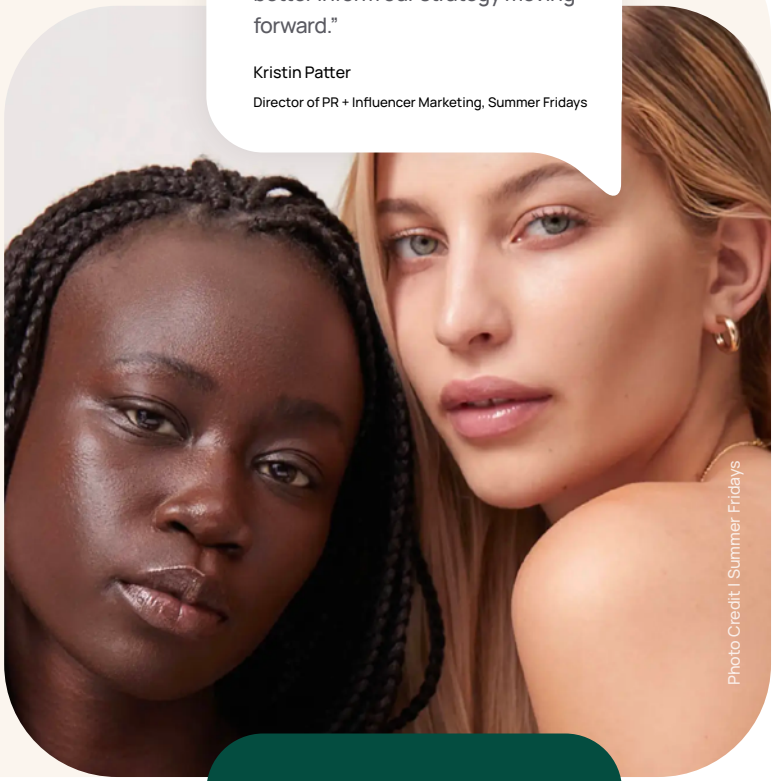


Photo Credit | Summer Fridays

Tribe Dynamics

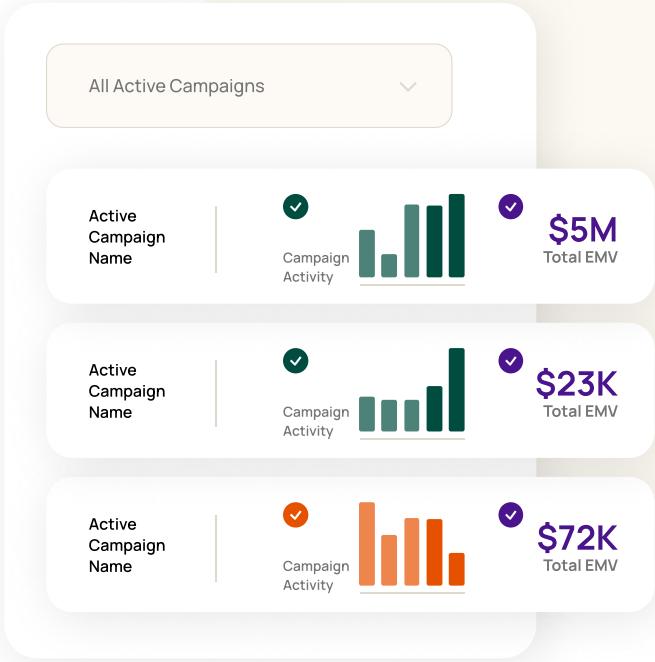
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Solution

Leverage Tribe Dynamics to Execute a Multi-Campaign Launch Strategy

Summer Fridays was faced with a tall task: establish a multi-campaign launch strategy featuring seeding, paid partnerships, and a VIP launch event in Los Angeles—all within a new vertical for the brand. Fortunately, Summer Fridays could rely on Tribe Dynamics' Campaigns feature to maintain and glean KPI's from its multiple gifting, paid partnerships, and VIP initiatives.

Summer Fridays gifted the Sheer Skin Tint to hundreds of influencers, makeup artists, and content creators, garnering rave reviews from starry creators like Kim Kardashian, Sofia Richie, and Karen Gonzalez. Further, the brand conducted paid partnerships that saw makeup artists like Ash Holm and Nam Vo educate their followers on how best to use the new product. Finally, Summer Fridays hosted a VIP launch event in Los Angeles, where influencers bonded with co-founders Marianna Hewitt and Lauren Ireland. The event included cocktails, light bites, and shade-matching with a make-up artist, which helped guests to find their perfect Sheer Skin Tint shades to take home.



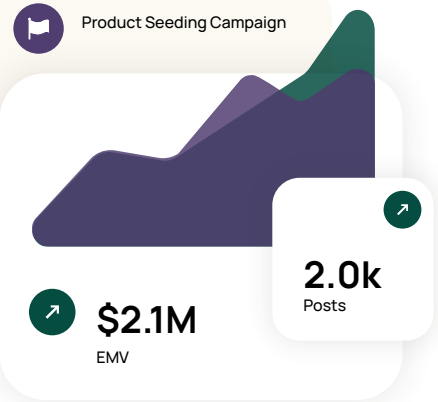
*This data is hypothetical, and meant to give an impression of how Community Groups information is displayed in Tribe Dynamics' software.

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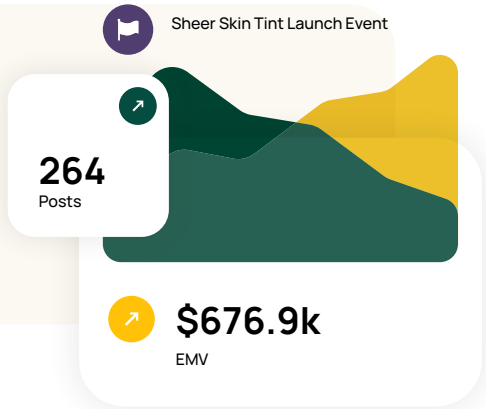
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Results

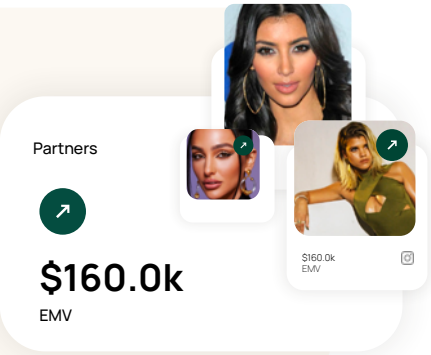
- Summer Fridays' product seeding campaign led to over 2.0k social media posts and $2.1M EMV.



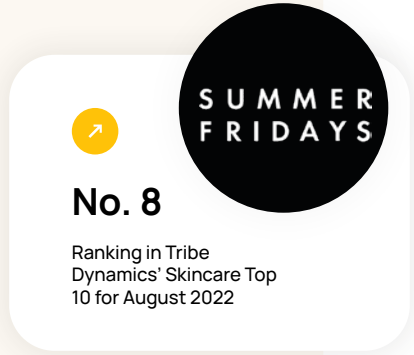
- The Sheer Skin Tint's launch event sparked 264 social media posts which netted $676.0k EMV.



- The brand's nine influencer and makeup artist partners inspired over $160.0k EMV across Instagram and TikTok.



- During its launch month at Sephora, the Sheer Skin Tint outpaced its projected profits by triple digits, and continues to be a top-performing product for Summer Fridays.
- In all, between seeding, paid partnerships, and the VIP launch event, the Sheer Skin Tint generated $6.1M EMV, helping Summer Fridays rank at No. 8 in Tribe Dynamics' Skincare Top 10 for August 2022.



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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



"Tribe Dynamics is accurate, organized, and insightful. The level of detail and data they provide is unmatched in the industry, and their software has helped us execute campaigns start to finish, from identifying influencers to thorough performance tracking. When it comes to influencer marketing, Tribe Dynamics is best-in-class."

Kristin Patter

Director of PR + Influencer Marketing, Summer Fridays

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