

 Influencer Marketing

How to boost your brand image through influencer marketing?

CASE STUDY – SUD EXPRESS

 Skeepers

SUD[★]
express



Client

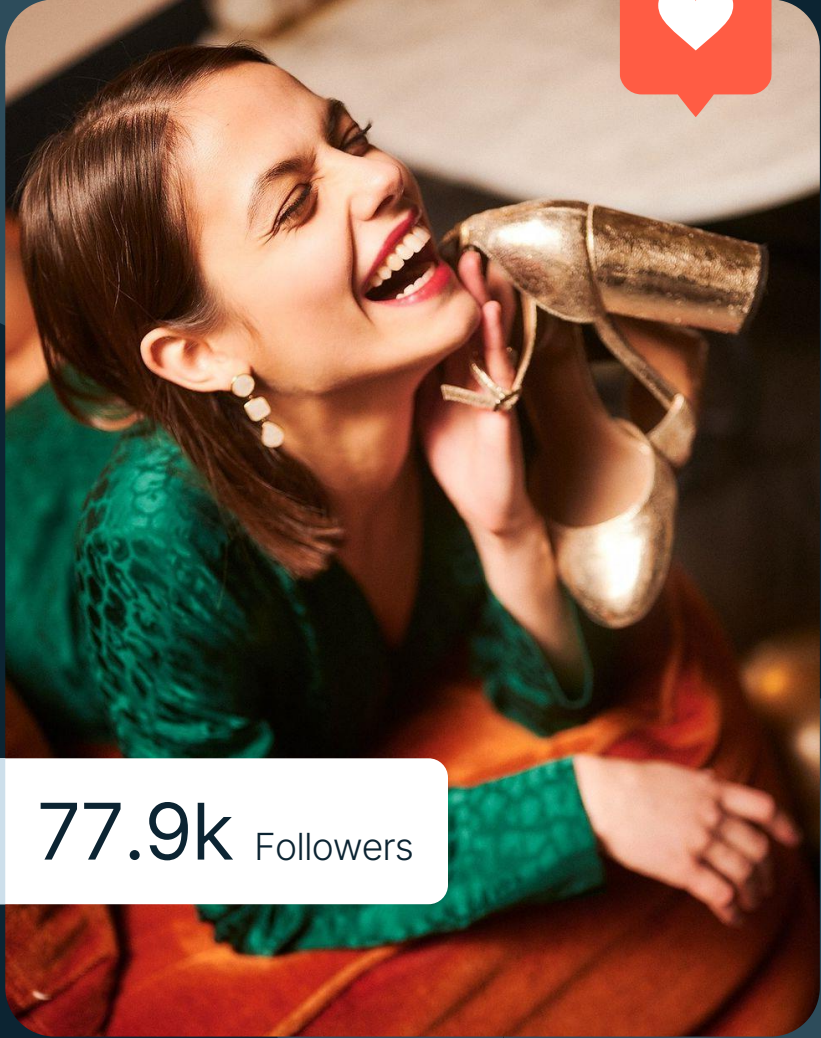


Sud Express is a casual-chic fashion brand with seaside and resort motifs.

The French brand has been in existence for over 40 years and wishes to revitalize its brand image. Today's consumers are constantly looking for the right price/quality ratio, demand a perfect customer relationship and attach more importance to aesthetic content.

These demands are prompting brands to rethink the way they communicate and produce content.





77.9k Followers



INDUSTRY

Fashion



WEBSITE

www.sudexpress.com



SKEEPERS CUSTOMER SINCE

2018



SKEEPERS PRODUCT

Influencer Marketing



Benjamin BELLAICHE

General Manager of Sud Express

"Skeepers Influencer Marketing allows Sud Express to modernize and adapt to new consumer trends."



Context and objectives



Boost brand image through influencer marketing

Influencer marketing has emerged as a relevant strategy in response to these challenges. For Sud Express, influencer marketing allows it to modernize, as its customers have an average age of 43.

Its objective is therefore to reach a younger target with the help of influencers who communicate the brand's values and history in an authentic way. These influencers are distinguished by their prescription power, their authenticity and the proximity they have with their community.



Solution



Optimize its strategy with influencer marketing

Thanks to the platform, the brand was able to manage the campaign parameters itself so that they were consistent with its objectives (number of subscribers, age, geographical location, etc.). Thus, it was able to select the right influencers to reach the desired target.

Moreover, the platform allowed Sud Express to follow the evolution of its campaigns thanks to the **analytical dashboard** presenting the key KPIs of the campaigns.



Results

7

Collaborations

+3,15%

Average engagement rate

336K

Reach

2,8K

Earned Media Value



CASE STUDY- SUD EXPRESS

Results: example of an engaging publication

+3,1%

Engagement rate

3 839

"Likes"

1146€

Earned Media Value



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