An energizing collaboration that maximized visibility

Riles x **HOLY**



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Introduction

In an industry where energy drink brands compete fiercely for the attention of young consumers, HOLY needed to stand out. The solution? A strategic influencer marketing campaign featuring a highly engaged creator: Riles.

In just two weeks, this collaboration generated over 350,000 views and an engagement rate of 6%, turning this campaign into a powerful growth driver for the brand.

The challenge

HOLY aimed to connect with an engaged audience by leveraging YouTube as a primary platform to showcase its products.

The key challenge was aligning HOLY's brand image with captivating content that would resonate with football fans, a passionate and engaged target audience.

Instead of relying on traditional advertising, HOLY chose influencer marketing as a strategic lever to capitalize on the trust and engagement that content creators foster with their communities.

The strategy

- **Influencer Selection :** Riles, known for his dynamic content and highly engaged football-loving audience, was the ideal partner. His videos consistently surpass 100K views, making him a perfect choice to amplify HOLY's brand visibility.
- **Platform :** YouTube, where Riles' engaging match debriefs attract an energetic and interactive audience.
- **Content Type :** A 90-second brand integration, featuring a personal storytelling approach where Riles shares his favorite HOLY product, introduces the Discovery Pack, and provides two exclusive promo codes and a QR code for discounts. More than just promoting a product, Riles brought the spirit of HOLY into his daily routine, creating an authentic and emotional connection that strengthened the brand's credibility.
- **Key Message :** Positioning HOLY as a natural, eco-friendly, and innovative energy drink.

The execution

The campaign was planned in several steps:

- Product testing by the influencer to ensure a genuine and credible integration.
- Creation and validation of the video segment with HOLY.
- Production and publication of the video on YouTube.
- Use of a trackable link to directly measure conversions.

The campaign was scheduled to coincide with a strategic period, the debrief of the Real Madrid vs. Barcelona match, which consistently generates at least 300K views, to maximize visibility.

The results

- **Reach** : The video had an impressive impact, generating 350K views in just two weeks, offering HOLY significant visibility.
- **Engagement** : The 6% engagement rate exceeded industry standards, demonstrating a strong audience interest in the brand.
- **Conversions** : The campaign led to 30 new customers in the first activation via the trackable link, all opting for the Discovery Packs, the main product highlighted in this collaboration.

Analysis & Key takeaways

The collaboration with Riles generated strong visibility for HOLY thanks to his engaged audience and authenticity, reinforcing the brand's credibility with a targeted audience. His personal storytelling also helped capture attention and effectively convey HOLY's eco-friendly values.

However, the conversion goal was not fully achieved. To optimize results in future campaigns, several areas for improvement have been identified:

- Multi-platform approach: Integrate other channels such as Instagram or TikTok to diversify audience touchpoints.
- More compelling call-to-action: Offer a better promo code (5-15%) and add a limited-time offer to create urgency.
- Extended influencer engagement: Consider a multi-video collaboration to strengthen familiarity and trust around HOLY's products.

Conclusion

This campaign proved that when well-executed, influencer marketing can transform a brand and elevate it to its target audience.

By aligning strategy with consumer interests and incorporating authentic storytelling, HOLY was able to capture the attention of thousands of football enthusiasts and reinforce its brand identity.

Ready to boost your visibility with influencer marketing ?

Contact us to plan a tailor-made campaign with influencers aligned with your objectives.

Email : contact@kollagency.com
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