# The little touch that makes a big difference

**PIERREENCHINE** x **HOLY**



★★★★ ★★★★★

# Introduction

In a competitive market where energy drink brands fight for consumer attention, HOLY wanted to break out of the traditional mold. The solution ? A smart influencer marketing campaign in collaboration with *PierreEnChine*, a French content creator known for his engaging videos on culture, economics, and everyday life in China.

# The context

HOLY, whose previous partnerships mainly involved gaming influencers, aimed to expand its visibility to new types of audiences. The goal was clear : reach curious individuals who care about sustainability, global lifestyles, and cultural exploration, a demographic the brand hadn't connected with before.

The challenge ? To feature HOLY naturally within the video in a way that resonates with an audience more into cultural discovery than conventional product promotion.

# The strategy

- **Influencer selection :** Pierre, a well-known French content creator focused on China, was the ideal fit. He regularly generates high view counts with educational and cultural content and has a loyal, mature following, as 64% of his audience is over 35, a segment HOLY was eager to reach after previously focusing on younger consumers.
- **Platform :** YouTube, where Pierre's content receives strong engagement.
- **Content type :** A 90-second integration, seamlessly embedded in one of Pierre's videos.
- **Core message :** Present HOLY as a healthy, eco-conscious energy drink.

# The execution

The campaign rolled out in several steps:

- Product testing by the influencer to ensure authentic feedback and a genuine narrative.
- Collaborative scripting of the segment to align messaging and tone with HOLY's brand values.
- Video production and YouTube release, with a traceable link to track conversions.
- Bonus exposure: Our agency provided a free YouTube Short to maximize visibility with a mobile-first audience.

# The results

📈 **Outstanding engagement :** A 7% engagement rate, well above industry norms, proved that Pierre's storytelling captivated viewers and aligned with HOLY's brand.

💬 **High-quality interactions :** Comments praised the creative approach and how naturally HOLY fit into Pierre's content, proof that the campaign resonated beyond surface-level branding.

📽️ **Boosted visibility :** The **OFFERED YouTube Short** extended reach and reinforced the brand message with a complementary audience.

# Takeaways & Insights

Key success factors :

✅ **Tailored content creates impact :** Framing HOLY within a cultural story made the product relevant to an audience not usually targeted by energy drink brands.
✅ **Multi-format = more visibility :** The additional Short helped amplify the campaign's presence.
✅ **Expanding into new markets works :** By stepping away from the usual "sports/performance" stereotype, HOLY attracted a curious, intellectual, and globally minded audience.

Areas to improve:

🔹 **Stronger calls to action :** Limited-time offers could boost engagement even more.
🔹 **Long-term vision :** A recurring partnership with Pierre could solidify HOLY's message over time.

# Conclusion

We supported HOLY in a strategic pivot, reaching a new, unconventional audience and proving that stepping outside your usual market can build strong, authentic brand equity in places you've never explored before.

# 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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