Educating & Engaging on Cybersecurity

ScienceCuriosity x **MysteriumVPN**





Introduction

In a world where cybersecurity is a growing concern, MysteriumVPN aimed to stand out by promoting its decentralized VPN. ScienceCuriosity, alias Evan, an educational content creator specializing in science and physics, was the ideal partner to deliver this message in an engaging and educational manner.

MysteriumVPN, headquartered in Switzerland, had no contacts with French creators. Their initial script was only available in English, and our agency facilitated this expansion by translating and adapting their messaging, ensuring that the campaign resonated with a French-speaking audience. The results proved the strategy successful, opening new opportunities for MysteriumVPN within this market.

This collaboration was particularly significant as it marked Evan's first-ever brand sponsorship. Having been on YouTube since 2018 and steadily growing a loyal, engaged audience, this was a major step in his career. Our agency played a pivotal role in guiding him through every stage of the sponsorship, ensuring a smooth and successful collaboration while allowing him to maintain his authenticity and credibility.

The challenge

Evan had built a reputation for simplifying complex scientific concepts, earning the trust of his audience over the years. However, he had never partnered with a brand before. His main concern was ensuring that any collaboration does not compromise the trust he had built with his viewers.

MysteriumVPN recognized that Evan's credibility and educational content made him the perfect influencer to bridge the gap between online security awareness and an engaging storytelling approach.

MysteriumVPN faced several key challenges:

- A saturated market dominated by well-established centralized solutions.
- A general lack of awareness about the benefits of decentralized VPNs.
- The need for an educational approach to convince users.

The strategy

- **Influencer Selection :** Evan, known for effectively simplifying scientific concepts, was the ideal choice for this campaign. Active on YouTube since 7 years, he has consistently achieved impressive engagement and viewership stats. Despite his success, this was his first-ever brand collaboration. Our agency guided him through the process, ensuring a smooth and effective partnership that allowed him to deliver value while maintaining his authenticity. He was excited to collaborate with us and expressed great satisfaction with the results.
- **Influencer Support & Guidance :** Since this was Evan's first sponsorship, we worked closely with him to provide step-by-step support. We guided him through the process of brand integration, helped refine his messaging, and ensured he felt confident delivering a promotional segment that was both natural and engaging.
- **Platform :** YouTube was chosen to maximize impact with long-form, educational content.
- **Content Format :** A 90-second brand integration highlighting the benefits of a decentralized VPN.
- **Key Message :** Explaining why centralized VPNs pose risks and how MysteriumVPN provides a safer, privacy-respecting alternative.

The execution

The campaign was executed in several steps:

- **Preparation & Mentorship :** Since this was his first brand deal, our team worked closely with Evan to explain the collaboration process, ensuring he was comfortable with every step.
- **Content Creation :** An educational video segment explaining online threats, supported by real-world demonstrations and a clear call to action.
- **Translation & Adaptation :** The speech for the video was initially provided in English. Our team translated it into French seamlessly, ensuring a smooth and natural delivery that maintained the original message's clarity and impact.
- **Publication & Engagement :** The video segment was a part of a video on the Big Bang, an interesting subject that helped naturally integrate the discussion about online security. This strategic placement ensured that viewers were already engaged with a thought-provoking topic, making them more receptive to the message about cybersecurity and MysteriumVPN's benefits.
- **Post-Campaign Support :** We continued to guide Evan after the video launch, analyzing feedback and discussing potential improvements for future collaborations.

The results

- **Reach :** The campaign garnered over 15,000 views within the first two weeks. While a modest number compared to larger campaigns, these views came from a highly targeted and engaged audience, ensuring meaningful interactions and brand awareness among the right demographic.
- **Engagement :** The video achieved an impressive 6% engagement rate, surpassing industry benchmarks. Viewers actively participated in the discussion through comments demonstrating their interest in both the scientific topic and the cybersecurity message.
- **Positive Reactions :** Evan received overwhelmingly positive feedback from his audience, with many appreciating the seamless and informative integration. He expressed his satisfaction with the collaboration, noting that the support he received made his first sponsorship a smooth and successful experience.
- **Successful French Market Entry :** MysteriumVPN was able to successfully enter the French market, gaining new traction and visibility. This proved the effectiveness of our influencer marketing strategies in international expansion.

Analysis & Key takeaways

The campaign's success was driven by several factors:

✅ **First Sponsorship Done Right :** Guiding an influencer through their first brand deal is crucial to ensuring authenticity and long-term success.

✅ **Authenticity Matters :** By allowing Evan to maintain his voice and integrate the sponsorship in a way that felt natural, we preserved audience trust.

✅ **Ongoing Support Leads to Better Results :** The mentorship approach ensured that Evan felt comfortable, resulting in a well-executed and engaging promotion.

Potential improvements for future campaigns :

🔹 **Multi-platform approach :** Integrate other channels such as Instagram or TikTok to diversify audience touchpoints.

🔹 **Stronger call-to-action :** Adding a limited-time offer to create urgency.

🔹 **Long-term engagement :** Considering ongoing collaborations with ScienceCuriosity to reinforce the message.

Conclusion

This case study highlights the power of influencer marketing when done right, especially when supporting an influencer in their first sponsorship. By providing guidance, creative freedom, and strategic support, we ensured that Evan's debut collaboration was a success, maintaining his credibility while delivering tangible results for MysteriumVPN.

What did Evan think of it ?





I can't wait to collaborate again !

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
Website : https://kollagency.com