



 THE ROOM 

CASE STUDY

SPECTRUM X THE ROOM

INCREASING BRAND
AWARENESS AND RECOGNITION

Objective

The aim of the campaign was for our members to produce authentic and inventive content for their social media channels to drive awareness and recognition of their Iconic 30 Piece Set by creating their very own flawless look.





Opportunity

Spectrum offered our members the chance to join the Spectrum squad and receive their Iconic 30 Piece Set worth £99.99 to help create that flawless look.

In return, advocates created authentic and engaging content that showcased their experience using the brushes.



Strategy



Business Impact

By collaborating with true brand lovers, Spectrum was able to eliminate any monetary exchange between the brand and advocate. This allowed them to deliver a **high cost vs ROI of cost of 7:1**.



Quality Content

Each talent created multiple pieces of content, with a total of 33 pieces of content. This was a mixture of both Instagram grid posts, Stories and Reels, as well as a video on Youtube.



Reach

Through using The Room, Spectrum was able to tap into advocates with both small and large followings. The wide variety allowed them to reach a total of 336K from the accepted bids.

Key Metrics



86

Total Bids

12

Brand Lovers

33

Pieces of Content

7:1

ROI

336k

Reach




Brand Lover Spotlight

The accepted talent was a range of content creators, actors, musicians and bloggers. The majority were lifestyle influencers, with an interest in beauty and skincare, with a high proportion of these being micro-influencers. These influencers have high engagement rates as their audiences are highly engaged.

Top Performers



< **arianadiamant** ...




904 Posts **37.1 k** Followers **4,786** Following

ARIANA
Fashion model
@aarialondon ⚡
αλλ γσσδ τηηης αρε ωιλδ, αηδ φρεε
🇵🇱 / 🇺🇸
📍 LONDON 🇬🇧 ... more
www.newsmodels.co.uk/models/ariana-damant
Followed by **charliefrederick_**, **theroomunlocked** and **taylormorrisofficial**
See Translation


Follow Message Email

Polaroids Skincare Greece 2020 France 🇫🇷 Melb



Home Search Reels Shop Profile

< **talliastorm** ...

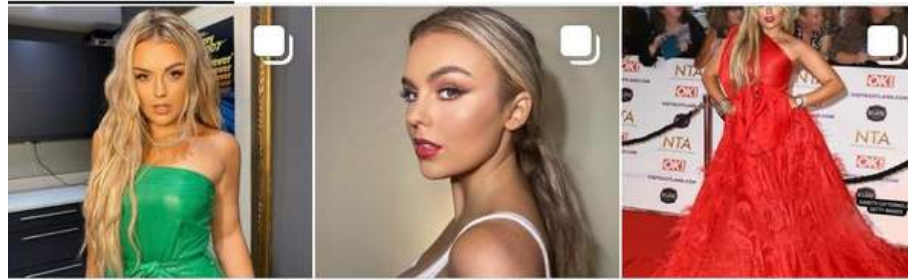


425 Posts **492 k** Followers **1,193** Following

TALLIA STORM
Singer / songwriter. Author of 'Pop Girl' published by Scholastic. 📧 🐾 📧 media@talliastorm.com 🤖
talliastorm
vm.tiktok.com/ZMdHattFT/
Followed by **joshdenzel**, **charliebannister** and **22 others**


Follow Message Email

Fits Piano Merch Fly Tall



Home Search Reels Shop Profile

< **sarahjaynedunn** ...




2,172 Posts **180 k** Followers **3,735** Following

Sarah Jayne Dunn
◆ Actress
◆ @hollyoaksofficial
◆ Management @djpark84 @84world_
◆ Interior/home account @dunntheplaceup
www.linktr.ee/sarahjaynedunn/
Followed by **susieflory**, **drstephendodd** and **9 others**

Follow Message

Tiktoks Fashion Home Images Mumm



Home Search Reels Shop Profile



Content Created

33

PIECES OF CONTENT

The content created was in multiple formats and across different platforms. All the created created was highly creative and authentic.





Instagram

Grid Posts



Make Up Brushes Pro

raising_doubletrouble Life isn't perfect but your makeup can be 💕

Loving my new make up brushes collection from @spectrumcollections not only are they in my favourite colours, but also soft on my face. The collection meets all my make up needs, day, night, natural, glitzy...you name the look and I've got the perfect brush. Swipe ➡️ to see the full collection👏

Do you know their 5 core values?



Manchester, United Kingdom

leonameliskova *Collaboration ~ What do you think about this look created with @spectrumcollections? 💕💕 #spectrumcollections #spectrumbrushes

12 w

marylinlogger_ Loving the brushes especially your face! ❤️

12 w Reply

dezire.eu Och aj ja sa chcem vedieť takto naličiť 🙏

12 w Reply

Liked by domain_esdale and others

JUNE 17

8

STATIC POSTS



Instagram Stories



18
STORIES

Stories are a quick, easy and most authentic way for advocates to engage with their followers. It is a less staged and more effective way to engage with the audience as it allows influencers to discuss the products as well as create a poll.



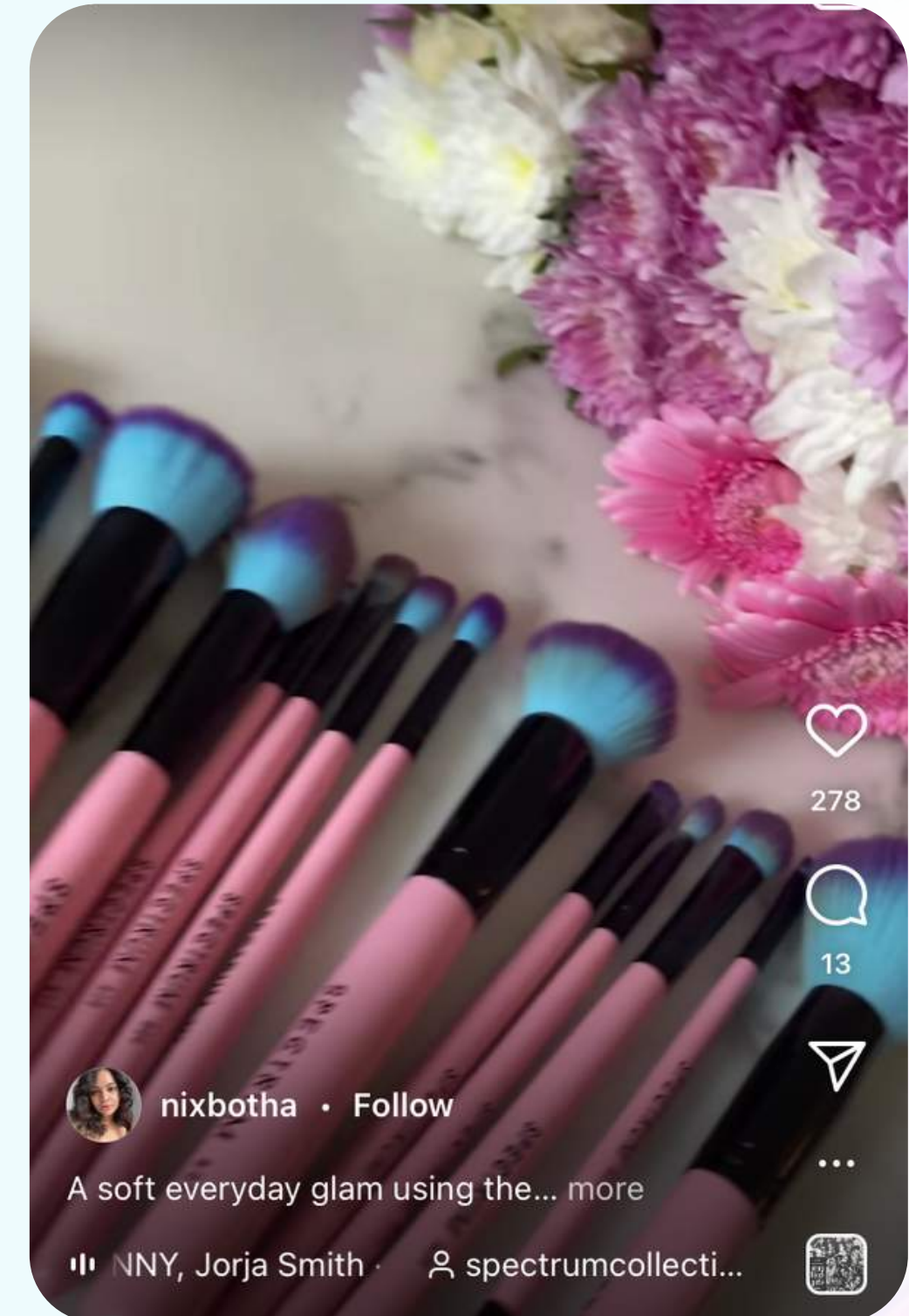
Instagram

Reels

4

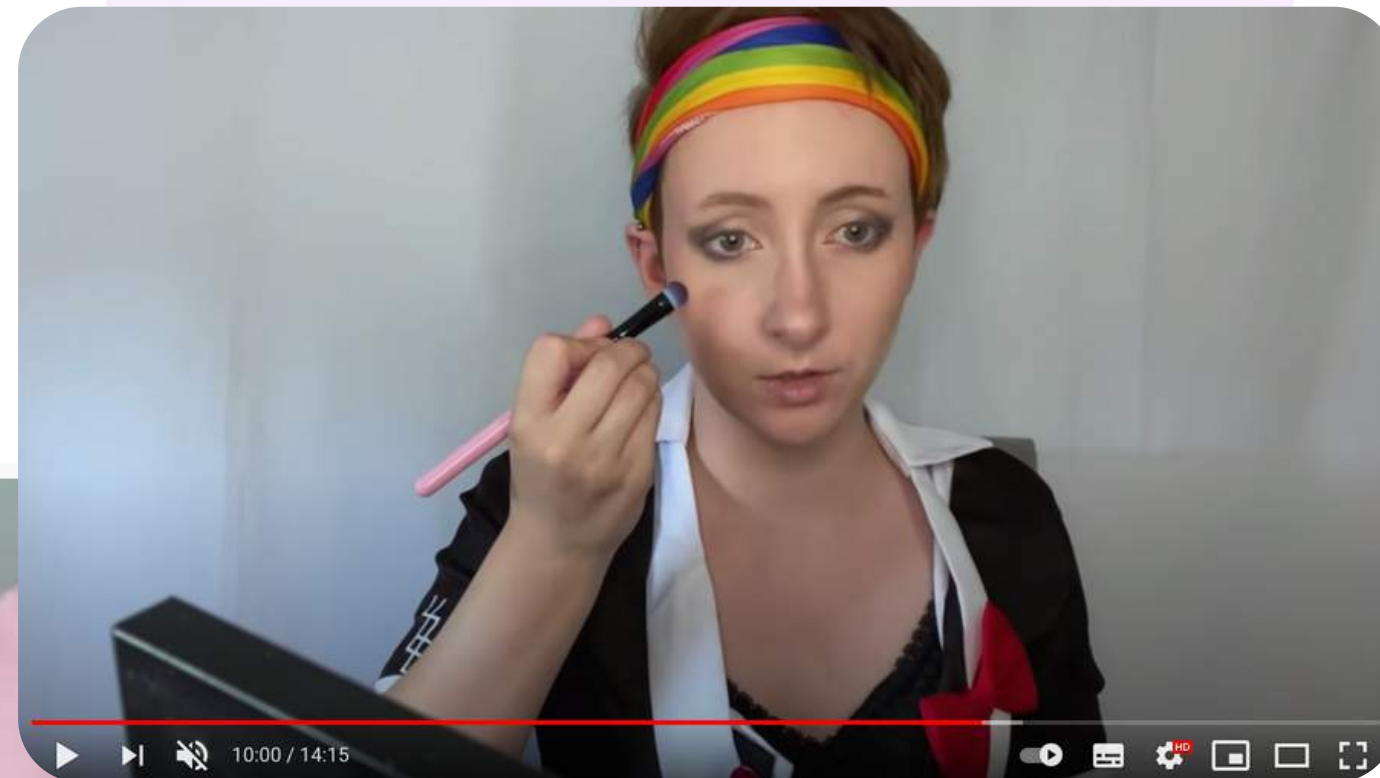
REELS

Advocates created Reels that showed how they created a flawless make-up look using the Spectrum brushes. The use of Reels allows for more creativity and freedom, and can reach a wider audience.





Youtube Video



1

VIDEO

Spectrum collaborated with Sarah Rowley who created an authentic and engaging Youtube tutorial. The engaging narrative and fun make-up look, was the perfect content to showcase the products.



82K



642




3.9K




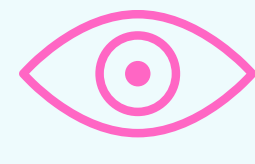
TikTok Videos

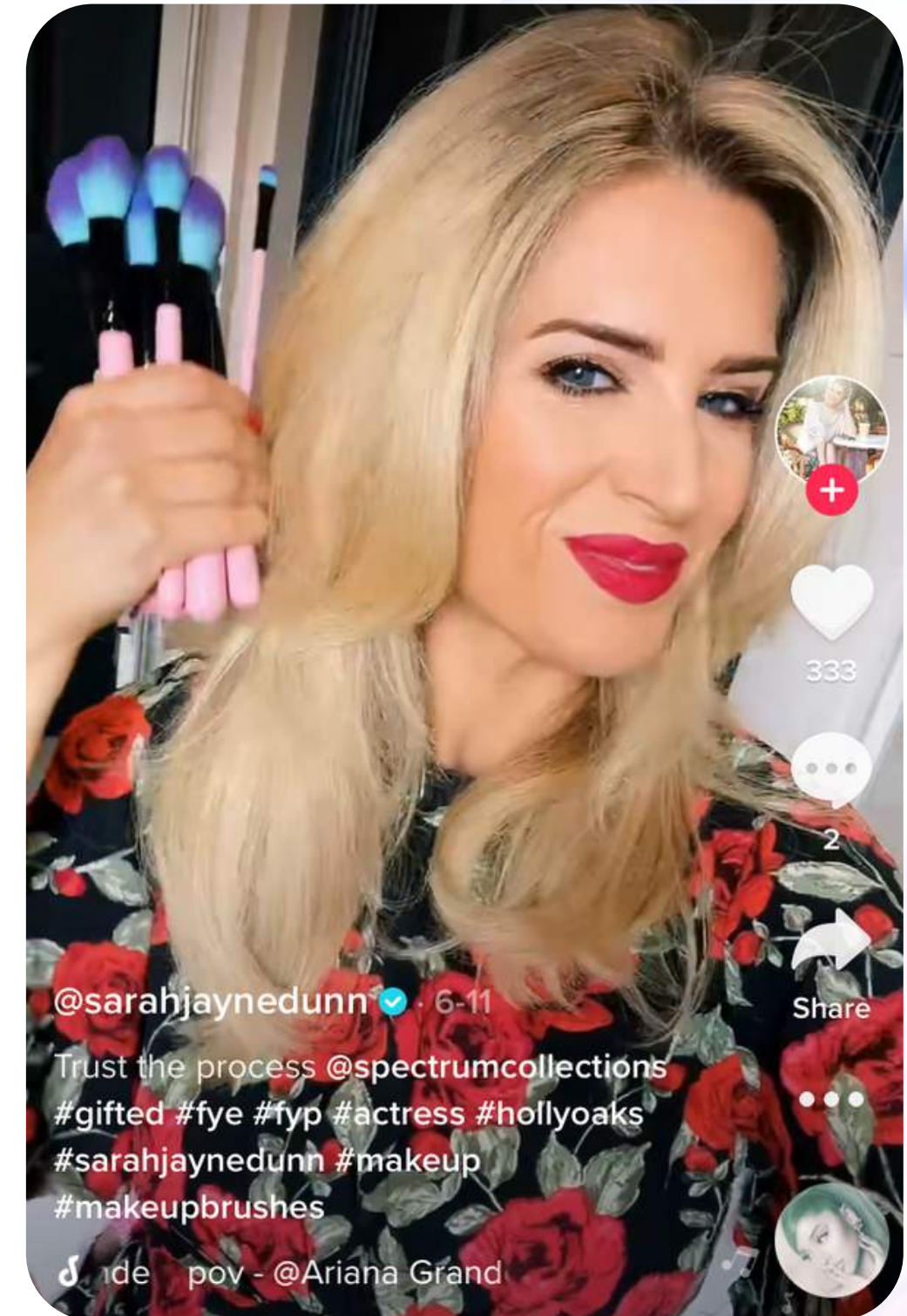
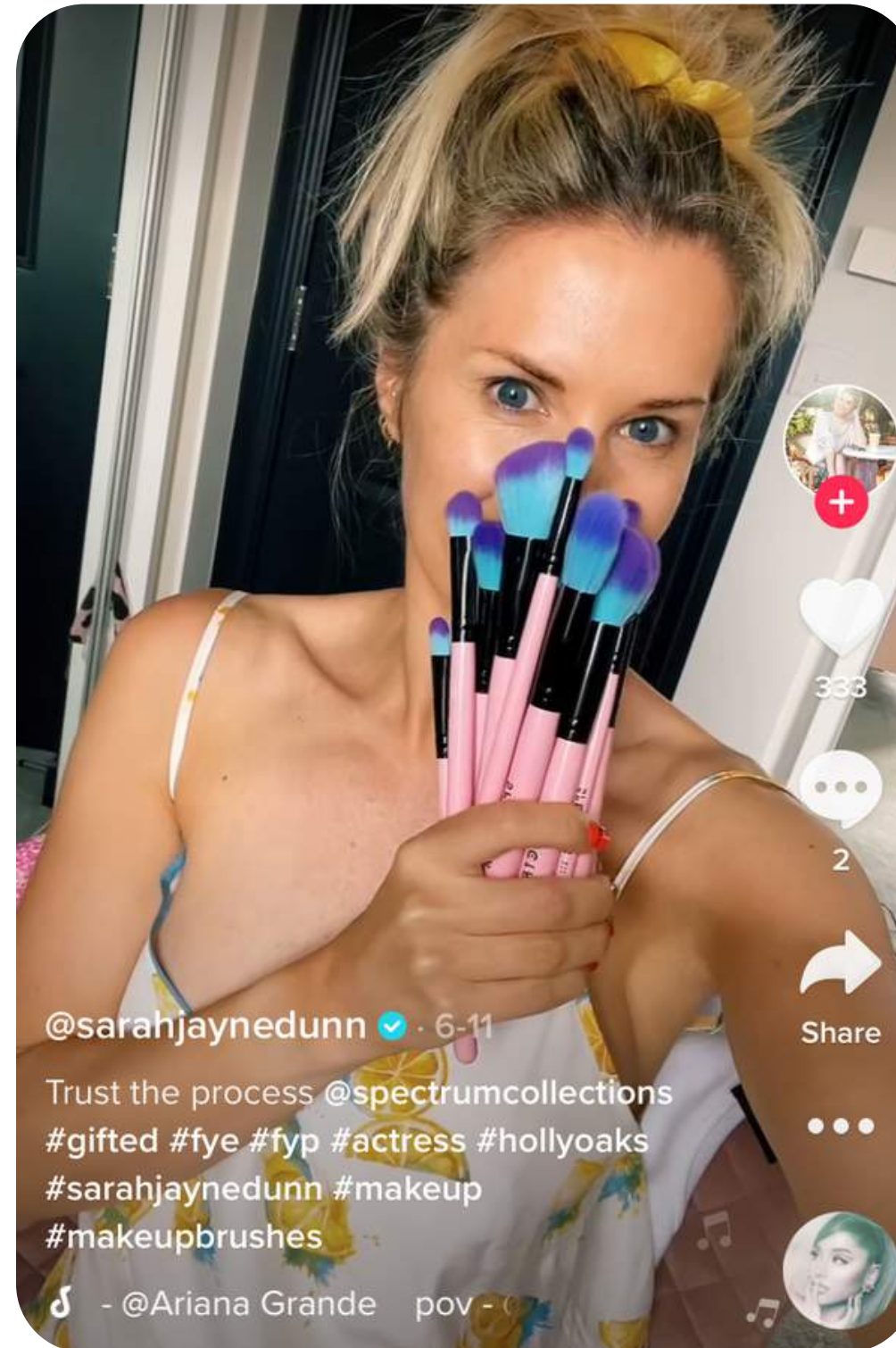
2 VIDEO

Sarah Jayne-Dunn not only created content on her Instagram, but she also created multiple TikTok videos. She created a step by step video of how she uses the brushes from the collection to create the perfect going out look.


58K


3K


56K



Takeaways

- The Room allowed Spectrum to find and collaborate with true advocates
- Putting trust into these advocates and giving them the creative freedom to create the content that works best, allowed for a more authentic campaign
- Exchanging in kind, not currency allowed Spectrum to deliver a high cost vs ROI of cost of 7:1
- Creating video content, such as Instagram Reels, Tiktoks and Youtube videos were the most effective method to engaging the audience in the product





TANGLE
TEEZER



NOW TV



size?

O₂



Say Hello!



FACEBOOK



INSTAGRAM



LINKEDIN

Learn more at theroom.io

SAMSUNG



BULL
DOG
SKINCARE FOR MEN

L'ORÉAL

TROPIC



bondi
sands

