



Marketing Strategy Validation for Emma in Taiwan

A Case Study

Table of Contents

03

Emma

04

The Campaign

05

Reaching the Right
Audience

06

Blending Creators and
Message

07

Rolling Into Success

08

The Results

10

CreatorDB

Emma®

Emma started in Frankfurt in 2015 with the objective of revolutionizing the mattress business.

With its dedication to support the highest sleeping standard by providing optimal spinal alignment Emma rapidly became the fastest growing German and EU start-up.

Now present in 22 countries across 5 continents Emma believe in producing their mattresses locally to support local economies.

Industry

D2C Sleep Brand

Product

Mattresses and Bed Essentials

Target Geo

Taiwan

Platform

YouTube & Instagram

Target Persona

Aged 30 and Above

The Campaign

In late 2023, Emma and CreatorDB started planning a collaboration to help Emma firmly establish their name in Taiwan through influencer marketing.

Since it was new to the market and cautious about the campaign impact, it was agreed to run a three-month test period and then reassess the direction.

The campaign obtained 6.4 million views, over 128K likes, and 10K comments in the first three months.

Promptly turning the experimental phase into a rolling campaign that maintained the hype around the brand.



Reaching the Right Audience

Emma's primary challenge was to increase sales within their target audience of adults aged 30 and above.

The brand sought to engage lifestyle content creators, particularly foreigners living in Taiwan, who could authentically connect with their audience.

CreatorDB provided Emma with a streamlined influencer marketing solution tailored to their specific needs:





Blending Creators and Message

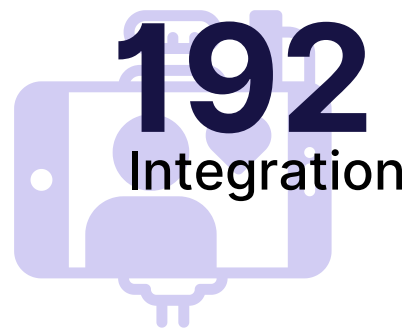
With CreatorDB's platform's help, campaign managers and coordinators identified lifestyle YouTubers and Instagram influencers who matched Emma's target audience profile.

Potential candidates were further screened based on engagement and connections with followers to maximize the campaign impact.

By focusing on vloggers who showcased their experiences living in Taiwan, Emma ensured alignment with their brand identity and audience preferences.

Rolling Into Success

The campaign followed a crescendo approach, with the first three months seeing less than 10 collaborations a month to validate the idea. Once Emma was sure of the potential of influencers to expand their customer base in Taiwan, they ramped up the effort. The following 8 months saw between 15 to 20 collaborations a month. And the number only increased with the approach of the holiday season.



25.653.348

Views on YouTube





The Results

The partnership between Emma and CreatorDB delivered tangible results:

- Successful establishment in the Taiwan market: Emma's foray into influencer marketing yielded positive outcomes, demonstrating the strategy's effectiveness and solidifying the brand in Taiwan.
- Enhanced Audience Engagement: Emma's audience resonated with the targeted selection of lifestyle vloggers, driving significant interest in their products.
- Strategy validation and exploitation: Emma built on their initial success by collaborating with more creators following positive signs in the first months.



CreatorDB is an influencer marketing platform that combines big data collection, AI data analysis, and experts to deliver world-class influencer marketing campaigns.

Since its inception in 2019, CreatorDB's team has worked with content creators from 23 countries for international clients across APAC, EU, and the US, obtaining more than 2 Billion impressions on its campaigns.



CreatorDB employs proprietary software to collect daily data about influencers and social media niches. Analysis and calculation are performed to obtain accurate metrics and complete situational awareness.



With a truly international spirit, CreatorDB's tech-enabled services team is comprised of over 20 members that cover ten native languages and can provide end-to-end campaign management anywhere in the world.

CreatorDB has delivered next-level marketing campaigns for each client from the union of advanced data analysis and localized and personalized approaches to each situation.



WWW.CREATORDB.APP