

TWNN

THE WORLDWIDE NETWORK

CASE STUDY 02 | MY NATURAL PARADISE

Client Overview

- Client: My Natural Paradise
- Location: London, UK
- Industry: Organic Skincare
- Contract Duration: 5 Years

Trend setters in organic beauty and health products, My Natural Paradise (MNP) is a UK based skincare brand. MNP specializes in creating high quality organic, non genetically modified products for its customers worldwide and aspires to market prominence in a highly competitive industry.

Key Challenges

MNP aims to increase awareness of its value-add organic products and its global digital footprint through sustained marketing campaigns. With a range of products for men and women, the key objective is to ensure that the values and virtues of natural ingredients are recognised.

Desired Client Outcomes

The key goals were to increase social media engagement and site traffic.

Solution

5-year Advertising deal on the TWN World Connect Program to transform MNP into a popular, recognisable global brand for organic skin care lovers. In addition to boosting affinity and receptiveness to MNP, its digital footprint, the TWN World Connect program is designed to build a global community of ideal customer profiles enthusiastic about plant based, 100% organic products for healthy skin.

TWN World Connect is a multi choice program for brands looking to increase brand awareness on the global stage. It gives you absolute control over your outcomes, with solutions for Precision Advertising, Sponsorships, Product Placements and Influencer Campaigns.

Outcomes

Site traffic and engagement increased by over 20% in year 1, with more than 50% growth in site traffic, social media following/engagement, subscribers and official landing pages in year 2.

Campaigns averaged 2 Million plus global impressions with about 5% engagement rate.

Client Feedback

Our social media following, site traffic and engagement statistics have all grown significantly through our work with TWN. They are helping us fulfill our ambitions of building a global community of skincare fans, and our aspirations for global prominence!

- Susannah, Curator, My Natural Paradise (UK)