

## Vamousse: Back to School Influencer Campaign

PIVOT PR initiated a back-to-school influencer campaign on behalf of Vamousse, a complete range of products for lice treatment and defense. The goal of the campaign was to boost brand awareness and highlight the effectiveness of the Vamousse product line in preventing and treating head lice. The campaign targeted parents and caregivers, aiming to provide them with reliable solutions for a worry-free back-to-school season.

The PIVOT PR team strategically handpicked eight influencers who possessed strong reach, engaged audiences, and a genuine interest in family-focused content. Each influencer had a unique storytelling style, allowing for diverse perspectives and creative approaches to integrate Vamousse into their back-to-school narratives. The use of strategic influencers turned passive spend into active spend, and introduced new consumers to the Vamousse brand.

From July – September, the selected influencers wove Vamousse into their back-to-school content, creating authentic and relatable narratives around head lice prevention. They showcased Vamousse as an essential part of their back-to-school routines, highlighting its effectiveness, ease of use, and peace of mind it provides to parents and caregivers. The campaign incorporated a mix of social media posts, videos, and interactive content to maximize audience engagement.



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### INFLUENCER RELATIONS

The eight influencers had a combined cross-platform following of 705,000, and generated more than 28 pieces of content that can be repurposed on the Vamousse owned properties throughout the year.



More than 2,411 fans engaged with the influencer content on their own channels in some way, resulting in thousands of new eyeballs to the Vamousse brand.

**28****PIECES OF  
CONTENT  
CREATED****705K****COMBINED  
INFLUENCER  
FOLLOWING****52K****COMBINED  
VIDEO VIEWS**

MOM OF 5 WITH A  
GOOD VIBE  
89K FOLLOWERS



HAPPY FAMILY BLOG  
79.1K FOLLOWERS



TALES OF AN  
EDUCATED DEBUTANT  
357K FOLLOWERS



SHANNAN.RN  
38.4K FOLLOWERS



ALIA JANEL  
29.8K FOLLOWERS



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