

Vivaia partnered with creators to gain double target impressions with 4m



VIVAIA

@mavilotte

Situation

Vivaia was ready to expand the brand's footprint and increase traffic

Vivaia fuses its love for the earth and customers by creating stylish, eco-friendly, and comfortable footwear. Beyond crafting high-quality products, the brand aims to spread the message of sustainability and slow fashion to its audience.

The team wanted to use influencer partnerships to achieve two goals: boost brand awareness and increase website traffic.

Through an influencer campaign, Vivaia could reach beyond the slow fashion category and target niche audiences interested in self-care, wellness, professional life, and sustainable/minimalist living.

About

Vivaia

Vivaia creates stylish, eco-friendly footwear by fusing modern technology with sustainable production.

Founded in 2020, the eco-friendly footwear brand Vivaia made significant strides innovatively and sustainably.

Vivaia's footwear is comfortable, breathable, machine-washable, and foldable.

This impressive blend of practicality, style, and social responsibility has cemented the brand's presence in the fashion industry.

Solution

Creators produced thumb-stopping content to expand the brand

Vivaia worked with impact.com’s managed services team to:

- Recruit, hire, and manage influencers that fit Vivaia’s brand
- Negotiate contracts and deliverables
- Optimize filming briefs to convey Vivaia’s mission and values
- Amplify user-generated content (UGC) to drive impressions
- Drive traffic to Vivaia’s website and social media

Together, Vivaia and impact.com aimed to connect with audiences through two concurrent campaigns: boost brand awareness and drive clicks to Vivaia’s website.

“

“The impact.com team guided us through an excellent campaign with a clear strategy and promising results — helping us make the most of our long-form content.”

Maylynn Zheng
Marketing Director,
Vivaia





@missmadisonlynn

Solution (cont.)

Creators produced thumb-stopping content to amplify the brand

The impact.com team recruited 20 YouTube and 5 Instagram creators in fashion, minimalism, lifestyle, and vintage designs. These influencers were given clear briefs to create valuable, long-form content showcasing Vivaia's product and core values.

Influencers were asked tasked with one of the following deliverables:

- One YouTube video integration (two minutes or longer)
- One Instagram carousel and three Story frames
- One Instagram Reel video and three Story frames

impact.com also secured one month's usage rights for the UGC. Using the most eye-catching content, the team created 24 unique ads for two robust social amplification campaigns. These two targeted campaigns were built via Facebook, and the ads featured a call to action (CTA) such as "Learn More" and "Shop Now".



Outcome

Vivaia's influencer campaign fills big shoes — exceeding all expectations

Ultimately, Vivaia's influencer campaign achieved nearly 4m impressions — above the 2.5m target. The brand also hit 100k YouTube video views (5x the proposed number).

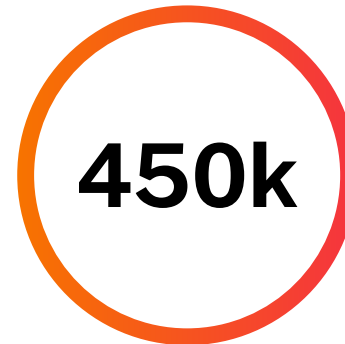
Thanks to impact.com's expert negotiations, the team gathered a roster of influencers with a combined reach of 100k+ (2x the initially promised audience of 50k). This helped Vivaia overachieve most of its campaign goals.

Together, Vivaia and the impact.com team achieved track-stopping results:

- 48 pieces of UGC
- 13.5k clicks
- 450k total engagements
- 4m impressions



YouTube
views



total
engagements



impressions

Outcome (cont.)

Vivaia's influencer campaign fills big shoes — exceeding all expectations

Selena Trevino was the top YouTube performer. She delivered three times as many views, impressions, engagements, and link clicks as the second-highest-performing partner in Vivaia's campaign.

Including both Youtube and Instagram was vital to the campaign's success.

Where YouTube delivered on traffic and content with staying power, Instagram saw more reach, views, and engagement, providing quality content for paid boosting.



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