



CASE STUDY

CAMELBAK®





Part I –

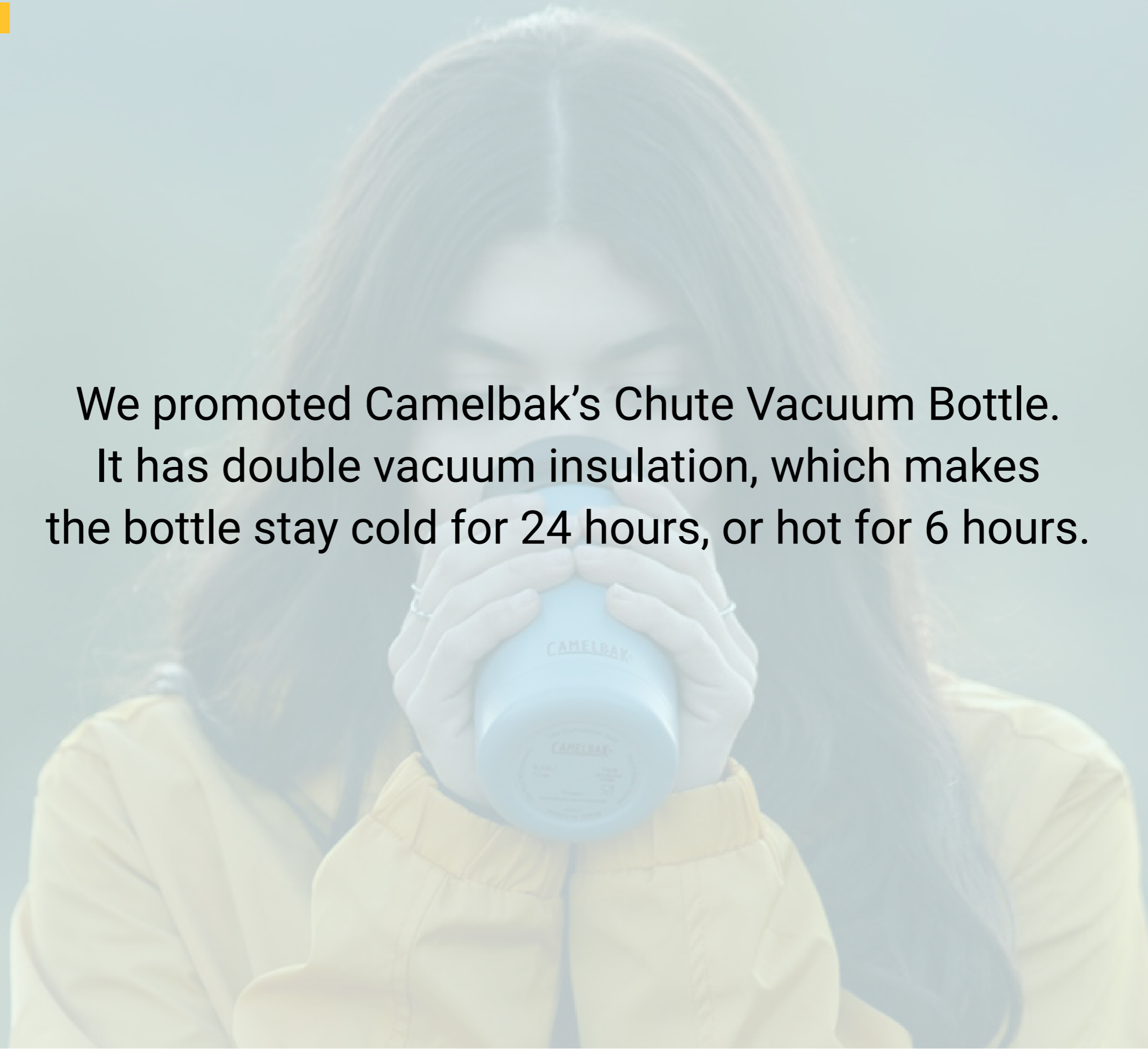
Our Bottle Campaign for Camelbak

Believe it or not, the Camelbak was invented by an EMT who filled an IV bag with water, put it in a sock, and hung it on his body during a hot Texas bike race.

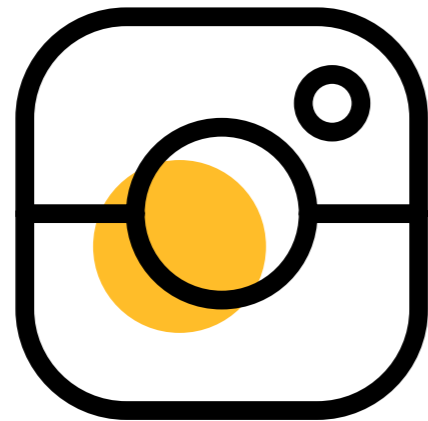
His company was acquired in 2015 for \$412.5 million. (Today, the global hydration market is worth \$10.3 billion.) You'll see this brand at stores like Target, REI and Cabela's.

CAMPAIGN GOAL

We promoted Camelbak's Chute Vacuum Bottle.
It has double vacuum insulation, which makes
the bottle stay cold for 24 hours, or hot for 6 hours.

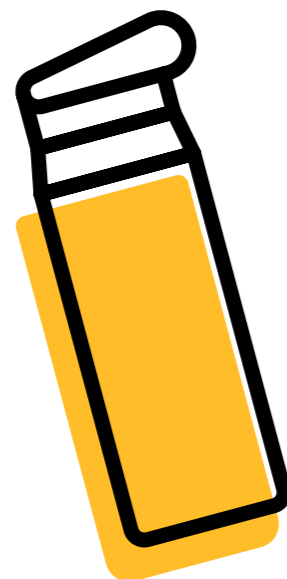


WHAT WE DID



Determined the best platform for the product: **Instagram**.
It offered authentic and varied product placement + big audience.

We engaged **29 active lifestyle Influencers**
(each had 1000 to 100k followers)



They created an attractive post of themselves **using the bottle**

79,711

LIKES

1,104

COMMENTS

3.1M

REACH

\$165.2K

MEDIA VALUE

CAMPAIGN RESULTS



ROI:

5.6x return in sales,
and unique site visits.



Intangible ROI:

Our influencers pushed Camelbak into the hearts and minds of audiences most likely to be excited by the brand.



Social Goods:

People often respond more positively to cause marketing, compared to more common product marketing. The Camelbak brand increases health, vitality and our connection to the environment — so too did the Camelbak content created by our influencers.



Part II —

Under the Hood of Markerly's Camelbak Campaign

Every campaign is different.
But at Markerly, we have several linchpins.

LINCHPIN #1

Authentic Reach

Q: How does influencer marketing work best?

A: When we identify the most authentic influencers in your niche and help them promote your brand in the most natural way they see fit.

- These are influencers who will be happy to use your product.
- Who feel excited to tell other people about your product.
- And wield enough influence to bring you sales from their tribe.

We always reach for those influencers who will create max conversions. This means **audience size is less of a factor compared to audience engagement. A smaller, but more engaged audience will generate more sales** than a larger and less engaged one.

Consider:

29 tactical posts for Camelbak = 5.6X return in sales.

Controlling the Narrative

We want the influencer to decide how your company's product is best presented to his or her own audience. Why? It works. That being said, we highly encourage campaign collaboration between influencers and the brand they are presenting.

At least half of influencers want to be treated as brands will treat any 3rd party publisher. In other words, you're not going to pay off a reporter from the New York Times for a glowing review. Same for the influencer, no matter how niche he or she is.

Can influencers be bought? Yes! Most influencers (69.4%) are willing to take money to promote your product. That's why we steer brands to the influencers who will promote them with excitement, authenticity and trust. We assess our influencers and expect them to uphold acceptable standards throughout the life of every campaign.



LINCHPIN #2 Integrated Influence

At Markerly, it's not enough to hammer a few posts together and blast them to the tribe. Whenever possible, we work with a whole brand. We help your company assemble an integrated influence campaign, which is powered by your existing:

- Social media
- Advertising
- Public Relations
- Agencies
- Campaigns
- Content
- Events
- and Corporate Responsibility Programs

Integrated influence is our signature approach.

We use the full “marcom matrix,” which amplifies an influencer campaign to reach your audience in the most effective way possible.

LINCHPIN#3

Doing Good

We help brands design socially responsible campaigns. It's not just that we want to do good.

Social responsibility sells.

If a brand can use an influencer campaign to help its community, the environment or a good cause—it's a win-win. Often, one that will be inspiring. More sharable. Even more newsworthy.

Influencer programs help companies think small and see peer-to-peer with their audience. **We help brands design campaigns that not only do good and get attention but align with what is important in society.** People like brands that get involved. They become part of conversations that people are already having and increase influence.



