:out\of\context
marketing

Beauty case studies, with every reel still live on Instagram.

SWISS BEAUTY · LOVE EARTH · MILA BEAUTÉ · CARLTON LONDON

BEAUTY & MAKEUP

Four beauty brands put their products in the hands of real creators.

2.8 crore+
views

3,057
creator reels still live

₹19.6 lakh
our fees before AI, at ₹400 per creator

4
brands

Brand	Reels live	Views	Our fee before AI	Cost per view
Swiss Beauty	2,065	1.9 crore+	₹11.4 lakh	₹0.06
Love Earth	467	52.8 lakh+	₹4 lakh	₹0.08
Mila Beauté	469	33.6 lakh+	₹4 lakh	₹0.12
Carlton London	56	6.2 lakh+	₹22,400	₹0.04

Search #modacreator on Instagram to see the live reels.

SWISS BEAUTY

Swiss Beauty kept coming back to us and booked 2,850 creators across seven drops.

Creators reviewed its makeup fixer, filmed one-minute get-ready-with-me routines, unboxed the new Swiss Beauty Select range on Nykaa and promoted its sales. Each of them filmed at home with the products we sent.

1.9 crore+
views

2,065
creator reels still live

2,850
creators booked across 7 drops

14.2 lakh
views on the top reel

WATCH THE REELS

@whyssosheetal ↗	14.2 lakh
@glowjunkieblog ↗	6.6 lakh
@pihuvirmani ↗	6.1 lakh
@makeover_by_gulafsha ↗	3.7 lakh
@aditisstyles ↗	3.6 lakh
@glowjunkieblog ↗	2.7 lakh
@ritiiiiiiiiiiiiii_ ↗	1.8 lakh
@shubhuushahii ↗	1.3 lakh
@rima_mihir_chauhan ↗	1.2 lakh
@justthewayyouare_96 ↗	82,058

SWISS BEAUTY · TOP REELS

The top six reels alone reached 36.9 lakh views.



14.2 lakh

@whyssosheetal ↗



6.6 lakh

@glowjunkieblog ↗



6.1 lakh

@pihuvirmani ↗



3.7 lakh

@makeover_by_gulafsha ↗



3.6 lakh

@aditisstyles ↗



2.7 lakh

@glowjunkieblog ↗

View counts are taken from each live reel. Tap a name to watch it.

SWISS BEAUTY · BEFORE AI VS NOW

Before AI, a view cost Swiss Beauty ₹0.06. Today it costs ₹0.01.

₹11.4 lakh

our fee before AI (2,850 creators at ₹400 each)

1.9 crore+

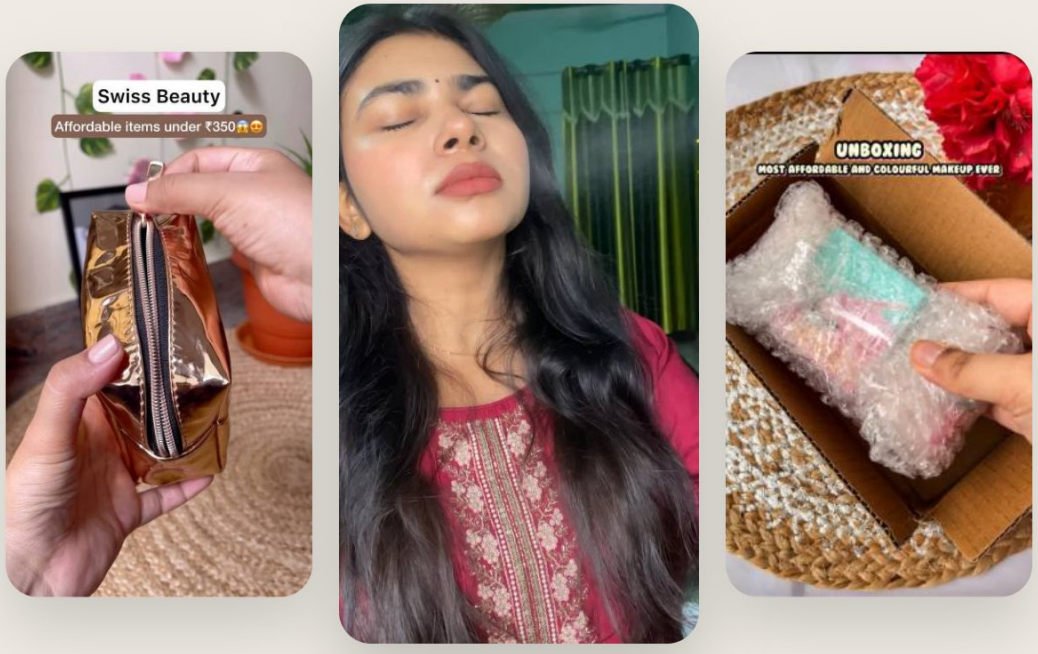
views

₹0.06

cost per view

5.4 lakh

likes and comments on live reels



BEFORE: OUR OLD SOFTWARE

On our old software, we charged ₹400 per creator, the same fee agencies charge. 2,850 creators came to **₹11.4 lakh**, or **₹0.06** per view.

NOW: OOCM WITH AI

Samaira and our AI team now run the whole campaign. **200 videos cost ₹20,000**, which at 9,081 views per reel is about 18.2 lakh views, or **₹0.01** per view.

LOVE EARTH

Love Earth kept coming back, and booked 1,000 creators for Lipstick 2.0 alone.

Creators wore Love Earth's herbal, handmade makeup to weddings, swatched its lip glosses and liquid lipsticks, and showed how the eight-shade Multipot Palette looks on Indian skin tones.

52.8 lakh+
views

467
creator reels still live

1,000
creators for Lipstick 2.0 alone

1.9 lakh
views on the top reel

WATCH THE REELS

@being.amnaa ↗	1.9 lakh
@feelingfashioninside ↗	1.2 lakh
@feelingfashioninside ↗	1.1 lakh
@goodvibe_forever ↗	91,622
@manisha.singhhhh ↗	90,807
@thebridesofanam ↗	82,718
@anubhanarulaofficial ↗	80,013
@its_aayushiee_ ↗	47,244
@vaishalijain____ ↗	46,615
@mumma_with_viaan ↗	40,216

LOVE EARTH · BEFORE AI VS NOW

Before AI, a view cost Love Earth ₹0.08. Today it costs ₹0.009.

₹4 lakh

our fee before AI (1,000 creators at ₹400 each)

52.8 lakh+

views

₹0.08

cost per view

95,455

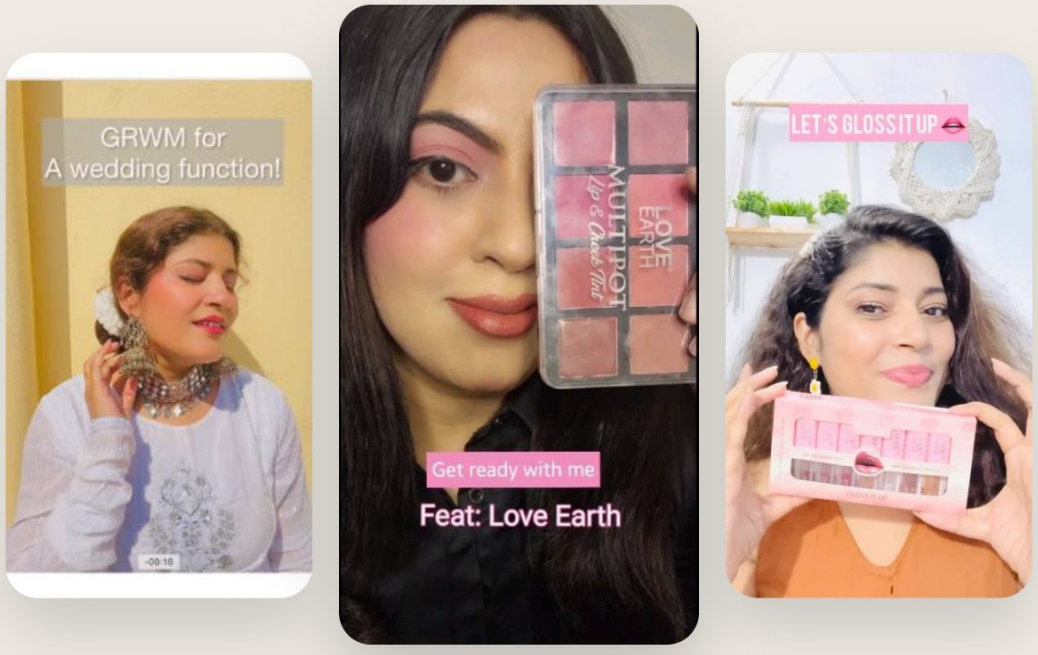
likes and comments on live reels

BEFORE: OUR OLD SOFTWARE

On our old software, we charged ₹400 per creator, the same fee agencies charge. 1,000 creators came to **₹4 lakh**, or **₹0.08** per view.

NOW: OOCM WITH AI

Samaira and our AI team now run the whole campaign. **200 videos cost ₹20,000**, which at 11,305 views per reel is about 22.6 lakh views, or **₹0.009** per view.



Our pre-AI fee was ₹400 per creator, on top of what brands paid creators.

MILA BEAUTÉ

Mila Beauté booked 1,000 creators for its festive launch, then came back for Holi.

Creators built wedding-season looks with Mila Beauté, swatched its lipstick shades and tried the gloss that went viral on Pinterest, then sent their followers to Nykaa and the brand's own website to buy.

33.6 lakh+
views

469
creator reels still live

1,000
creators for the festive launch

1.1 lakh
views on the top reel

WATCH THE REELS

@rishikaaaaa_d ↗	1.1 lakh
@rishikaaaaa_d ↗	1 lakh
@rishikaaaaa_d ↗	85,057
@prayashiiiiiiii ↗	52,675
@stylewithsohu ↗	50,590
@glimpseeoflifee ↗	32,038
@tanishaabrol__ ↗	25,832
@happysoul__khushii ↗	25,279
@_pratikcha_ ↗	21,107
@kedia_prateeksha ↗	20,821

MILA BEAUTÉ · BEFORE AI VS NOW

Before AI, a view cost Mila Beauté ₹0.12. Today it costs ₹0.01.

₹4 lakh
our fee before AI (1,000 creators at ₹400 each)

33.6 lakh+
views

₹0.12
cost per view

62,604
likes and comments on live reels

BEFORE: OUR OLD SOFTWARE

On our old software, we charged ₹400 per creator, the same fee agencies charge. 1,000 creators came to **₹4 lakh**, or **₹0.12** per view.

NOW: OOCM WITH AI

Samaira and our AI team now run the whole campaign. **200 videos cost ₹20,000**, which at 7,173 views per reel is about 14.3 lakh views, or **₹0.01** per view.



Our pre-AI fee was ₹400 per creator, on top of what brands paid creators.

CARLTON LONDON

Creators sold Carlton London's fragrances around two big shopping moments.

Creators filmed Carlton London's fragrances at home, first counting down to Myntra's End of Reason Sale and then recommending them as Valentine's Day gifts.

6.2 lakh+
views

56
creator reels still live

17,987
likes on the live reels

29,727
views on the top reel

WATCH THE REELS

@venus.kaur ↗	29,727
@khushiivijay ↗	28,338
@symavermaaa ↗	20,286
@udenla_bhutia ↗	19,159
@paruljindalll ↗	17,397
@drxshtxx ↗	17,156
@nikhita_konwar ↗	7,204
@ritikagandhiii ↗	7,098
@theafrinakhan ↗	5,855
@_thapaavantika_ ↗	5,606

CARLTON LONDON · BEFORE AI VS NOW

Before AI, a view cost Carlton London ₹0.04. Today it costs ₹0.009.

₹22,400

our fee before AI (56 creators at ₹400 each)

6.2 lakh+

views

₹0.04

cost per view

18,856

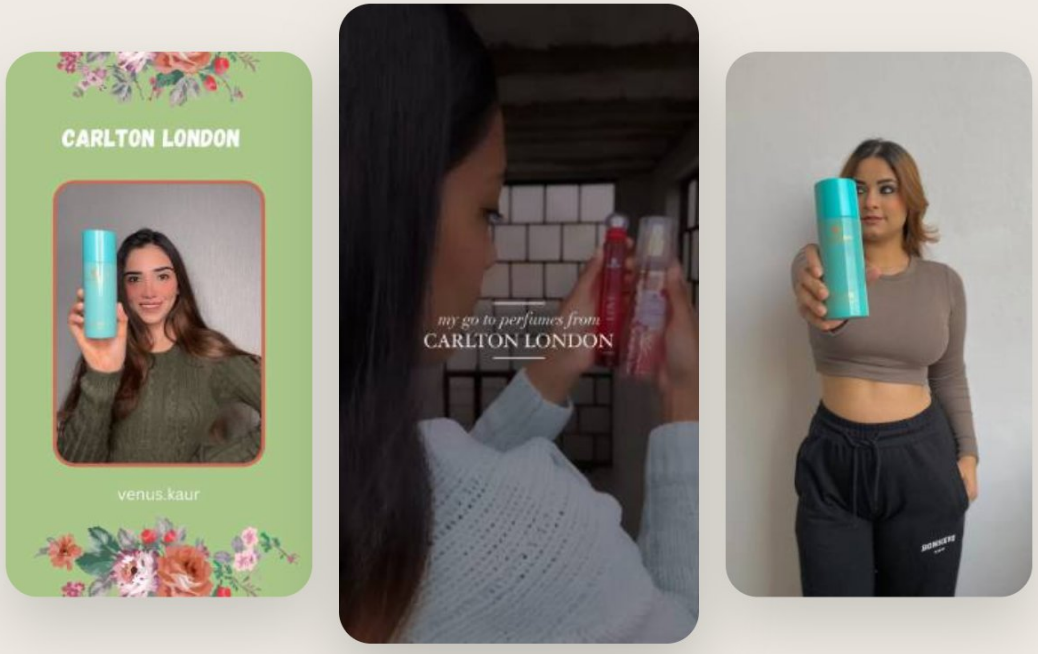
likes and comments on live reels

BEFORE: OUR OLD SOFTWARE

On our old software, we charged ₹400 per creator, the same fee agencies charge. 56 creators came to **₹22,400**, or **₹0.04** per view.

NOW: OOCM WITH AI

Samaira and our AI team now run the whole campaign. **200 videos cost ₹20,000**, which at 11,119 views per reel is about 22.2 lakh views, or **₹0.009** per view.



Our pre-AI fee was ₹400 per creator, on top of what brands paid creators.

Your first campaign with us is on the house.

Paste your website link on outofcontextmarketing.com, and real creators will send you finished videos within 24 hours.

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