:out\of\context
marketing

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

PLUM · BIODERMA · MOODY · THE NATURAL WASH

SKINCARE & BODY CARE

Four skincare brands sent their products to real creators to try at home.

1.8 crore+
views

1,885
creator reels still live

₹17.2 lakh
our fees before AI, at ₹400 per creator

4
brands

Brand	Reels live	Views	Our fee before AI	Cost per view
Plum	959	97.1 lakh+	₹12 lakh	₹0.12
Bioderma	469	53.7 lakh+	₹3.4 lakh	₹0.06
Moody	384	17.1 lakh+	₹1.5 lakh	₹0.09
The Natural Wash	73	12.5 lakh+	₹29,200	₹0.02

Search #modacreator on Instagram to see the live reels.

PLUM

Plum started with 500 creators, then came back for 2,500 more.

Creators reviewed Plum's BodyLovin' Vanilla Caramello lotion and its niacinamide and rice water moisturiser, gifted its perfume sets for Valentine's Day and Rakhi, and explained how to claim Plum's free gifts at checkout.

97.1 lakh+
views

959
creator reels still live

3,000
creators booked

2.8 lakh
views on the top reel

WATCH THE REELS

@__trendytrends ↗	2.8 lakh
@sarandha.swain ↗	2.5 lakh
@sanchitsaran ↗	1.7 lakh
@sonal_island_vibes ↗	1.3 lakh
@shravyas_craftivity ↗	1.2 lakh
@shivivatangaur ↗	1 lakh
@get.glam.with.nina ↗	96,668
@mallikas.archive ↗	78,659
@dhunnaanshu070 ↗	60,192
@aachal_meshram_15 ↗	59,799

PLUM · BEFORE AI VS NOW

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

₹12 lakh

our fee before AI (3,000 creators at ₹400 each)

97.1 lakh+

views

₹0.12

cost per view

2.3 lakh

likes and comments on live reels

BEFORE: OUR OLD SOFTWARE

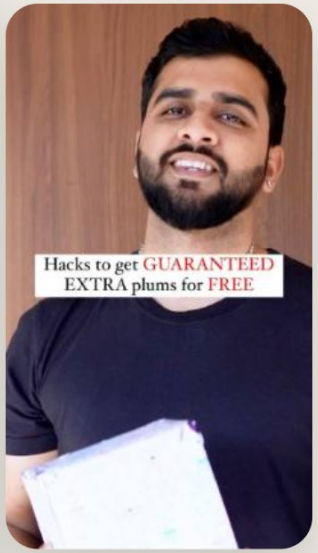
On our old software, we charged ₹400 per creator, the same fee agencies charge. 3,000 creators came to **₹12 lakh**, or **₹0.12** per view.

NOW: OOCM WITH AI

Samaira and our AI team now run the whole campaign. **200 videos cost ₹20,000**, which at 10,122 views per reel is about 20.2 lakh views, or **₹0.01** per view.







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

BIODERMA

840 skincare creators tried Bioderma in exchange for an honest reel.

This was a barter campaign. Each creator received Bioderma's Sensibio range and filmed an honest reel in return, usually an after-makeup routine or a cleanser demo for sensitive skin.

53.7 lakh+
views

469
creator reels still live

840
creators booked

1.4 lakh
views on the top reel

WATCH THE REELS

@parampreet.09 ↗	1.4 lakh
@hari_mirchi22 ↗	1 lakh
@margaret.dasgupta ↗	46,290
@sushma8408 ↗	32,694
@Deepali babani ↗	27,391
@shavy.0404 ↗	25,962
@shamikasamant ↗	24,889
@simsational.life ↗	21,785
@dpglitz ↗	21,537
@parampreet.09 ↗	20,762

BIODERMA · BEFORE AI VS NOW

Before AI, a view cost Bioderma ₹0.06. Today it costs ₹0.009.

₹3.4 lakh
our fee before AI (840 creators at ₹400 each)

53.7 lakh+
views

₹0.06
cost per view

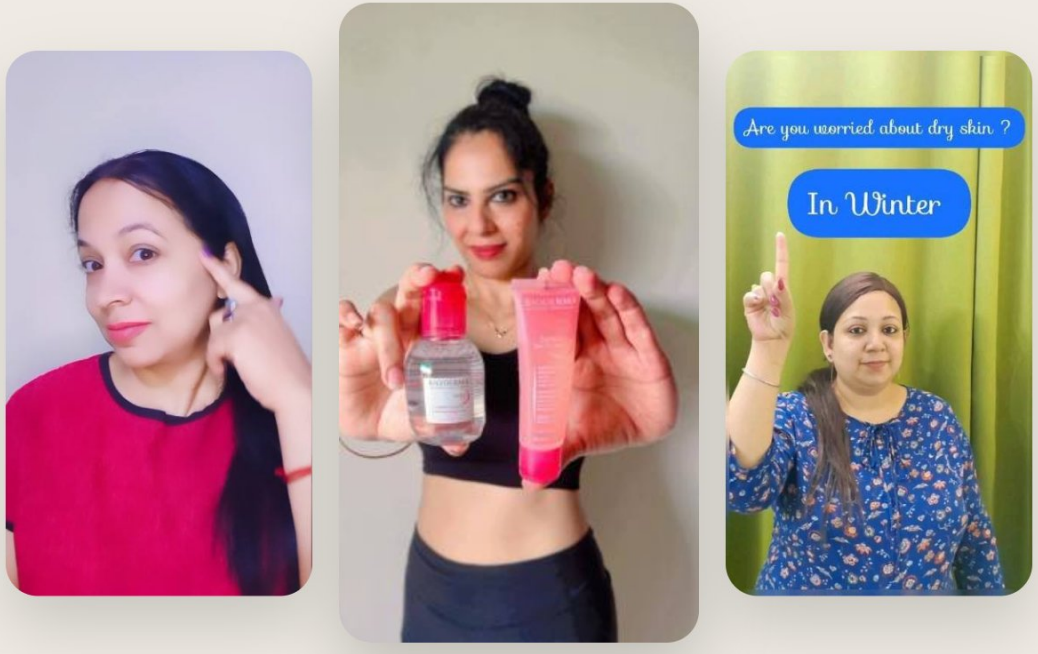
96,870
likes and comments on live reels

BEFORE: OUR OLD SOFTWARE

On our old software, we charged ₹400 per creator, the same fee agencies charge. 840 creators came to **₹3.4 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 11,447 views per reel is about 22.9 lakh views, or **₹0.009** per view.



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

MOODY

Moody launched its Hydro Sunscreen through 384 creators filming at home.

Moody sent its Hydro Sunscreen to two batches of creators, and each of them worked it into their daily routine and filmed one reel at home.

17.1 lakh+
views

384
creator reels still live

33,169
likes on the live reels

1.1 lakh
views on the top reel

WATCH THE REELS

@_.k_t_._ ↗	1.1 lakh
@chandrani_09 ↗	1 lakh
@avyuktguptaofficial ↗	82,649
@prerana_gowdaa ↗	71,661
@the_glam_vanity ↗	51,408
@_rajnandinisingh_ ↗	45,032
@isthisrashi ↗	42,437
@rb_r0shnii ↗	40,214
@mylifeasmishika ↗	31,532
@praatixxa ↗	27,857

MOODY · BEFORE AI VS NOW

Before AI, a view cost Moody ₹0.09. Today it costs ₹0.02.

₹1.5 lakh

our fee before AI (384 creators at ₹400 each)

17.1 lakh+

views

₹0.09

cost per view

40,603

likes and comments on live reels

BEFORE: OUR OLD SOFTWARE

On our old software, we charged ₹400 per creator, the same fee agencies charge. 384 creators came to **₹1.5 lakh**, or **₹0.09** per view.

NOW: OOCM WITH AI

Samaira and our AI team now run the whole campaign. **200 videos cost ₹20,000**, which at 4,446 views per reel is about 8.9 lakh views, or **₹0.02** per view.



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

THE NATURAL WASH

Creators spread the word about The Natural Wash's birthday sale.

For the brand's birthday sale, creators told their followers about 60% off the whole range, and they all posted within the same few days.

12.5 lakh+
views

73
creator reels still live

34,245
likes on the live reels

36,749
views on the top reel

WATCH THE REELS

@mamta6262 ↗	36,749
@daily__diaries256 ↗	32,608
@dusky_sun2 ↗	25,315
@the_shivi.official ↗	23,507
@iam.priyanka.singlaa ↗	23,132
@i_sweetyrajput ↗	22,707
@fairy_princess_crystal ↗	21,795
@mousumiscorner ↗	20,318
@shriyagoyal175 ↗	20,096
@mommy_n_nivaan ↗	13,872

THE NATURAL WASH · BEFORE AI VS NOW

Before AI, a view cost The Natural Wash ₹0.02. Today it costs ₹0.006.

₹29,200
our fee before AI (73 creators at ₹400 each)

12.5 lakh+
views

₹0.02
cost per view

36,825
likes and comments on live reels

BEFORE: OUR OLD SOFTWARE

On our old software, we charged ₹400 per creator, the same fee agencies charge. 73 creators came to **₹29,200**, or **₹0.02** per view.

NOW: OOCM WITH AI

Samaira and our AI team now run the whole campaign. **200 videos cost ₹20,000**, which at 17,107 views per reel is about 34.2 lakh views, or **₹0.006** 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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