

HEALTHTM X REBELBUZZ

A dynamic review of the HEALTH x Rebelbuzz partnership, showcasing the hybrid influencer strategies and performance metrics that drove visibility and sales during the competitive holiday season.



Agenda



01 Introduction

02 The Focus Product

03 The Challenge

04 The Approach

05 The Execution Roadmap

06 The Outcome

01 Introduction

The Brand & The Fit

About HEALTH

HEALTH is not just another supplement brand—it is a curated wellness marketplace built on the conviction that feeling good is a daily ritual, not a quick fix.

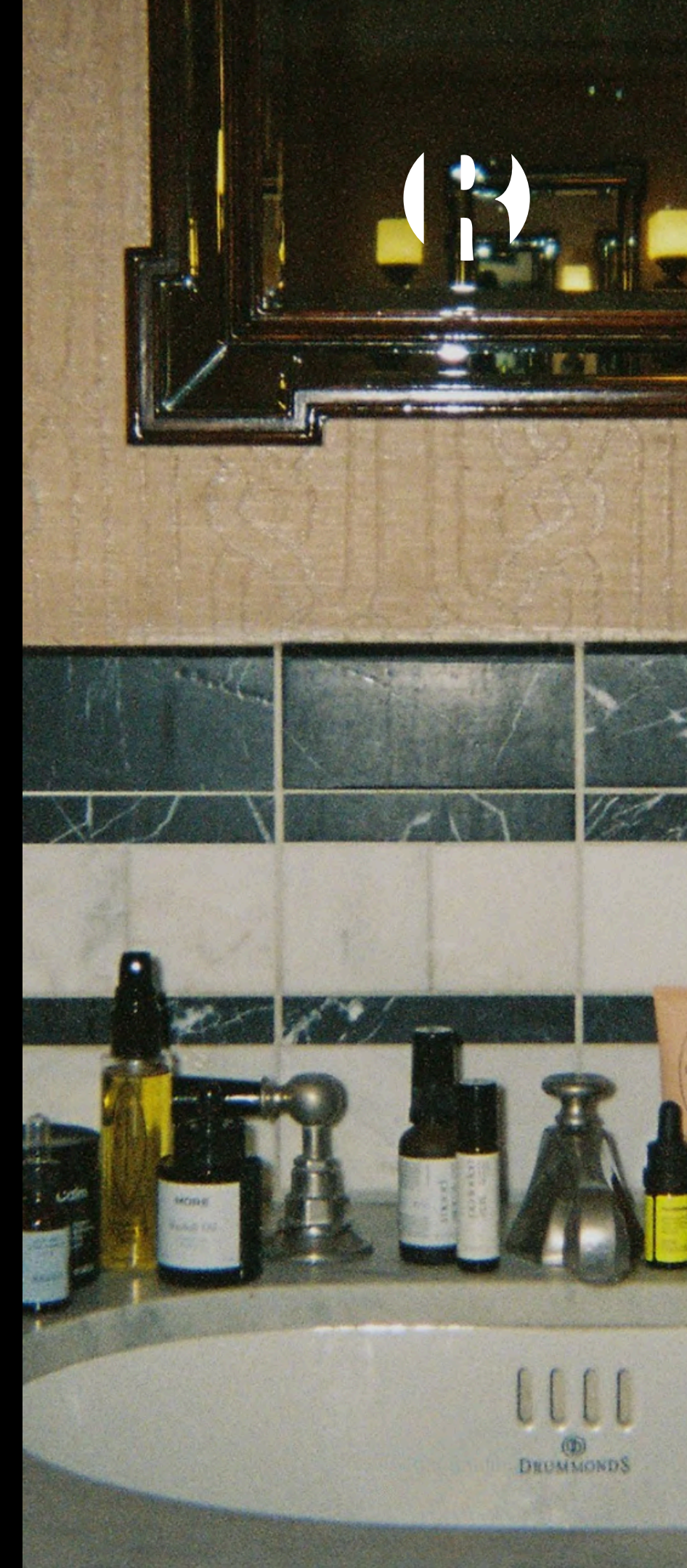
Moving away from the generic, clinical approach of traditional supplements, HEALTH focuses on holistic well-being, offering premium solutions for sleep, skin health, and digestion.

They target a conscious consumer looking for quality and sustainability in their daily routine.

Why Influencer Marketing is HEALTH's Key to Scale

Supplements are a "high-trust" product category. Consumers don't buy pills from ads; they buy results from people they trust. Influencer Marketing is the critical lever for HEALTH for three reasons:

- **Education over Promotion:** Supplements require explanation. Creators can break down complex benefits into relatable, bite-sized stories.
- **Visual Integration:** Wellness is a lifestyle. By placing the product in morning routines or cozy evening rituals, we moved it from a "medicine cabinet item" to a "lifestyle essential."
- **Social Proof:** Real-time reviews and personal stories of relief (e.g., "finally no bloating") build the social proof necessary to convert skeptical audiences.



02 The Focus Product

The GUT Capsules

About "The Gut Capsules"

We placed it as the perfect fit for the holiday season. While competitors pushed generic vitamins, we highlighted the Daily Synbiotic as a tangible solution to a specific seasonal pain point: "The Holiday Bloat." By positioning the product as a way to enjoy festive feasts without the uncomfortable aftermath, we made the supplement immediately relevant to the consumer's lifestyle.

Benefits

- Reduces Bloating: Ginger & Turmeric for immediate relief.
- Gut Balance: High-quality Probiotics & Prebiotics.
- Liver Support: Detox with Milk Thistle & N-Acetyl L-Cysteine.
- Daily Vitality: Enriched with Magnesium & Vitamin D3.



03 The Challenge

Mastering Q4 Advertising



Breaking the Q4 Noise

The holiday season is historically the most competitive advertising period of the year. With CPMs at their peak and consumer attention monopolized by fashion, tech, and gifting, health supplements typically struggle to gain traction. The market sentiment is usually focused on indulgence, not wellness.

Our Buzz

Instead of fighting against the seasonal trend of indulgence, we leveraged it. Rebelbuzz identified a crucial consumer insight: Festive feasting leads to digestive discomfort. We flipped the narrative, positioning HEALTH's Daily Synbiotic not as a medical routine, but as the ultimate "Holiday Survival Essential" – the antidote to the bloat.



04 The Approach

Our Strategy



To maximize impact and budget efficiency, we developed a comparative campaign strategy.

We shifted the narrative, positioning the probiotic not as a common supplement, but as a "Holiday Essential".

A Two-Tiered Influencer Campaign

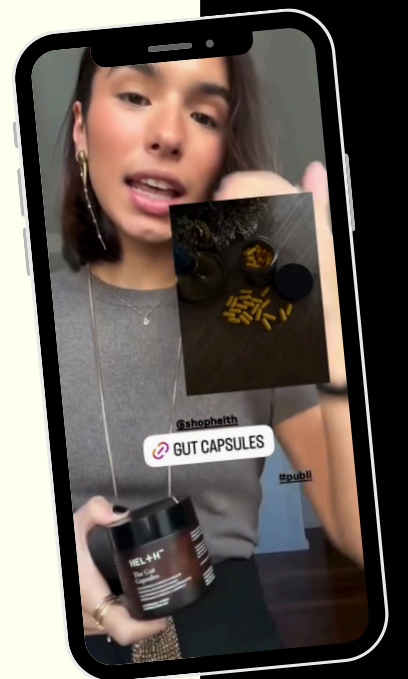
Stream A: **Gifted Partnerships** (Brand Awareness)

- *Goal:* Mass awareness and authentic content generation.
- *Tactic:* We activated a broad network of micro-influencers to create buzz and genuine user-generated content (UGC) at a low Cost-Per-Mille (CPM).



Stream B: **Paid Partnerships** (Conversion)

- *Goal:* Quality control and lower-funnel sales.
- *Tactic:* We collaborated with selected KOLs to ensure strict adherence to campaign messaging. Both streams utilized tracked 15% discount codes to directly attribute sales and calculate ROI.





The Execution Roadmap

1. Sourcing & Vettings

We utilize advanced data tools to ensure zero guesswork.

- **Niche Identification:** Deep-dive search for creators in Holistic Health, Yoga, Mom-Life, and Nutrition.
- **Audience Health Check:** Analysis of follower credibility (fake follower check) and demographic alignment (Geo/Age/Interests).
- **Brand Fit Analysis:** Manual review of past collaborations and content aesthetics to ensure brand safety and premium quality.



2. Strategy & Briefing

We handle the entire operational workload.

- **Campaign Strategy:** Defining the "Holiday Essential" narrative tailored to each creator's voice.
- **Custom Briefing:** Creation of detailed visual and textual guidelines to ensure USPs (e.g., Daily Ritual, Bloating Relief) are communicated clearly.
- **A-Z Management:** Negotiation, contracting, and product shipping logistics

3. Activation & Checks

Ensuring the content converts before it goes live.

- **Strict QA Process:** Every piece of content (Story or Post) is reviewed by our team for visual quality and compliance before publishing.
- **Hybrid Rollout:** Simultaneous coordination of the Gifted Seeding (for buzz) and Paid Partnerships (for conversion) to maximize the "Surround Sound" effect.

4. Optimization & Impact

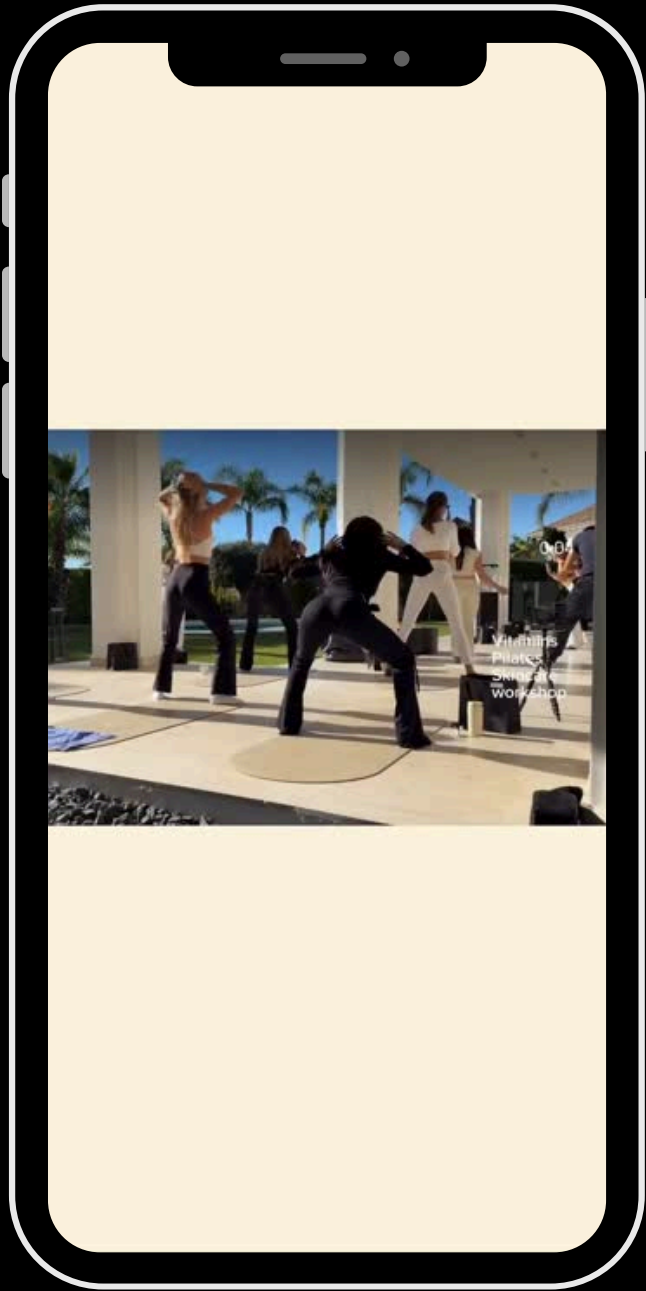
Turning views into value.

- **Performance Monitoring:** Real-time tracking of link clicks and code usage.
- **Content ROI:** Generated a library of high-performing assets (UGC) now utilized in Helth's paid social ads.
- **The Blueprint:** Established a validated CPA (Cost Per Acquisition) benchmark for future scaling.

06 The Campaign Result



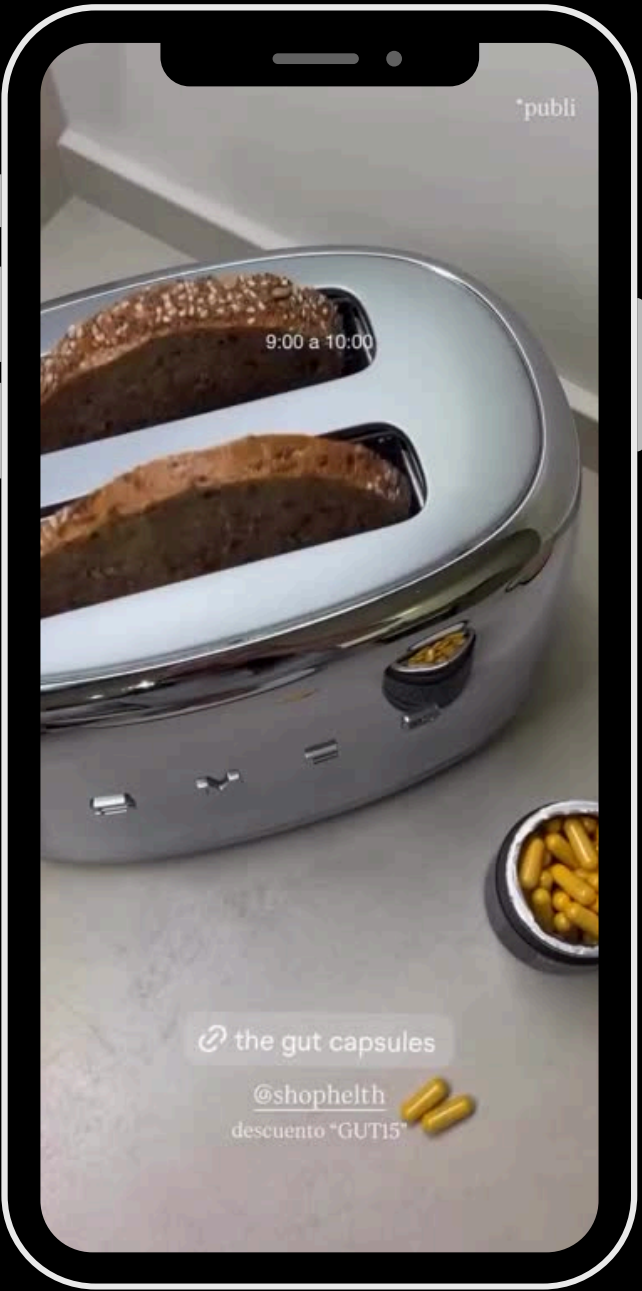
Selected Campaign Content



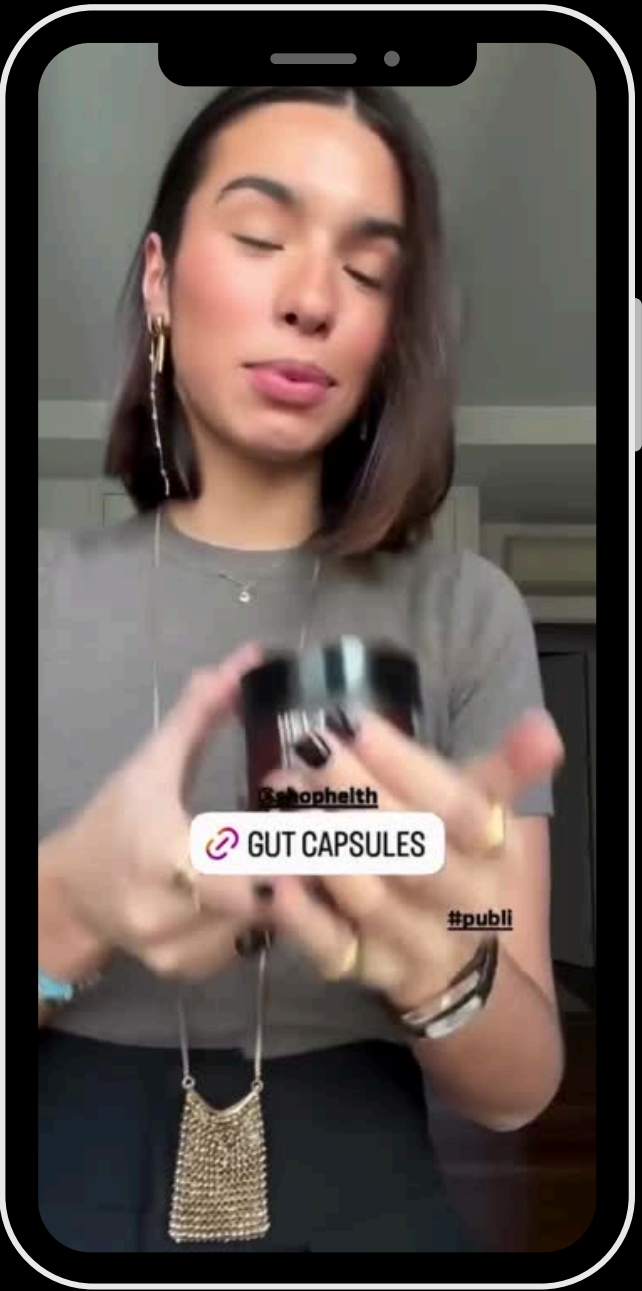
(gifted)



(gifted)



(paid)



(paid)



(paid)



Campaign Insights

	Influencer	Total Reach	Engagement Rate
Paid	8	+330k	2,7%
Gifted	2	+14k	3,9%

By comparing the data from both streams (Gifted Nano Influencer vs. Paid Micro Influencer), we achieved more than just immediate revenue.

We successfully validated the "Holiday Essential" angle and created a scalable marketing blueprint. This data now allows HEALTH to optimize future budget allocation, knowing exactly which mix of gifted and paid content yields the highest return for their specific niche.

REBELBUZZ

Thank you!



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