

Case study

Influencer Photoshoot
Q4 2024

Boozt MEDIA
PARTNERSHIP



Influencer Photoshoot

Case study

In an exciting collaboration with 17 unique brands, we hosted an inspiring influencer photoshoot designed to showcase the best of Home, Fashion, Beauty, Kids, and Sport categories.

The project aimed to bring together diverse products under one creative vision, elevating the seasonal festive spirit through thoughtful curation and visually stunning content.

With the holiday season as our backdrop, we placed additional focus on key sub-categories such as table setting, gifting, party looks, makeup, hair tools, and more. Each brand contributed signature items to craft compelling stories that resonated with audiences across platforms.



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From elegantly styled tablescapes and perfectly wrapped gifts to dazzling party outfits and beauty essentials, the shoot captured every element of festive joy. Influencers brought their unique flair to the campaign, creating authentic and aspirational moments that highlighted the versatility of the participating brands.

This collaborative effort not only celebrated the magic of the season but also demonstrated the power of creativity and synergy across industries, delivering impactful and engaging content for consumers.



Influencer Photoshoot Concept

- 1 Organizing a photoshoot with four Danish influencers to showcase Boozt as The Nordic Department Store.
- 2 Focus on gifting ideas, cozy and festive outfits, beauty preparations for parties, and Christmas home decorations.
- 3 Aim to position Boozt as the ultimate holiday shopping destination.
- 4 Provide authentic inspiration, driving brand awareness and encouraging shoppers to explore our diverse holiday offerings.
- 5 Brand values: Nordic, welcoming, commercial, believable & joyful.



Influencer Photoshoot Results - Kähler - Home



Influencer Photoshoot

Results - Anerkjendt - Fashion Men



Influencer Photoshoot Results - Aim'n - Sport



Influencer Photoshoot

Results - Benjamin Barber - Beauty



Influencer Photoshoot

Results - Viking - Kids, Women, Men



Influencer Photoshoot

Visibility & performance

The influencer photoshoot combined external placements and Boozt's own platforms to maximize reach and engagement. Externally, a social media paid push and an influencer campaign drove attention, with influencers sharing festive-themed content featuring images from the campaign photoshoot. On Boozt's platforms, the campaign was highlighted through social media posts along with onsite placements such as "Shop the Look" in Boozt's Festive Universe and banners on listing pages. Additionally, the campaign was featured in Boozt newsletters and included as part of an editorial article in "The Edit."



1.4M imp.

Onsite & Newsletters

188K reach

Boozt SoMe

789K reach

Influencer posts

1.3M SEK

Influencer voucher sale

Influencer Posts

Results - Selection



Boozt SoMe Results - Selection



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