



TASK 1: RESEARCH AND PROPOSE INFLUENCERS
FOR A BRAND COLLABORATION



plum

— we have chemistry™ —



chemistry for happy skin.

Brand Name: Purple

Industry: Beauty & Personal Care

✨ About The Brand

Purple is a modern beauty brand that celebrates individuality, confidence, and self-expression. With a focus on quality, innovation, and inclusivity, Purple offers a wide range of beauty and skincare products that cater to diverse skin tones, styles, and personalities.

Product Range

Skincare essentials (cleansers, moisturizers, serums)

Makeup (foundations, lipsticks, eyeshadow palettes, etc.)

Haircare solutions

Fragrance collections

PROPOSED INFLUENCERS(BEAUTY/LIFESTYLE)



1. Shreya Jain (@shreyajain26)

Platform: Instagram (500K+). YouTube (750K+)

Engagement: ~5%

Rationale: Known for affordable beauty reviews → aligns with Purples budget-friendly positioning.



2. Malvika Sittani (@malvikasittani)

Platform: Instagram (550K+). YouTube (650K+)

Engagement: ~4%

Rationale: Beauty + lifestyle creator, relatable everyday looks.



3. Debasree Banerjee (@debasreee)

Platform: Instagram (400K+), YouTube (300K+)

Engagement: ~5%

Rationale: Honest reviews, makeup tutorials, strong trust factor.



4. Ankita Chaturvedi (@corallistablog)

Platform: Instagram (250K+). YouTube (750K+)

Engagement: ~5%

Rationale: Known for in-depth tutorials → helps showcase Purplle's product range.



5. Mridul Sharma (@mridulsharmaa)

Platform: Instagram (450K+), YouTube (900K+)

Engagement: ~11.5%

Rationale: Gen-Z friendly content, connects well with youth audience.

Audience Demographic

- Age: 18–35 (primary), up to 45 (secondary)
- Gender: Mostly women, growing male grooming segment
- Location: Urban & semi-urban India, online-first shoppers
- Income: Middle to upper-middle class, value-for-money seekers
- Lifestyle: Trendy, beauty-conscious, social media active
- Behavior: Influenced by reviews & influencers, buys during sales, prefers affordable yet quality products

Conclusion

By collaborating with these 5 beauty & lifestyle influencers, Purplle can:

Expand its reach among 18–35-year-old women across Tier 1 & Tier 2 cities.

Strengthen its positioning as a trusted and affordable beauty destination.

Drive higher engagement on social platforms through authentic content.

Convert awareness into increased app downloads and product sales.

thank you

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