

THE KASE ×

Fashionable Accessories For Smartphones, iPhones & Tablets



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Business Challenge

The Kase did not have any affiliate marketing program in place before signing up with Brandbassador, they only worked with a couple of individual influencers for content creation. They wanted a platform where they would be able to grow the brand and build brand awareness outside of France, and to most of Europe but they lacked the channels to be able to do this in house.



They also wanted to grow their customer base and drive sales by gathering a pool of ambassadors who could speak for their brand instead of going to expensive agencies. Lastly they wanted to drive user generated content (UGC), but in a systematic way.

38K

Social Media
Impressions

24.41

Million
Direct Reach

\$16,848

In Revenue
With 418 Sales



Customer Success

Since starting to use Brandbassador, The Kases' team speak highly of the platform.

They find that it is easy to manage especially, given the massive amount of people that have applied to be their brand ambassadors. They find that training team members to use the platform is best done with a step by step approach.

Pauletta finds that with Brandbassador, it's very systematic and easy to manage the ambassador application approvals and mission approvals, compared to when they had to do it manually one by one with the previous system. They love that their brand being represented on the Brandbassador app allows all brand ambassadors on the platform to get to know who they are especially since they are not well known outside of France or French speaking regions.

- ✓ The Kase already working with around 2000 ambassadors after 4 months
- ✓ The app is also a great way for ambassadors to join their **#UNIK_CLUB**
- ✓ The Kase embrace individuality and express it through their fashion, lifestyle and especially their smartphone cases by using hashtags like **#IAmUNIK** and **#UNIK_CLUB** on social media.



COVID-19 Challenges



“ During the COVID-19 lockdown period, all of The Kase retail outlets had to close & had to rely solely on their webshop, and sales via ambassadors. ”

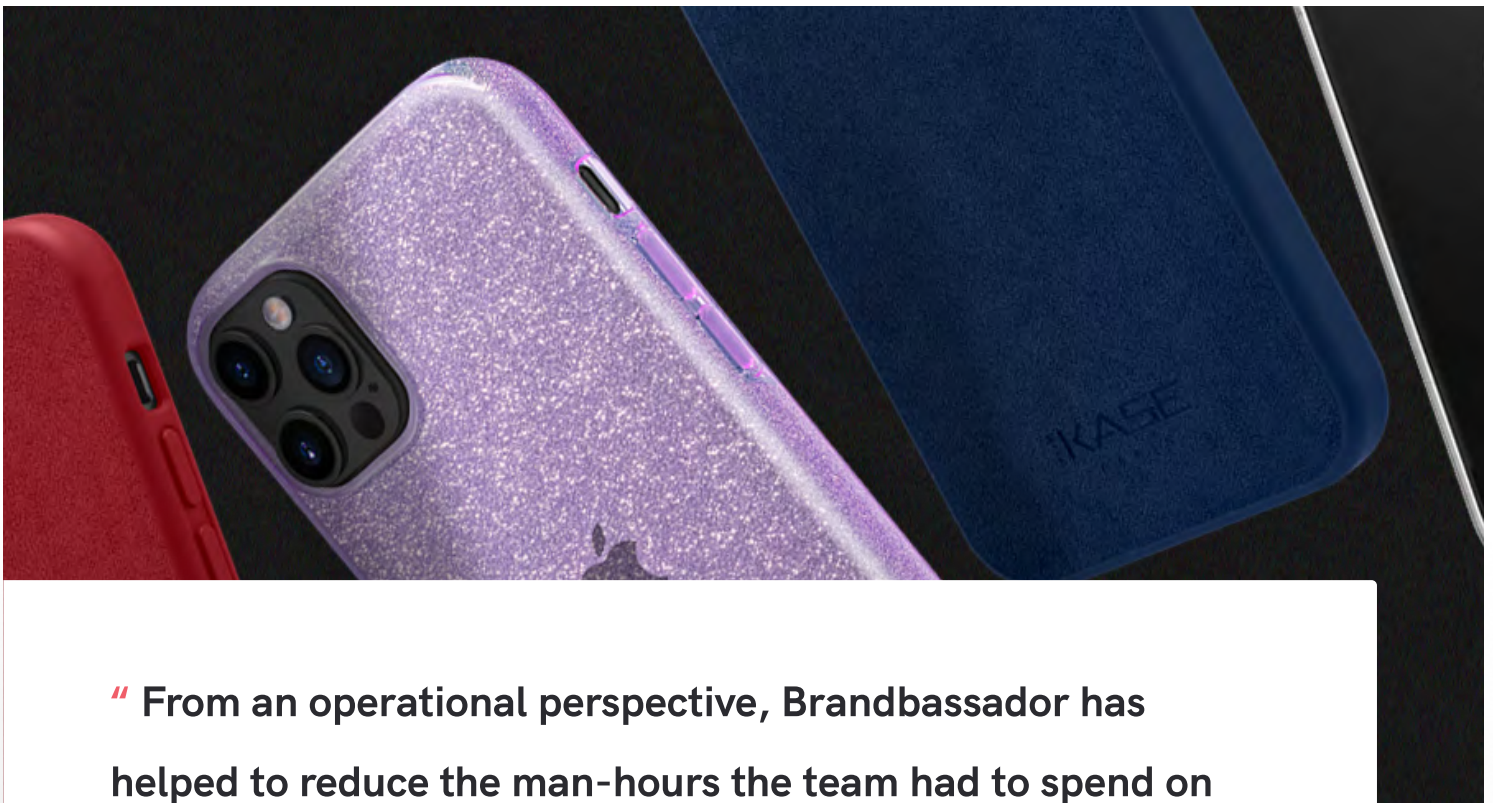
During the stay-home period The Kase planned specific missions and campaigns for their UNIK ambassador community on Brandbassador including:

- ✓ They created discount new codes
- ✓ Ambassadors could try anything from The Kase at 70% off
- ✓ Ambassadors could earn points for following The Kase on Pinterest
- ✓ They could get a free Kase for featuring it in an Instagram post
- ✓ Ambassadors could earn points for signing up to their newsletter



Summary

After signing up to Brandbassador, The Kase have found that it's been dramatically easier to manage their brand ambassadors in batches and be able to track their performance and how well they can drive sales. Their engagement level has increased as a result of being represented across most of Europe, having received applications via the app.



“ From an operational perspective, Brandbassador has helped to reduce the man-hours the team had to spend on managing and tracking your ambassador program.”



The main commercial outcomes that Brandbassador has brought to the business are brand awareness and extra sales have been driven where previously they used to rely solely on their website and offline shops.

In 6 months, The Kase want to be able to grow their network of brand ambassadors who can create quality content for their brand. They also want to significantly increase their follower base and explore other European markets that are not limited to French-speaking regions. We have no doubt that with the help of our dedicated customer success team - The Kase will achieve all that and more.

“ No matter how great your products are, you need an affiliate program like Brandbassador to push your brand outward to gain the exposure or reach your brand deserves to have. That's the value of this platform. ”



Pauletta Tang

Product & Creative Director

To find out more, visit our website

brandbassador.com



Ready to Activate **Your Community?**

Brandbassador was created by the founders of the clothing sensation OnePiece. A brand built and fuelled by social media marketing to grow to almost \$200 million dollars in online revenue.

We experienced first hand how difficult it is to manually scale and track the results of ambassador marketing. Brandbassador was built as a solution to this pain and refined over 8 years of pioneering social media marketing from a brand's perspective.

Now with years of experience launching various communities big and small from all over the world we are experts in word of mouth marketing.



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We Empower Brands to:

- ✓ Turn customers & fans into ambassadors
- ✓ Create automated marketing campaigns for ambassadors
- ✓ Generate social buzz & drive sales
- ✓ Reward ambassadors & sales champions
- ✓ Track revenue through our plug & play integrations

Check Out Our Dedicated App for **Ambassadors**

Engage your ambassador community by creating fun marketing campaigns, one-to-many communication and providing them with the tools to generate sales and social buzz for your brand - the possibilities are endless!



To find out more, visit our website

brandbassador.com