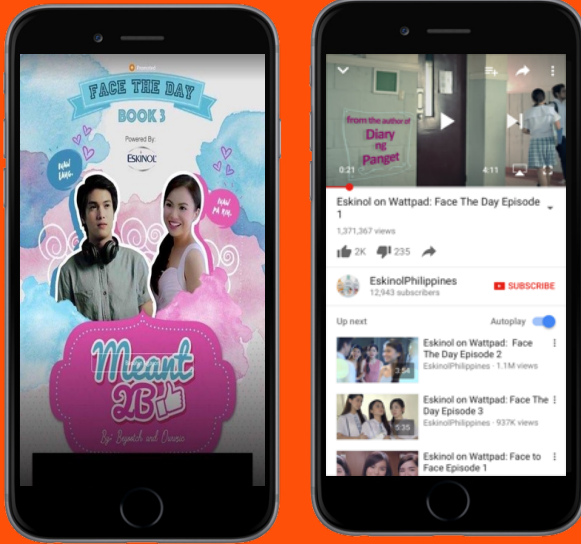


# Eskinol (Philippines)



## What we did:

Built brand engagement for Eskinol skincare products by sharing *Face the Day* stories with teen girls in the Philippines.

## How we did it:

Wattpad commissioned a story from top Filipino Influencer, @HaveYouSeenThisGirl to seamlessly drive awareness for the Eskinol brand among the Wattpad community. The integrated campaign was also brought to life through a 3-part video web series.

## The Results:

The campaign amplified its brand message by creating long form webisodes that lived on the Eskinol brand YT page, garnering over 2.4M views in the first two months.

**3M+**

minutes engaging with  
Eskinol stories

**4.1M+**

brand engagements  
in total

**880K+**

Filipino users  
actively engaged with  
the *Face the Day*  
story on Wattpad