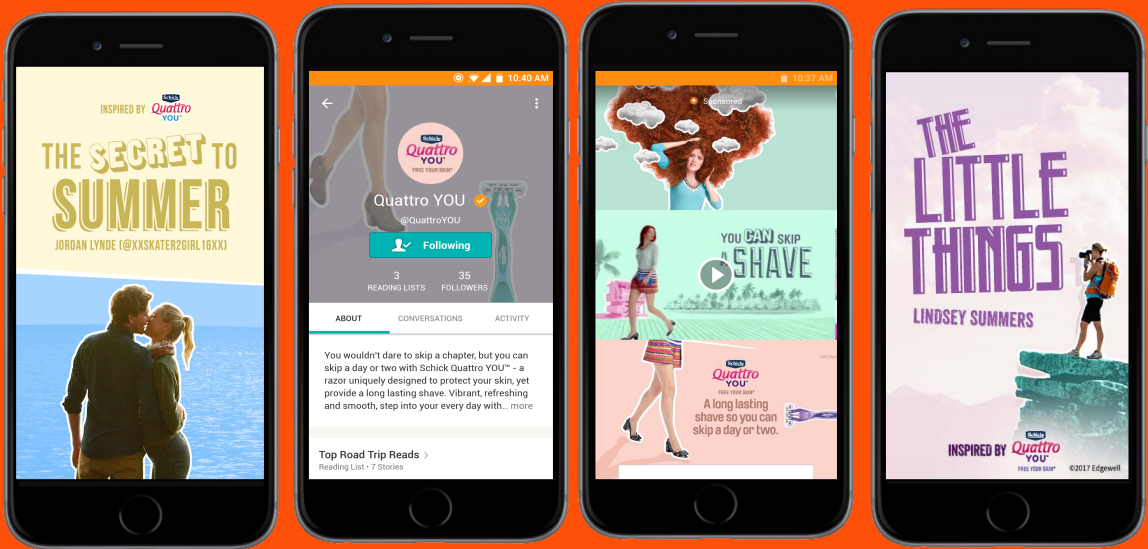


Quattro YOU



What we did:

Drove awareness and intent to purchase of Quattro YOU's new disposable razor amongst female Gen Z & Millennial audiences on Wattpad.

How we did it:

Five of Wattpad's top influencers created original branded stories inspired by key milestones in a young woman's life. These thoughtfully crafted stories further amplified Quattro YOU's "Story of the Year" objective, allowing readers both on and off Wattpad to connect and engage with the brand and encourage purchase of the new razor.

The Results:

As a primary launch partner in Canada, this was a successful campaign for Quattro YOU with a mix of branded content, native ad units and social media touchpoints.

9.4M+

impressions across native ads and social media activity

30K+

minutes were spent reading Quattro YOU original branded content in Canada

679K

brand engagements resulted overall



Wattpad is a platform for sharing stories, so we thought this would be great take on a traditional social campaign.



-Ling Chung, Brand Manager for Schick Disposables at Edgewell Personal Care Canada.