

Blue Wheel 

BIORÉ CASE STUDY

INFLUENCER
MARKETING

PAID SOCIAL
ADVERTISING

EMAIL
MARKETING



BLUE WHEEL CASE STUDY

BIORÉ

"Sunlight Is Your Spotlight."

Bioré is a Japanese skincare brand owned by the Kao Corporation, specializing in pore-focused skincare products, such as pore strips and facial cleansers, as well as makeup removers and sunscreens. With an emphasis on a Japanese beauty philosophy of functionality and simplicity, the brand creates effective, multi-benefit products designed to help achieve naturally beautiful skin through advanced technology.





Contents

The Bioré case study has four sections, showcasing different aspects of our [Influencer Marketing](#), [Paid Social Advertising](#), and [Email Marketing](#) strategic efforts and accomplishments.

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The Challenges & Goals

The challenges we encountered and our client's goals.

The Actions

The strategic steps we took to achieve success.

The Results

The results we accomplished for our client.

The Conclusion & Client Testimonial

Final thoughts and our client's testimonial.





The Challenges & Goals

The Challenges & Goals

Blue Wheel was tasked by Bioré, an established skincare brand, to boost awareness for a limited-edition product launch at specific Costco stores. The main goals were to increase sales and enhance the likelihood of securing future in-store placement.

This presented an ideal opportunity to utilize influencer partnerships and paid media amplification to effectively target both Costco shoppers and beauty enthusiasts within the designated key markets. Also, to leverage the brand's email subscribers to reach contacts within 50 miles of the Costco stores that had the limited-edition product in stock.

THE MAIN GOALS

Bioré's primary goal was to maximize awareness and drive traffic to Costco stores for the limited release of the UV Aqua Rich 3-Pack. A successful campaign would boost immediate sales and strengthen the brand's opportunity to secure placement with Costco for the following year.



The Actions

Our [omni-channel strategy for Bioré](#) involved forming partnerships with 12 micro to macro-influencers whose audiences aligned with both Costco and beauty shoppers. Some creators specialized in Costco-specific content, while others focused on beauty and in-store content.

After the content went live, our paid media team amplified it by whitelisting select posts and geo-targeting ads to regions where the product was available. To further enhance clarity and drive conversions, we included a store list link for easy reference. Additionally, we sent two emails to segmented audiences, specifically targeting contacts within a 50-mile radius of the stores.

KEY ACTION STEPS:

1. Identified the types of creators to target (Costco-focused and beauty/in-store content creators), confirmed campaign timelines, media budget, and geo-targeting strategy.
2. Created and aligned on a detailed content brief outlining deliverables, messaging, and posting requirements.
3. Contacted and negotiated with creators, ensuring participating stores were within driving distance.
4. Finalized creator selection and drafted contracts.
5. Provided product shipment details and store addresses.
6. Consistently followed up with creators to keep the campaign on track.
7. Approved all deliverables before posting.
8. Once the content went live, we passed the Meta and Spark codes to the paid media team for campaign amplification.
9. Leveraged paid campaigns to target audiences near participating in-store locations.
10. Sent two emails to segmented audiences, focusing on contacts within 50 miles of the stores.



The Actions

Blue Wheel supported the client by recommending geo-targeting only in areas where the product was available to ensure budget efficiency and avoid wasted ad spend.

We advised incorporating both Costco-focused and beauty creators to diversify content and test multiple approaches. Also, we encouraged flexibility in content formats (application demos, voiceover, on-camera speaking, or text-only).

Our team suggested and implemented a paid media link directing consumers to a store list, which we also placed in Bioré's social bios for easy access. We recommended that creators film a few days after product delivery to ensure items were displayed on shelves.

The email marketing focused on a targeted segment of Bioré's email subscribers within 50 miles of Costco stores, with the UV Aqua Rich 3-Pack in stock.

We leveraged current budget allocations to secure creators rather than requesting new funds. Lastly, we set clear expectations and executed collaborations efficiently to align with product live dates despite the condensed schedule.



The Actions



The Results

To address limited product availability, we implemented geo-targeted paid media and a clear store locator link, simplifying the process for consumers to find participating locations. Our collaboration with a diverse group of Costco-focused and beauty creators successfully broadened our reach and generated significant awareness among target audiences.

The campaign effectively boosted awareness and demand, leading to rapid product sales and securing continued placement for the client with Costco for the following year.

In just three months, covering planning, content creation, posting, and paid media, our Instagram and TikTok influencer partnerships (13.4K–959K followers) delivered the following results for Bioré:

Total Creator Impressions: 8.6M

Meta Thumbstop: 11.7%

Meta CTR: 0.10%

TikTok Thumbstop: 14.6%

TikTok CTR: 0.23%

Email marketing (AI-driven subject lines + dynamic product recommendations) resulted in a **56.7% Open Rate** and a **6.6% Click Rate** (vs. 14% and 3.5% category benchmarks).

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The Conclusion

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Bioré was thrilled with the campaign's success and how quickly it contributed to renewed placement with Costco. While we initially anticipated the Costco-focused creators to drive the strongest results, the beauty creators exceeded expectations. Their unique and engaging content resonated deeply with audiences, delivering standout performance and adding unexpected value to the campaign.

“Blue Wheel was a true partner in our exciting Costco launch campaign — from securing the right influencers to building a thoughtful paid media plan and executing a strong email marketing campaign. Their strategic approach and seamless collaboration made the launch a huge success and helped us maximize impact at every touchpoint. ”

Danielle Buob, Senior Brand Manager at Bioré





About Us

Blue Wheel

We're a new breed of eCommerce agency, supporting brands through marketplace management and performance advertising. With over \$1B in revenue managed for our clients, we'll help your brand from click to ship, scaling your brand's sales across DTC, Amazon, Walmart, eBay, and retail.

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