

Blue Wheel 

JOHN FRIEDA CASE STUDY

SOCIAL
COMMERCE



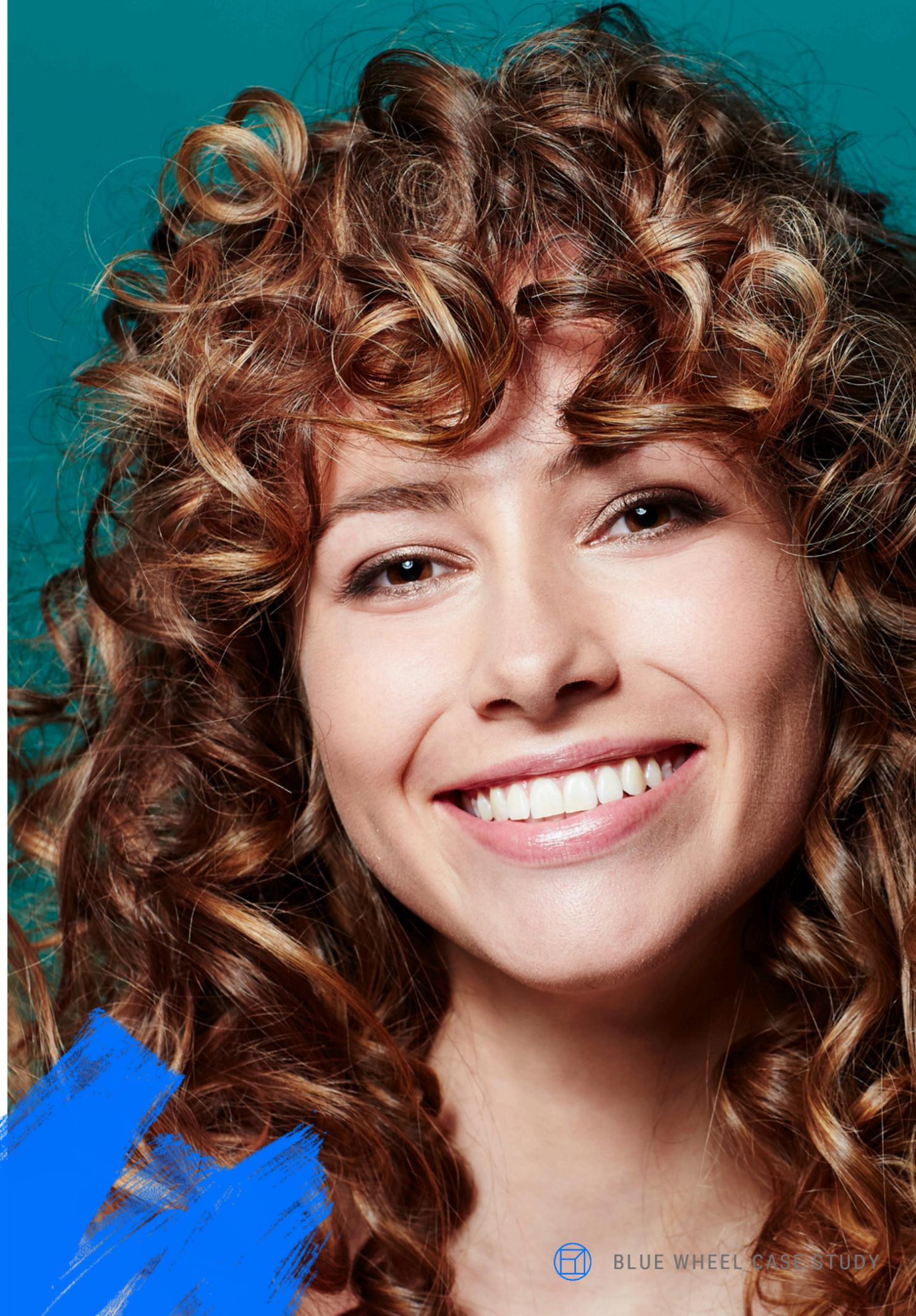
BLUE WHEEL CASE STUDY

JOHN FRIEDA

“Experts in transforming demanding hair.”

John Frieda, a Kao haircare brand, was founded on a revolutionary idea—salon-caliber haircare products expertly tailored for specific hair concerns and transformational results.

It’s built on expertise coming from the rare mix of a rich salon heritage and cutting-edge science. The brand is leading the way with breakthrough care and transformational styling solutions.





Contents

The John Frieda case study has four sections, showcasing different aspects of our Social Commerce strategic efforts and accomplishments.

01



02



03



04

The Challenges & Goals

The challenges we encountered and our client's goals.

The Actions

The strategic steps we took to achieve desired results.

The Results

The results we accomplished for our client.

The Conclusion

Our final thoughts.





The Challenges & Goals

The Challenges & Goals

Blue Wheel's client, John Frieda, was preparing to launch the Frizz Ease Blowout Spray as a TikTok Shop exclusive product, aiming to boost awareness, increase GMV, and drive sales through affiliate marketing and paid media. The primary challenge was orchestrating the launch and scaling of a TikTok Shop campaign for an enterprise brand's new product within a tight 90-day window.

Reaching out to thousands of affiliates, vetting and selecting the right creators, and aligning with the client's goals added complexity. Product launches, particularly when combined with affiliates, have historically proven to be demanding for TikTok Shop brands. The effort required a careful balance of time, strategy, and collaboration for success.

John Frieda's main goals were to:

- Drive brand awareness and engagement, fueling sales for the new TikTok Shop-exclusive product.
- Increase GMV (Gross Merchandise Value) on TikTok Shop.



The Actions

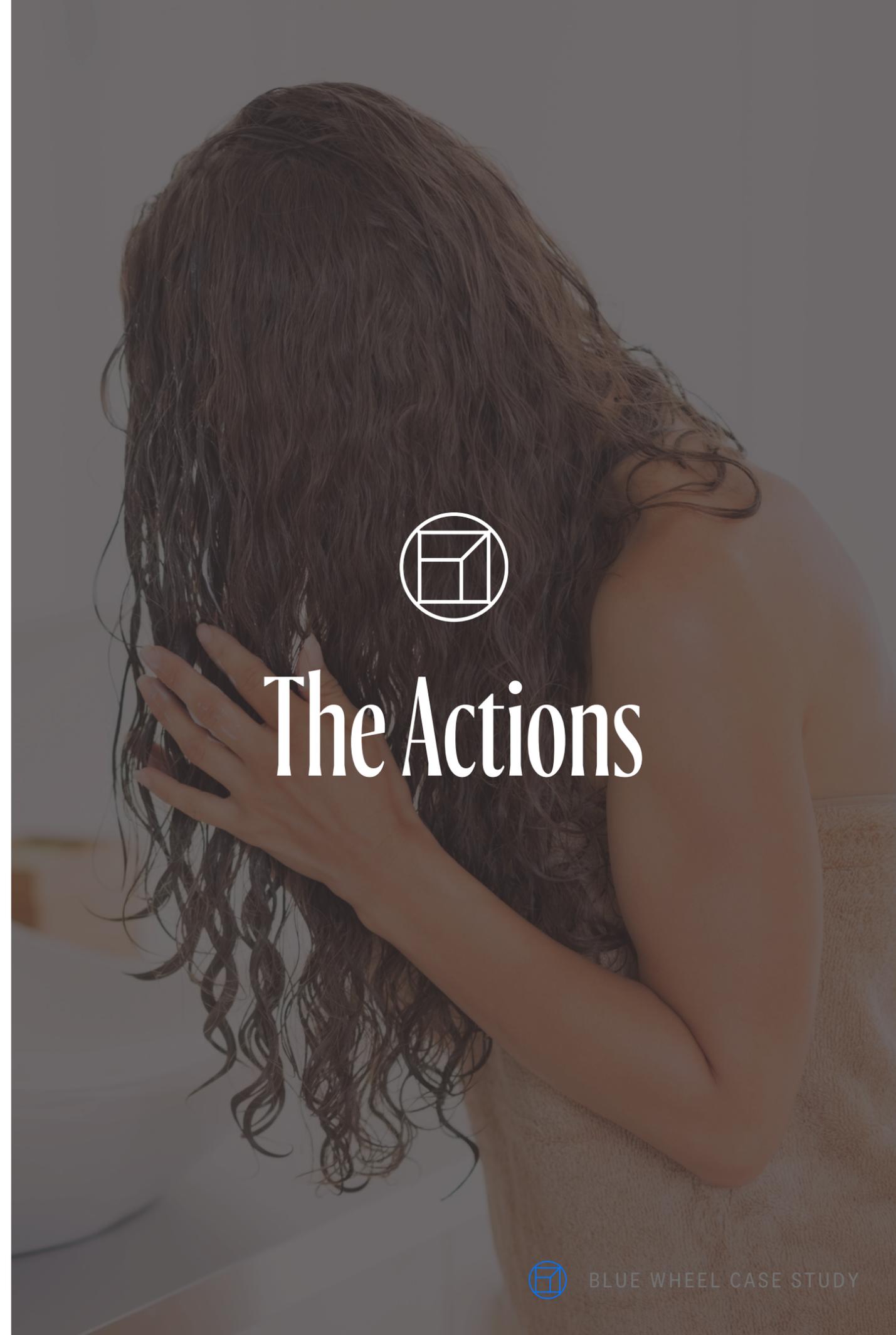
The John Frieda brand wanted to scale on TikTok Shop, a platform based on content supply and fueled by authentic creator content. Since its Frizz Ease Blowout Spray was a TikTok-exclusive launch, Blue Wheel leveraged affiliate marketing to create organic buzz before the product hit retailers.

This approach ensured that creators could organically promote the product, generating authentic engagement and word-of-mouth hype before paid media amplified its reach.

Blue Wheel implemented a dual-pronged strategy to reach the brand's key objectives and drive meaningful results:

Mass Creator Outreach: We engaged thousands of creators to create widespread awareness for the product.

Targeted High-Performing Affiliates: We identified and focused on top creators in the beauty space to introduce the product to highly engaged, relevant audiences.





The Actions



The Action Steps

01 Pre-Launch Creator Engagement

Blue Wheel conducted affiliate outreach before John Frieda's Frizz Ease Blowout Spray launch.

02 Affiliate Reactivation

We identified the top-performing creators from the initial outreach and re-engaged them upon launch to ensure strong initial traction.

03 Tiered Commission Strategy

A performance-based payout structure was implemented, incentivizing top affiliates with higher commissions based on sales performance.

04 Data-Driven Insights & Communication

We utilized weekly reporting and metric analysis to showcase how authentic, high-performing creator content resulted in higher engagement and conversion rates.



The Results

Blue Wheel's blend of affiliate marketing and strategic advertising campaigns led to boosted product awareness, significant organic engagement, and continuous sales growth.

We ran Video Shopping Ads for various John Frieda products before the Frizz Ease Blowout Spray launch. After the launch, we shifted to a GMV Max campaign centered on the new product, resulting in a significantly higher GMV on TikTok Shop with an increased advertising spend.

The Results:

- 6.88M+ aggregate impressions from affiliate content in the 90 days post-launch
- 1054% increase in GMV on TikTok Shop in the 60 days following launch
- 1148 affiliates posted during the 90-day launch strategy

+6.88M

Impressions from
Affiliate Content

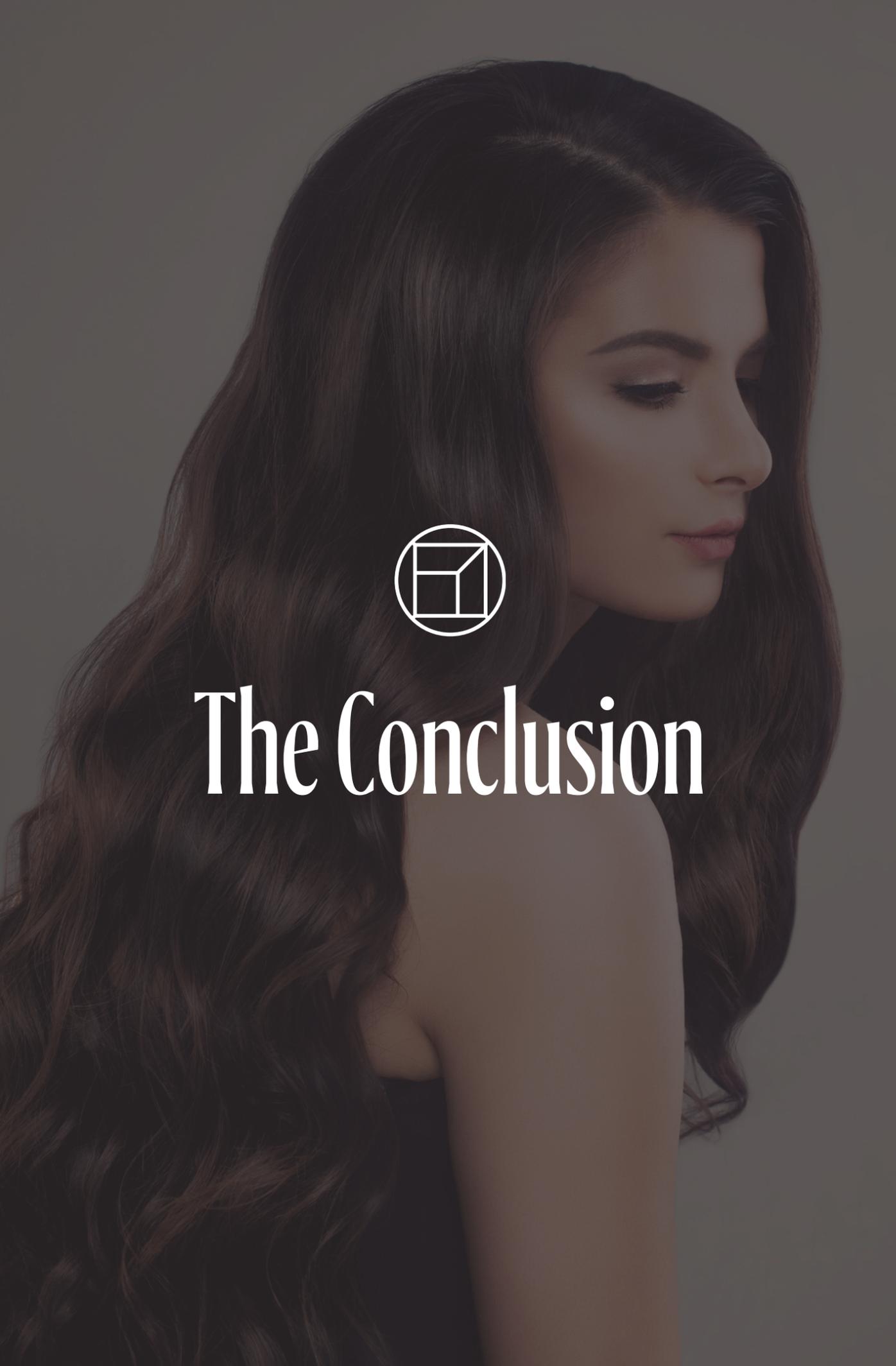
+1054%

GMV Increase on
TikTok Shop

1,148

Total Number of Affiliates





The Conclusion

The Conclusion

Kao's John Frieda brand has a longstanding relationship with Blue Wheel across multiple service lines. This was our opportunity to showcase how partnering with affiliates can directly impact brand awareness and fuel sales for its new product.

We have exceeded GMV expectations within the first 90 days of product launch, outperforming other brands under Kao on TikTok Shop.

The success of our strategy on TikTok Shop validates affiliate marketing as a critical growth driver for beauty brands.





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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