

Blue Wheel 

THERMOS BRAND CASE STUDY

INFLUENCER MARKETING

*The Power of
Long-Term
Creator
Collaboration*



Results Snapshot

- 2.998% engagement rate (50%–200% above benchmark)
- ~3x Influencer Media Value (IMV)
- 1.87x ROAS from paid amplification
- 2.37% CTR (2x paid social average)
- Scalable long-term creator partnership model established

Thermos Brand's shift to a long-term creator partnership model delivered measurable performance gains across organic and paid channels while maintaining campaign scale.



BLUE WHEEL CASE STUDY

Thermos Brand

“Hot stays hot. Cold stays cold.”

Founded in 1904, Thermos Brand is a category leader in insulated drinkware and food storage, known for durable, high-performance products designed for modern, on-the-go consumers. With distribution across retail, Amazon, and DTC channels, the brand continues to evolve its portfolio to meet changing consumer lifestyles.





The Challenges & Goals



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Thermos Brand and Blue Wheel have built a strong influencer marketing foundation through ongoing one-off creator partnerships that supported consistent content creation and campaign activation.

As the program evolved, Blue Wheel identified an opportunity to further strengthen performance by prioritizing deeper relationships with creators who not only authentically loved Thermos Brand but also demonstrated consistent, reliable performance across both organic and paid channels.

With a fixed monthly budget, it was essential to introduce a long-term creator partnership without reducing overall content volume. To achieve this, Blue Wheel implemented a hybrid strategy, continuing to activate one-off creator partnerships while prioritizing creators who could deliver multiple high-quality assets per collaboration, maximizing efficiency and maintaining campaign scale.

This approach allowed Thermos Brand to invest in a high-performing creator relationship that could drive sustained engagement, stronger audience trust, and more predictable cross-channel performance, while continuing to support broader campaign initiatives through efficient one-off collaborations.



The Campaign Overview

Blue Wheel identified an opportunity to strengthen Thermos Brand's influencer program by introducing a long-term partnership with a proven high-performing creator, while continuing to support ongoing one-off collaborations.

Using historical performance data, we selected a mid-tier lifestyle creator who consistently delivered strong engagement and cross-channel results. We implemented a structured long-term collaboration to drive sustained performance, deepen audience trust, and create more consistent brand storytelling.

To support this investment and maintain content volume, Blue Wheel also secured one-off creator partnerships with expanded deliverables, maximizing efficiency and ensuring continued campaign scale.

This hybrid approach allowed Thermos Brand to build deeper creator relationships while maintaining the flexibility and reach of their broader influencer program.



The Campaign



2.998%

Organic Engagement Rate

3x

Influencer Media Value

1.87x

Return on Ad Spend

2.37%

Click-Through Rate

The Results

By introducing a sustained partnership model alongside ongoing one-off activations, Thermos Brand elevated its creator strategy into a high-performing, scalable growth lever across both organic and paid channels. Most importantly, the partnership established a scalable, repeatable framework for long-term creator performance.

Performance Highlights

Across 8 posts, the creator delivered a **2.998% organic engagement rate**, exceeding the 1%–2% industry benchmark by 50%–200%, signaling strong audience trust and content resonance.

The campaign generated **Influencer Media Value nearly 3x total investment**, outperforming the typical 1.5 to 2x efficiency benchmark and demonstrating exceptional return on partnership investment.

Top-performing content was strategically amplified through paid social to validate scalability. Instagram placements achieved a **1.87x ROAS**, above the 1.2–1.5x influencer-paid benchmark, while **CTR reached 2.37%**, more than double the ~1% paid social average, confirming strong creative alignment and conversion potential.



The Key Takeaways



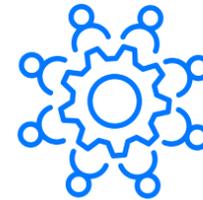
Long-Term Partnerships Drive Strong Performance

Sustained creator collaboration outperformed one-off activations, delivering stronger engagement, scalable paid performance, and measurable brand impact.



Compounding Brand Affinity and Commerce Impact

Organic extensions, including integration into Amazon Live, increased product visibility within a commerce-driven environment and amplified cross-channel engagement, demonstrating the cumulative power of consistent creator storytelling.



Trust Unlocks Cross-Brand Efficiency

A strong, trust-based relationship enabled additional collaborations with the brand's sister company at a reduced rate, maximizing budget efficiency while expanding audience reach as the creator entered a new life stage.



Creator Buy-In Fuels Long-Term Brand Equity

Deep creator investment led to proactive idea generation and ongoing advocacy, supporting the shift from transactional activations to strategic partnerships that drive sustained performance and long-term equity.





The Conclusion

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Blue Wheel's partnership with Thermos Brand demonstrated the value of investing in long-term creator relationships alongside ongoing one-off collaborations to drive both consistent performance and scalable reach.

By prioritizing a proven high-performing creator, Thermos Brand achieved stronger engagement, improved media efficiency, and more predictable cross-channel results, while maintaining campaign momentum through strategic one-off partnerships.

This hybrid approach strengthened creator advocacy, maximized budget efficiency, and established a scalable framework for future influencer initiatives, rooted in authentic relationships, measurable performance, and long-term brand growth.



About Us

Blue Wheel

We're a new breed of eCommerce agency, supporting brands through marketplace management and performance advertising. With over \$2B 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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