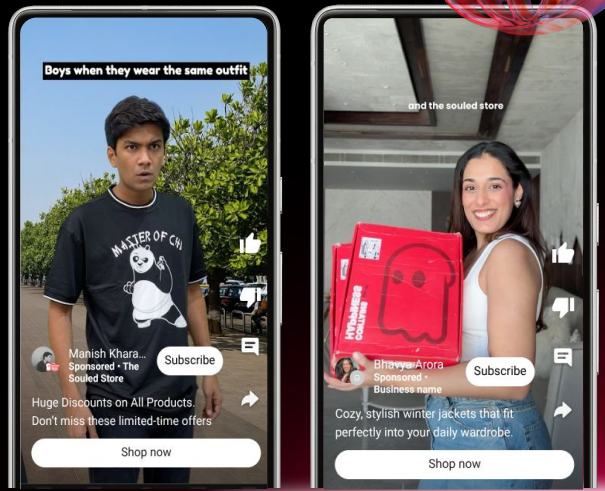
India

The Souled Store drives *3X more conversions* with YouTube Creator Partnerships Boost

Pop-culture apparel brand

http://thesouledstore.com



The Challenge

The Souled Store is India's leading pop-culture apparel brand, and Black Friday was its most critical event of the year. During this key period, the brand aimed to reach as many new users as possible and drive widespread awareness about its exclusive annual sale.

The Approach

The Souled Store partnered with 10 YouTube creators in the lifestyle category to build relevance with its target audience and maximize reach. It deployed a mix of Video reach campaigns (VRC), Video view campaigns (VVC), and Demand Gen campaigns to balance its brand awareness objectives with driving sales. The brand crafted custom video assets centered on seasonal trends and Black Friday sales to maximize audience engagement.

The Results

The campaign achieved a 2.3% absolute brand awareness lift, exceeding the 1.5% industry benchmark, and a 25% engagement rate compared to the 8% benchmark. Demonstrating the value of a full-funnel approach, users exposed to both brand and action campaigns generated 3x more conversions, a 200% increase, compared to action-only audiences. Moving forward, the brand plans to expand its use of YouTube to establish an end-to-end marketing strategy.

> **Creator-led content on YouTube gave us the reach and relevance we needed during our only sale of the year. The full-funnel results were a clear validation of the approach. Our partnership with YouTube has been instrumental in bringing this to life.**

Hlba Khan
Marketing Head, The Souled Store

2.3%	25%	200%
Lift in absolute awareness vs 1.5% industry benchmark	YoY increase in sales during the festive season	More conversions with full-funnel campaign versus action-only

Primary Marketing Objective
Grow Online Sales

Featured Product Area
Creator Partnerships Boost

YouTube