

ALLEN & GERRITSEN

Albolene

#DeDragChallenge

with Trixie Mattel

Hatch Awards 2023



ALLEN & GERRITSEN

Campaign Development

&

Proposal: TikTok

The Ask:

TIKTOK: 1 Original Post

Launch the **#DeDragChallenge** on TikTok, a twist on Trixie's "De-Drag With Me" YouTube videos — an engaging post demonstrating how to remove a full-face look using Albolene and highlighting product benefits. The post will encourage fans to participate in the challenge by posting their own content depicting their de-drag routine. // Trixie to include **#DeDragChallenge** and **#AlboleneBeauty** hashtags and a CTA driving to Amazon with a limited-time discount code.

ENGAGEMENT: TikTok Conversation

Trixie to "like" and leave at least one (1) comment on Albolene's repurposed post on the brand TikTok channel.

GIVEAWAY: 2 Trixie-autographed Albolene tubs

Albolene will repurpose the post on its owned channels and boost on TikTok, and offer two fans who participate in the **#DeDragChallenge** a box with 1 Albolene tub autographed by Trixie.

Usage Rights:

Rights to repost/repurpose TikTok on Albolene channels (both TikTok and Instagram) for one (1) year, including potential paid amplification.

Rights to boost original video from Trixie's TikTok channel.

Rights for Albolene PR team to pitch TikTok video to relevant beauty, lifestyle and consumer media for potential earned media coverage (e.g., round-ups of Trixie's favorite beauty staples, spotlight of the **#DeDragChallenge**).

RATE: \$15,000

(Albolene to cover shipping costs of product and facilitate giveaway)



The Goals:

Build Albolene brand awareness.

**Encourage participation in the
#DeDragChallenge.**

Our Partners: At a Glance



**Trixie
Mattel**



**Drew
Gaver**



**Chase
Runaway**



**Gina
Tonic**



**Kitti
The Doll**



**Janelle
Felix**



**Lagoona
Bloo**



**Queen
Danicure**



Trixie Mattel

Posted on 6/15/2022

Followers	1.2M
Likes	78.9K
Comments	672
Saves	1,081
Shares	237
Accounts Reached	2,151,232
Total Watch Time:	6054h:54m:51s
Engagement Rate	3.76%
Cost per Engagement	\$0.19



Drew Gaver (Bev!)

Posted on 6/17/2022

Followers	26,900
Likes	141
Comments	1
Saves	3
Shares	2
Accounts Reached	1,976
Total Play Time	6h:16m:9s
Engagement Rate	7.44%
Cost per Engagement	\$5.10



Chase Runaway

Posted on 6/29/2022

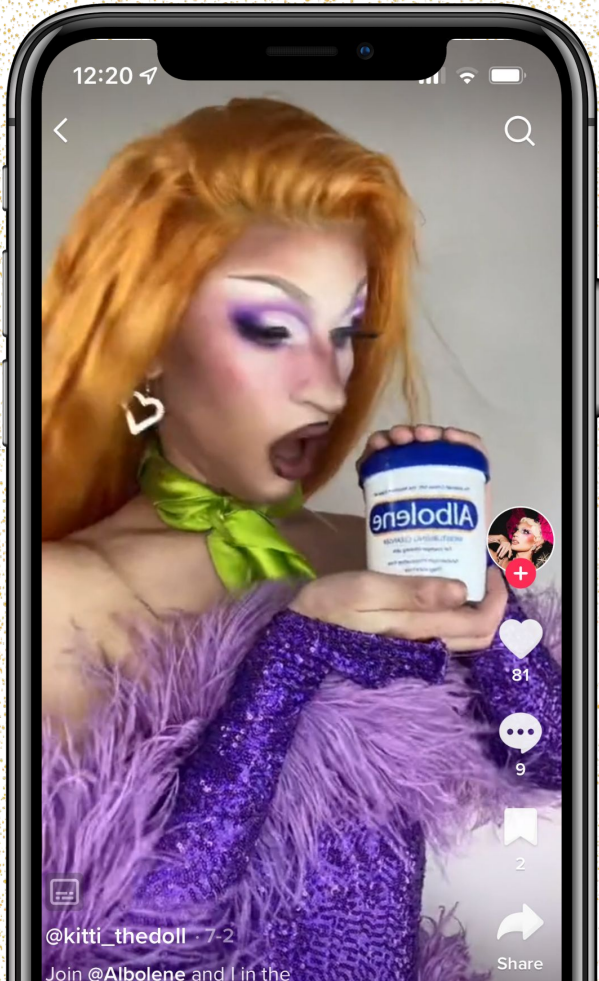
Followers	15,200
Likes	291
Comments	12
Saves	14
Shares	3
Accounts Reached	2,617
Total Watch Time	7h:10m:22s
Engagement Rate	12.23%
Cost per Engagement	\$1.56



Gina Tonic

Posted on 6/23/2022

Followers	11,300
Likes	134
Comments	5
Saves	4
Shares	0
Accounts Reached	1,362
Total Watch Time	7h:10m:22s
Engagement Rate	10.50%
Cost per Engagement	\$2.10



Kitti The Doll

Posted on 7/3/2022

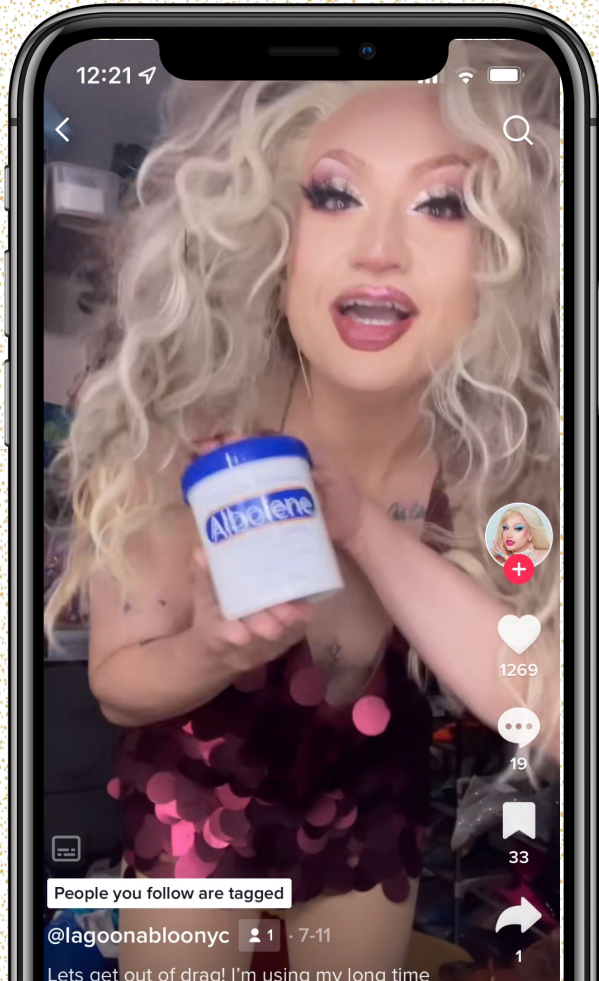
Followers	22,500
Likes	81
Comments	10
Saves	2
Shares	0
Accounts Reached	704
Total Watch Time	7h:10m:22s
Engagement Rate	13.21%
Cost per Engagement	\$0.54



Janelle Felix

Posted on 7/12/2022

Followers	7,900
Likes	191
Comments	5
Saves	3
Shares	2
Accounts Reached	1,487
Total Watch Time	7h:10m:22s
Engagement Rate	13.52%
Cost per Engagement	\$2.49



Lagoon Bloo

Posted on 7/11/2022

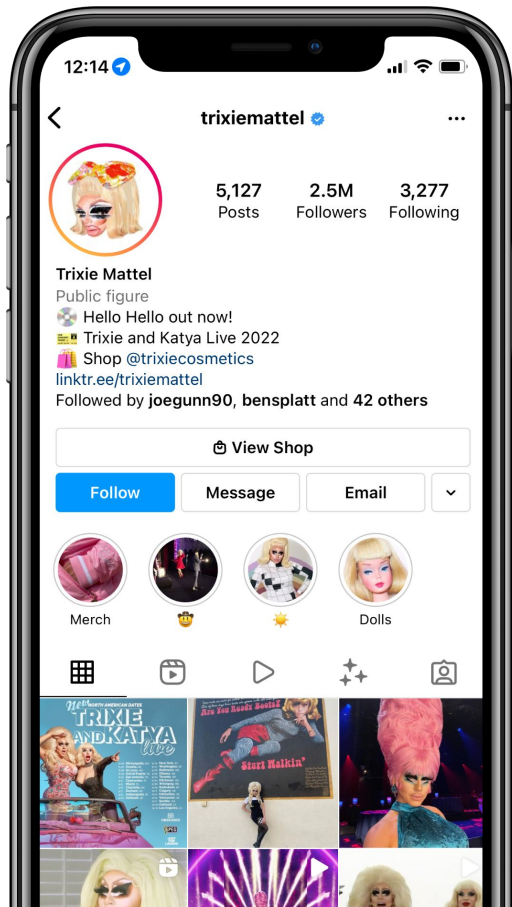
Followers	10,900
Likes	1,254
Comments	21
Saves	33
Shares	2
Accounts Reached	6,561
Total Watch Time	36h:3m:14s
Engagement Rate	17.59%
Cost per Engagement	\$0.75



Queen Danicure

Posted on 6/19/2022

Followers	4,771
Likes	219
Comments	8
Saves	8
Shares	25
Accounts Reached	6,923
Total Watch Time	15h:53m:1s
Engagement Rate	3.77%
Cost per Engagement	\$0.38



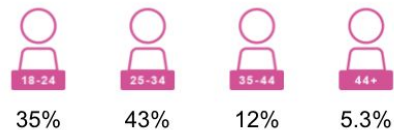
Gender Split



Top Locations

- #1 United States
- #2 United Kingdom
- #3 Canada

Age Split



Trixie's audiences are majority female aged 25 to 34 who are daily make-up users and are followers of *RuPaul's Drag Race*. Therefore, her audiences are not necessarily drag queens themselves who can de-drag. Participation wasn't the priority goal — expanding brand awareness was. And there's no doubt that users were engaged.

All engagement metrics from **Trixie's organic content had met benchmarks, with the highest engagements coming from video saves — demonstrating that users are curious about the products without necessarily engaging with the challenge.**

TikTok

+ Upload



Dedrag

23.1M views

Discover short videos related to Dedrag on TikTok.

Watch popular content from the following creators:

Tsunami From Tagged App!(@tsunamiho), [See more](#)



tsunamiho Tsunami Fr...

#fyp #dedrag
#IFeelWeightless...

22.2K Likes, 1.3K...

168.9K views | 🎵 original...



pompom...

Pom-Pom ...

watch me De-Drag 💕
#draglesque ...

660 Likes, 28 Comments....

6305 views | 🎵 More Than ...

The category #dedrag has
25.1M combined views where
#DeDragChallenge accounts for
10% of those views (2.51M)