

CASE STUDY:

USER-GENERATED CONTENT



AT A GLANCE

H&C Animal Health is comprised of a family of brands, including Angels' Eyes, Cat Water, bSerene, and Activphy

THE CHALLENGE

The H&C brand, Angels' Eyes needed **UGC style videos** to remain competitive in their category. Internal teams were **not structured** to provide authentic content and any videos created would have **limited reach** compared to the share of voice generated by influencer and pet parent videos.

THE RESULTS

Big Paws leveraged our base of pet parents to create **conversion** focused videos, as well as **pet influencers** to generate share of voice with social SEO.

We created more than a dozen videos that **generated sales and awareness**, as well as elevated the Angels' Eyes brand. Videos were posted on influencer accounts, tagging the brand for collaboration. 4 Pet parent videos were delivered in raw format to be posted and used in paid ads, generating over **300k views** and more than **200 product sales**.

12+ UGC VIDEOS
DELIVERED

300K UGC VIDEO
AD VIEWS

200 PRODUCT
SALES

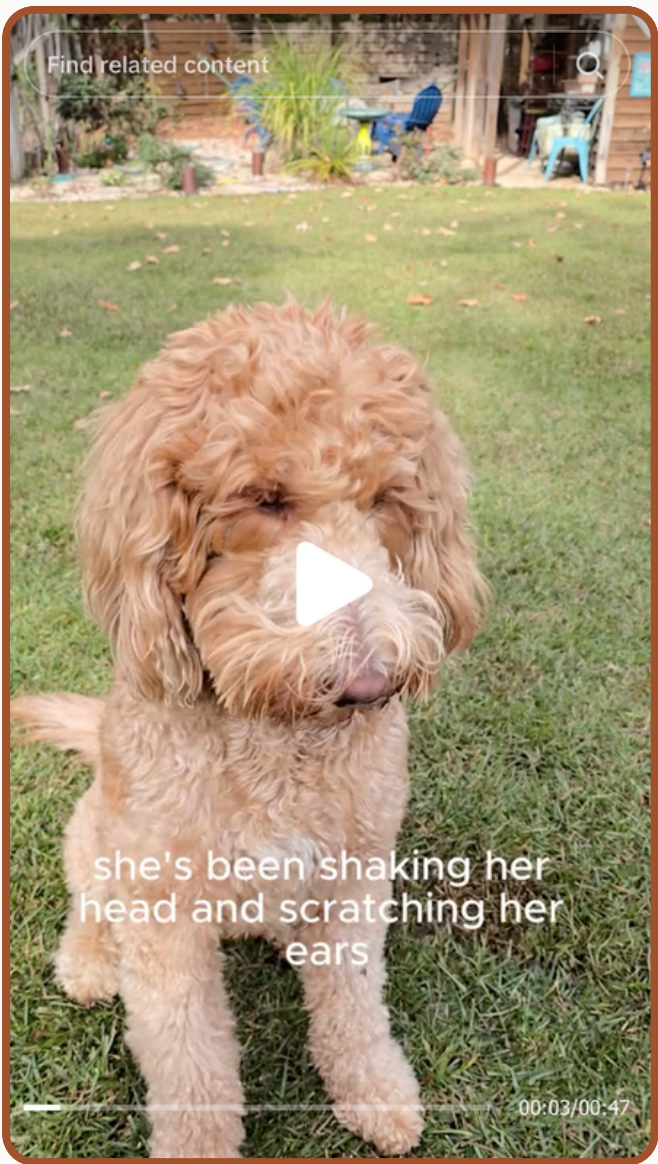
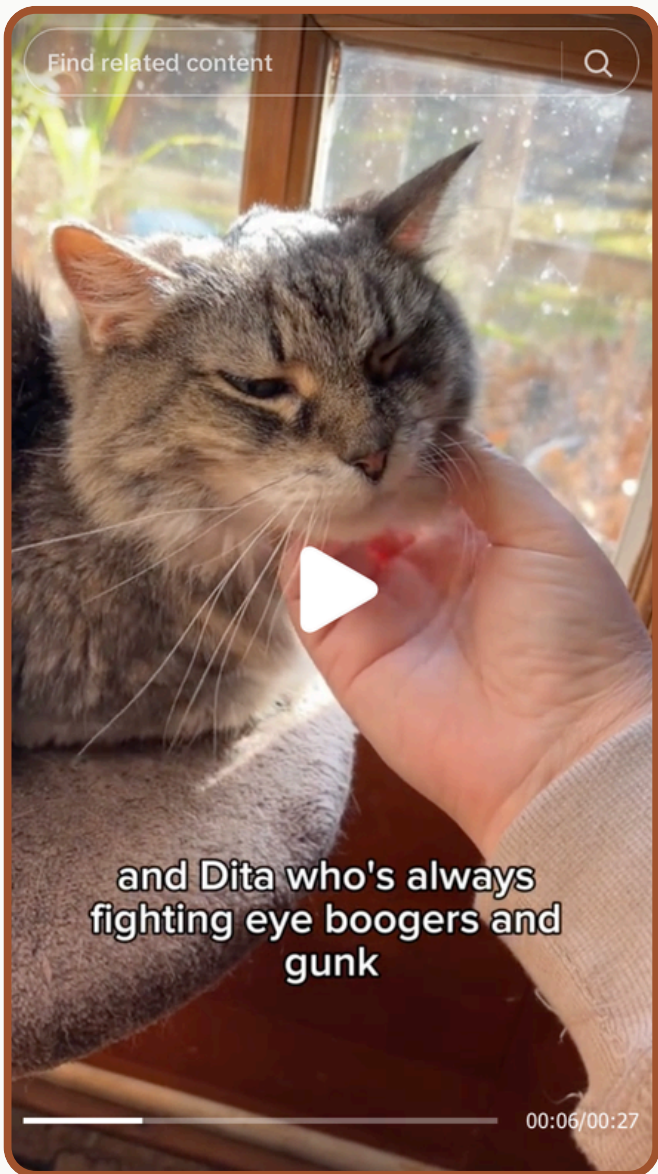
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