

# THE POWER OF A COLLECTIVE VOICE

People are 60% more likely to engage with micro influencers (source: [Forbes](#)).

Live Case Study 



**SHEIN**



## THE BRIEF



### **Opportunity to collaborate with Shein to generate authentic, organic content by inviting creators to:**

- Order products from their website and vlog their experience / haul.
- Upload the content to either Instagram or TikTok.
- Share the URL once live.
- As a thank you, each creator receives a £40 or \$50 Shein gift card.

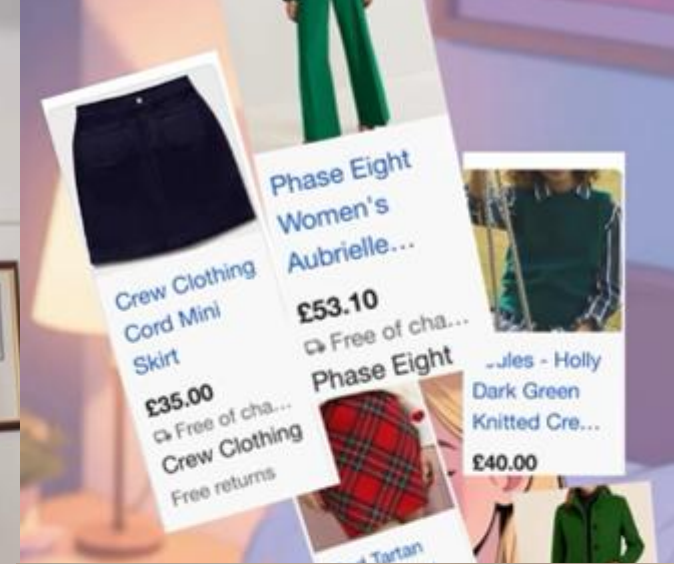
# EXAMPLE CONTENT



cherry print might be  
new obsession 🍷🍒



## GRWM SHEIN EDITION



## COMPRINHAS DA SHEIN PART 2



**lifewithleoandluca** • Follow

**lifewithleoandluca** Edited • 23 h  
🍷 Cosy season calls for statement pieces! I'm fully falling into autumn mode with these gorgeous accessories from @sheinofficial 🍷

From chic scarves and elegant hats to delicate layered jewellery, these are just a few of the autumnal gems I've discovered and absolutely love. Each piece is designed to effortlessly elevate your outfit and add that perfect seasonal touch to your style.

Now I'd love to know — which one is your favorite? 🍷

Ready to build your own cosy-chic look? Check out the link in my bio to shop these styles and more!

369 likes  
23 hours ago

## I found on SHEIN

## MON Edition



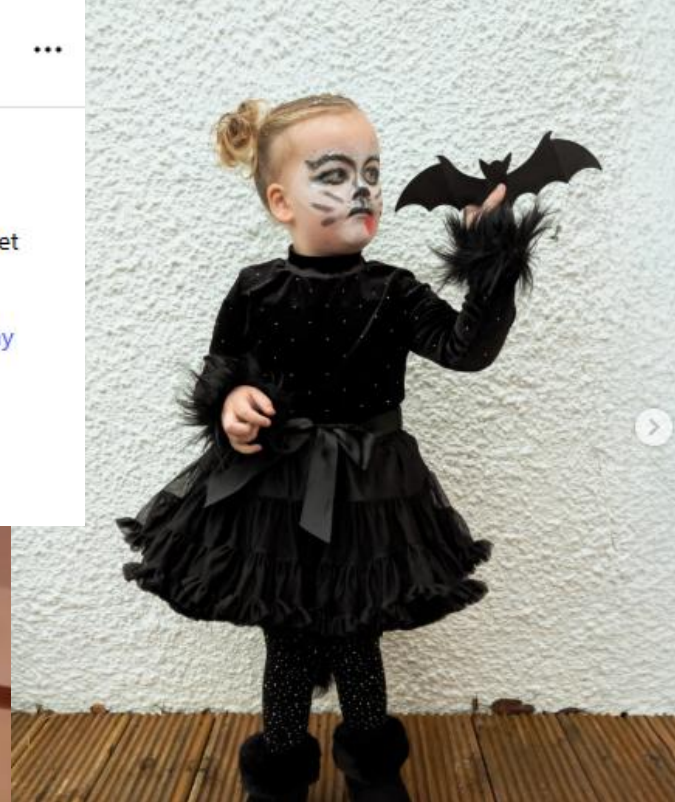
NB. Evidence of this collaboration originating from GroupSocial can be provided.





**ugcbytt** • Follow  
PIANIKA • Lune

**ugcbytt** 2 d  
classy doesn't always have to be complicated 🍷  
Outfit: @shein\_gb Capri Two Piece Set (code: 43907371)  
use my code: PG6PR for ££ off  
#shein #outfitinspiration #outfittoday #capri #outfitofthedayideas #outfitoftheday #ootd #sheinhaul #sheingals



**johnstonefamilylife** • Follow

**johnstonefamilylife** 19 h  
My little Black Cat 🐾❤️

I hope everyone had an amazing Halloween 🎃 Freya loved dressing up as a black cat - all bits from @shein\_uk! She spent the weekend at Grandad's with Daddy and Uncle @c.johnstone - having fun with her cousins.

I forgot to put her ears on! Guttled but still had to post the pics.

#blackcat #shein #cat #halloweeninscotland #halloween #trickortreat

**contentbycara\_** 17 h

27 likes  
19 hours ago



NB. Evidence of this collaboration originating from GroupSocial can be provided.





**thezainab.official** • Following  
MIRA • Bella

**thezainab.official** 13 h  
GRWM while I style my favourite Shein outfit @shein\_au

#zainabhaseeb #outfitoftheday  
#dresstoimpress #outfitinspiration  
#viralvideos #outfitspo #sheinau  
#sheingrwm



**cornishmummylife** • Follow

**cornishmummylife** 1 d  
cosy evenings with @shein\_gb 🧸

how gorgeous are these new teddy p  
Lennie has?  
So soft and fluffy, perfect for the cold  
evenings to keep him nice and warm.  
Plus they're the cutest pjs I've ever se  
❤️

sku - sa25091896976176963  
id - 187960374  
@shein\_gb @group.social

#cornwallmummy #cornishmums  
#mumandtoddler #toddlers #mumlif  
#realmumlife #firsttimemum  
#toddlerootd #toddlerlife  
#toddlermomlife #cosyvibes

339 likes  
1 day ago



6:58

glitter skirt

Sequin Christmas Gold Brown

**Trends** BamGleam >  
-58% BamGleam Sequin Mini...  
★★★★★ (1000+)  
£5.62 2.4k+ sold  
Estimated

**Trends** #Partywear Edit >  
-61% Chiquease Beaded D...  
★★★★★ (1000+)  
£4.40 1.0k+ sold  
Estimated

**the best skirts  
for your xmas  
celebrations**

**Trends** Unadoll >  
-60% Unadoll Women's Spring...  
£4.89 100+ sold  
Estimated

**Trends** #Partywear Edit >  
-51% SHEIN Clasi Sequin I...  
★★★★★ (1000+)  
£6.00 600+ sold  
Estimated

SHEIN CLASI  
CapCut - Editing made easy  
Sweetra

## LIVE STATS



- Collaborations: **102**
- Reach: **1,309,000**