



How can ZCOVA leverage influencers to promote store launch

Case Study by SushiVid



SushiVid x ZCOVA

SushiVid is delighted to collaborate with ZCOVA to celebrate the launch of their diamond jewellery store at the IOI City Mall Putrajaya. This new creation is viewed as a new chapter in ZCOVA's history, showcasing its latest concepts in diamond jewellery and providing new customized services to loyal and potential customers.



Some background:

Objectives	To build awareness of ZCOVA's new retail location by collaborating with influencers who can generate interest and create enthusiasm
Total KOLs	14 Female KOLs engaged amounting to 1,665,000 followers
KOLs	• 5 Macro (100,000 – 300,00 followers) • 2 Mid-Tier (50,000 – 100,000 followers) • 7 Micro (< 50,000 followers)



TikTok Video from [asha.razak](#)

KOL Selection

SushiVid carefully selected 14 KOLs, focusing specifically on influencers who were newly married, planning to get married, already married, or those looking to celebrate their long-term relationships. This targeted approach ensured that each influencer could authentically align with ZCOVA's mission of promoting love and commitment through their handcrafted jewelry.

By incorporating a diverse mix of Chinese and Malay influencers, we ensured both variety and relevance, while keeping the focus on KOLs who could genuinely resonate with ZCOVA's affordable luxury positioning. One thing that stood out during the event was a KOL who was newly married, which created a natural connection to ZCOVA's engagement rings, further enhancing the authenticity of the content. The selected influencers effectively reflected ZCOVA's blend of elegance, sophistication, and approachability, making them ideal ambassadors for the brand.



Execution

ZCOVA affordable luxury positioning called for a strategy distinct from mass campaigns, especially in KOL selection. We prioritize influencers who could convey elegance and sophistication while remaining approachable, aligning with brand's image.

Each KOL was tasked with creating content highlighting the luxury aspects of ZCOVA's jewellery, ensuring it appealed to a wide yet discerning audience. This careful balance in execution helped elevate the brand's message and created a strong connection with potential customers.





3 Strategies We Used

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1

Diverse Influencers Selection

SushiVid collaborated with 14 KOLs, including Malay and Chinese female influencers who fall under the luxury jewellery sector. The influencers were chosen based on their compatibility with ZCOVA's brand values and their capacity to produce genuine and excellent content.

Instagram	Before	After
Views	10,900	195,000
Reach	9,430	176,560

2

Boosting

SushiVid boosted a few selected KOLs' posts to enhance visibility and engagement across social media, ensuring content reached a wider and the right audience.

TikTok	Before	After
Views	250	75,576
Reach	185	580,980

3

Platform Usage

ZCOVA tapped into the reach of influencers on TikTok and Instagram to create a brand buzz, engage target consumers, and drive awareness for the store launch.



Results:

By reaching more than **1,017,518** people, the campaign went above and beyond expectations. Strong engagement rates with 7,575 interactions and 1,243,099 views on the video content led to a **7.5%** engagement rate, which is **significantly higher** than the initial expectation of **2-3%**.

Total Reach	1, 017, 518
Total Views	1, 243, 099
Engagement Rates	IG: 0.48% TikTok: 0.54%

Some KOL link you want to refer:



TikTok Video from [frhdafri](#)



IG Reels from [bellebongg](#)



TikTok Video from [aintasnim](#)

Thank you

We hope you found this E-Book useful!

Overall, the campaign was a true eye-opener for us, and we believe this will shape how we create content for our brands in the future. If you have any questions for us, please feel free to reach out to me at wen@sushivid.com.

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