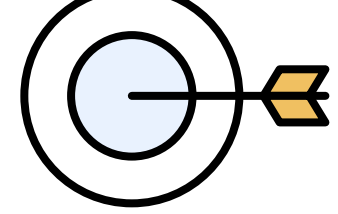


We ♥ success stories like this one!



How Lionize helped a family-owned, sustainably-packaged beverage brand leverage the power of influence marketing.



The Challenge

Showcase unique selling points



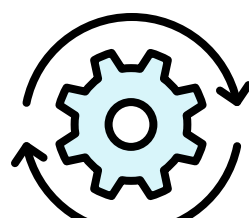
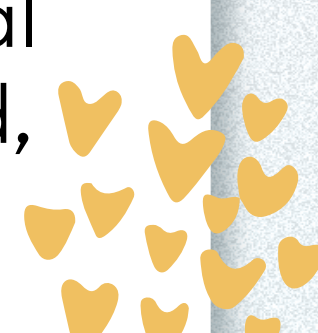
Promote sustainability & community commitment



Drive in-store traffic & engagement in Los Angeles



Whether it's doing everything they can to minimize our environmental impact or going out of the way to help a community member in need, **the Saint James spirit is to always consider others.** To share that spirit, Saint James partnered with Lionize



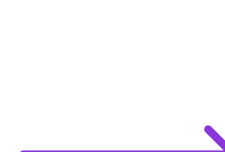
The Process



258 Applicants



20 Influencers



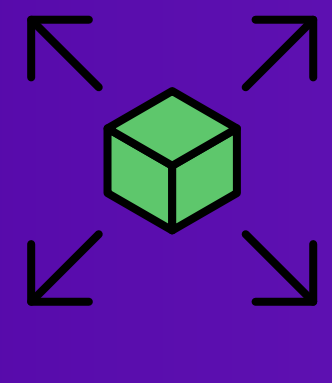
84 Posts & Stories



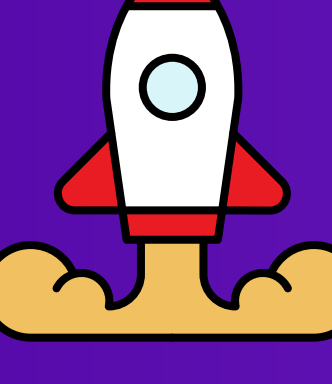
Campaign Structure



Launched in 2022, Saint James Iced Tea initially focused on **introducing the market to their refreshing and uplifting beverage**, highlighting its unique selling points.

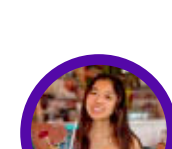


The campaign **partnered with 10 local L.A. influencers per month**, who were tasked with posting one in-feed post and two stories on their social media platforms to **showcase the brand's commitment to minimal environmental impact and community involvement.**



One of the cornerstones of the campaign was **driving foot traffic to popular local L.A. eateries where the product was being launched such as Uncle Paulie's Deli and Sprouts.**

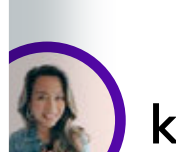
★ Sprouts Campaign



sanfoodiego



1.1k 11



keepingitrizza



683 36



secretgaygent



326 19

◆ Uncle Paulie's Campaign



sherihan.m



2.4k 101



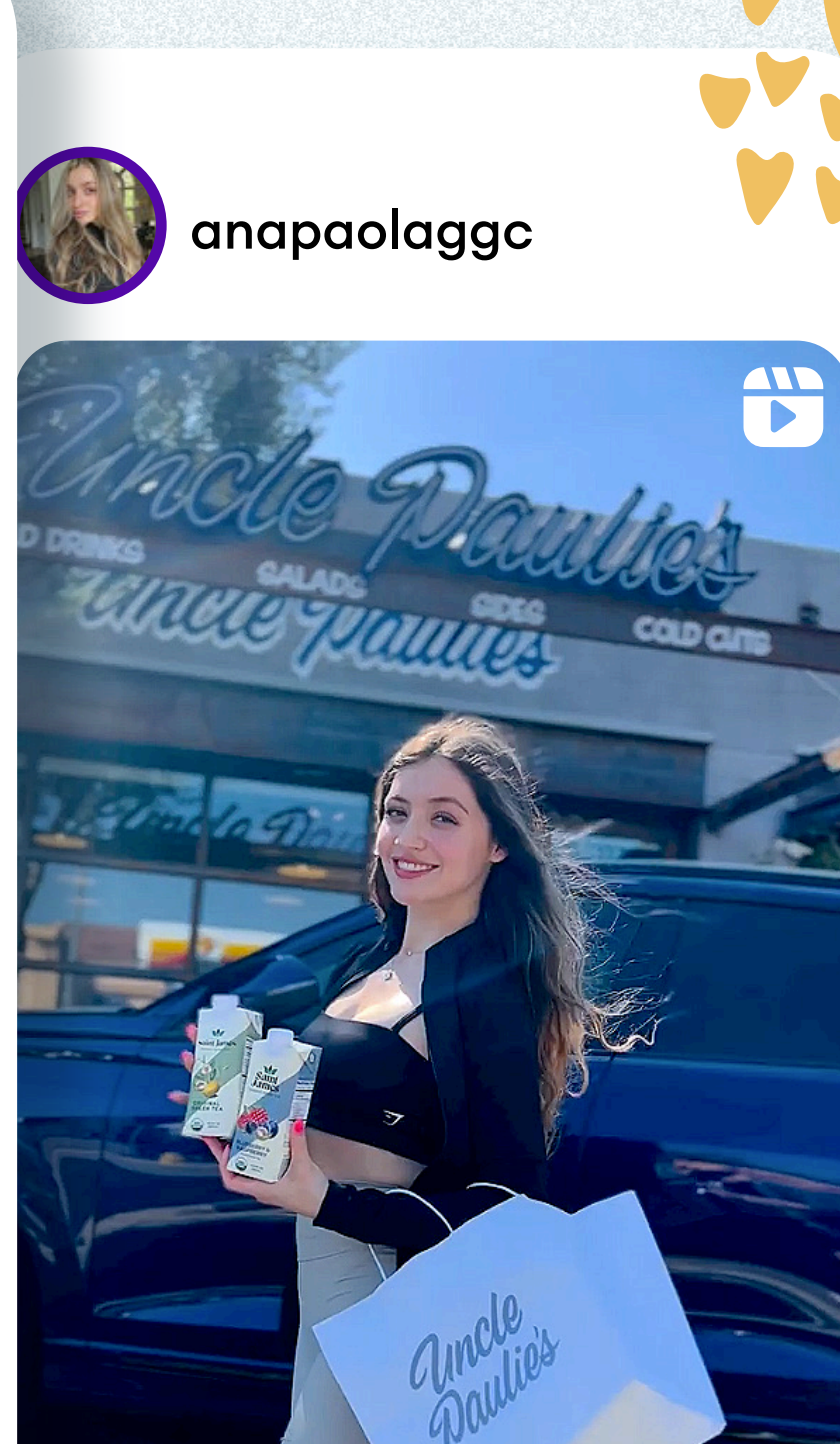
lifehacksla



547 36



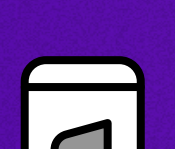
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221 18



Campaign Data



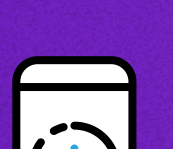
Influencers

20



Posts

26



Stories

58



Views

87.7K



Comments

681



Reach

891.6K



Likes

10.5K

Interested in learning how Lionize can supercharge your influencer marketing?

[Get Started →](#)