SELECTED WORK / JOHN FRIEDA

07

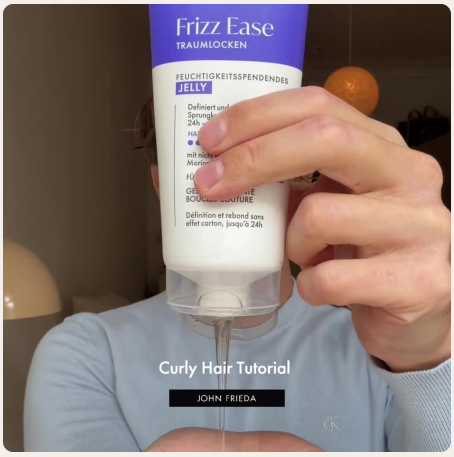
John Frieda
let the curls speak

Dream Curls / Germany, 2026.
A creator campaign built around visible product results.



DREAM CURLS

Real routines. Visible change.



Watch the transformation

Put the result in the frame

Different textures need different routines. I shaped the creator strategy around **before-and-after results** across waves, curls and coils, then analysed how the content worked in organic and paid media.

MY CONTRIBUTION

Creator strategy and campaign input
Before-and-after storytelling
Reporting and performance analysis

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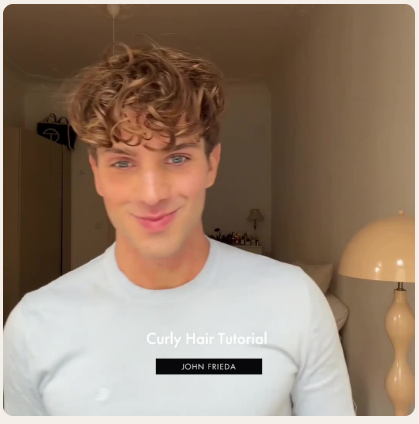
Waves. Curls. Coils.
Results you can feel.

Ten creators, ten reels: eight transformations, one educational video and one retail feature, covering different routes into the range.

BEFORE



AFTER



Waves

A routine tailored to wavy hair.

Watch the routine

BEFORE



AFTER



Curls

Definition shown step by step.

Watch the routine

BEFORE



AFTER



Coils

Product application on tighter curls.

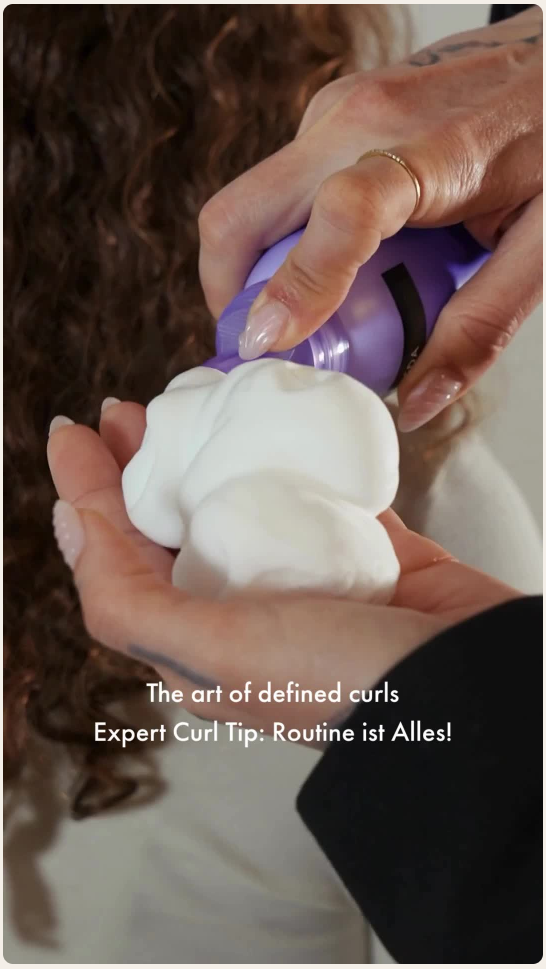
Watch the routine

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Beyond the views, *what worked where?*

I read organic creator results alongside paid-media performance to understand which content suited visibility, engagement or traffic.



EDUCATION / PRODUCT IN USE

Watch the demonstration

Scale the transformation

The leading organic before-and-after content also performed well when supported by paid media.

Look for intent

Engagement and traffic showed which assets were better suited to the consideration stage.

Judge each channel separately

Some assets delivered stronger paid results than their organic performance alone would have suggested.

Different strengths call for different media roles.

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Visible results.
High engagement.

Aggregated organic Instagram results for Dream Curls, Feb - Mar 2026.
10 creators, 10 reels.

ORGANIC RESULTS / INSTAGRAM

382,868

ORGANIC IMPRESSIONS

Total across creator content

+1.6%

ABOVE FORECAST

377,000 forecast impressions

4.6%

AVERAGE ENGAGEMENT RATE

Average across campaign creators

3.8×

THE INDUSTRY BENCHMARK

Reference benchmark: 1.2%

The response behind the numbers

Community comments responded to the transformations, the visible results and the credibility of the creators demonstrating the products.