

CASE STUDY: Rosanna Davison- Tan Organic (Brand)



Rosanna is best known for putting her Influence towards brands of Lifestyle, Nutrition, Fashion, Modelling and was previously Miss Ireland and Miss World not to mention her nutritionist cook books (Vegan) and her blog on all things healthy <https://www.rosannadavisonnutrition.com/>

Rosanna currently has a total following reach on social media as of January 2018 of **652, 772 followers.**

- Instagram- Total followers of 150,00 K
- Facebook- Total followers of 54,767 K
- Twitter- Total followers of 70,005 K
- YouTube- Total followers of 378,000 K

As a brand ambassador for **“Tan Organic”** she brings with her many followings in the target audience of beauty and was recently up for an Award in Best Blogger Award in Beauty 2017. In her own words **“I had been nominated for an award in two different categories – Best Organic Blog and Best Food and Nutrition Blog. It was lovely to have been considered amongst some incredible websites and huge inspirations to me,”** In January 2018, she posted a paid sponsored blog post by Tan Organic on tips of her **“Top Tan Organic Tips”** on application of the product with 932 people viewing this post on her website as above. The article was then shared on Instagram for further reach as a **“story”** and on Facebook with an image of her on a beach with Tan Organic applied for that perfect Organic fake tan. Rosanna is a very loyal brand advocate of this brand and is the face of the company for the brand. This is just one of many brands Rosanna puts her name too.