

Bio Oil.

Instagram mobile application for B2B marketing



The
Client.



Union Swiss are the makers
of Bio-Oil, the world's leading
skincare brand used to improve
the appearance of scars and
stretch marks.






The Brief.

The Union Swiss team was looking to design and develop an Instagram-style mobile application to transform their B2B communication efforts.

At present, Bio-Oil's marketing, selling and distribution is exclusively handled by a distribution network of independently owned companies across 154 countries. Union Swiss wanted to provide these global distributors with a platform that allowed them to access news and information from Bio-Oil, and share their own work and view the work of other distributors.

“ With the app, we wanted to create a glass window between ourselves and our distributors so that they can see into our business and, ideally, we also get to experience what they're doing and how the strategy is translating in reality. Our aim was to build a Bio-Oil community. We wanted to seamlessly connect everyone in a more contemporary, real-time way, which wouldn't have been possible using more traditional communication. ”





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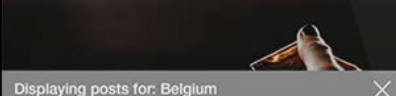
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“Today, this is the primary way that we communicate with our distributors. Everything happens on the app...”



How we
helped.



Creating a B2B social platform

The platform needed to have two key functions, explains Matthew Edwards, a solution strategist at Bluegrass Digital. Firstly, it needed to be a place where the Union Swiss team could communicate with and share information with their extensive pool of distributors. And secondly, it was intended to create a sense of community among distributors by giving them a platform to show what they are doing in their respective markets.

We wanted to create an **“Instagram experience”** but with a more corporate feel, he says. The app was designed to function as the only channel of communication between Union Swiss and their extensive distributor network, eliminating the email and extranet correspondence that was commonplace in the past.

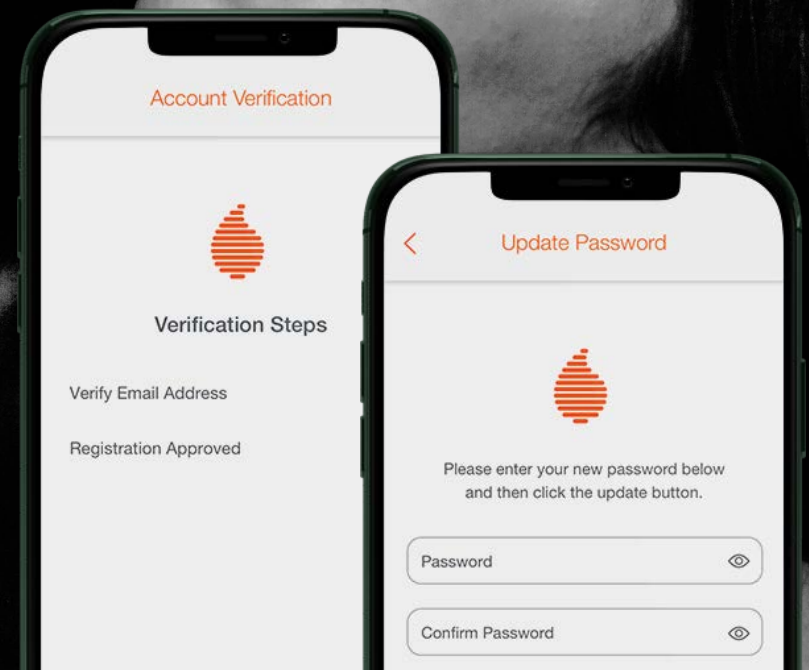
Features

Some of the key features include profiles for different distributors, a newsfeed where people can upload videos and photos, as well as a contact list detailing the different distributors across disparate regions. There also needed to be some sort of reporting functionality so that users can report any potential misuse of the app.

Our Approach

Understanding these basic requirements, Edwards sat down with the Union Swiss team to unpack their vision in more detail. “This was an important step in the process because we discussed things that we hadn’t originally thought of and addressed any concerns before from the start,” he notes. What followed was an iterative process where Bluegrass produced UX wire frames and then went back and forth with the client adding further features and functionality as the development went along.

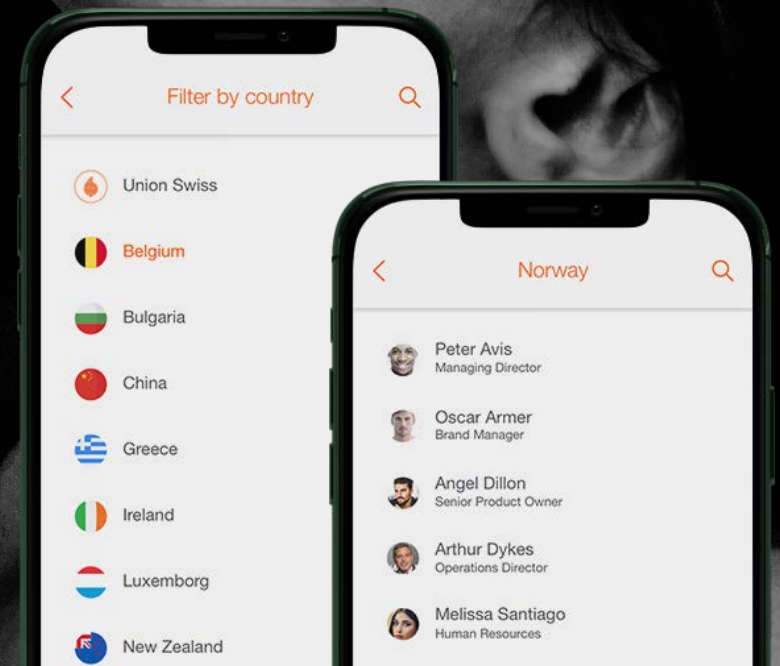
Key Features.



- + React Native for iOS and Android apps
- + .NET Core API architecture
- + Azure Storage for storing files
- + Azure SignalR for real time chat functionality
- + Azure Notification Hub for push notifications
- + Azure function app for scheduled jobs.
- + Azure DevOps CI/CD for automated deployments to app stores
- + Cosmos DB for data storage
- + Google Firebase for in-app analytics



Results.



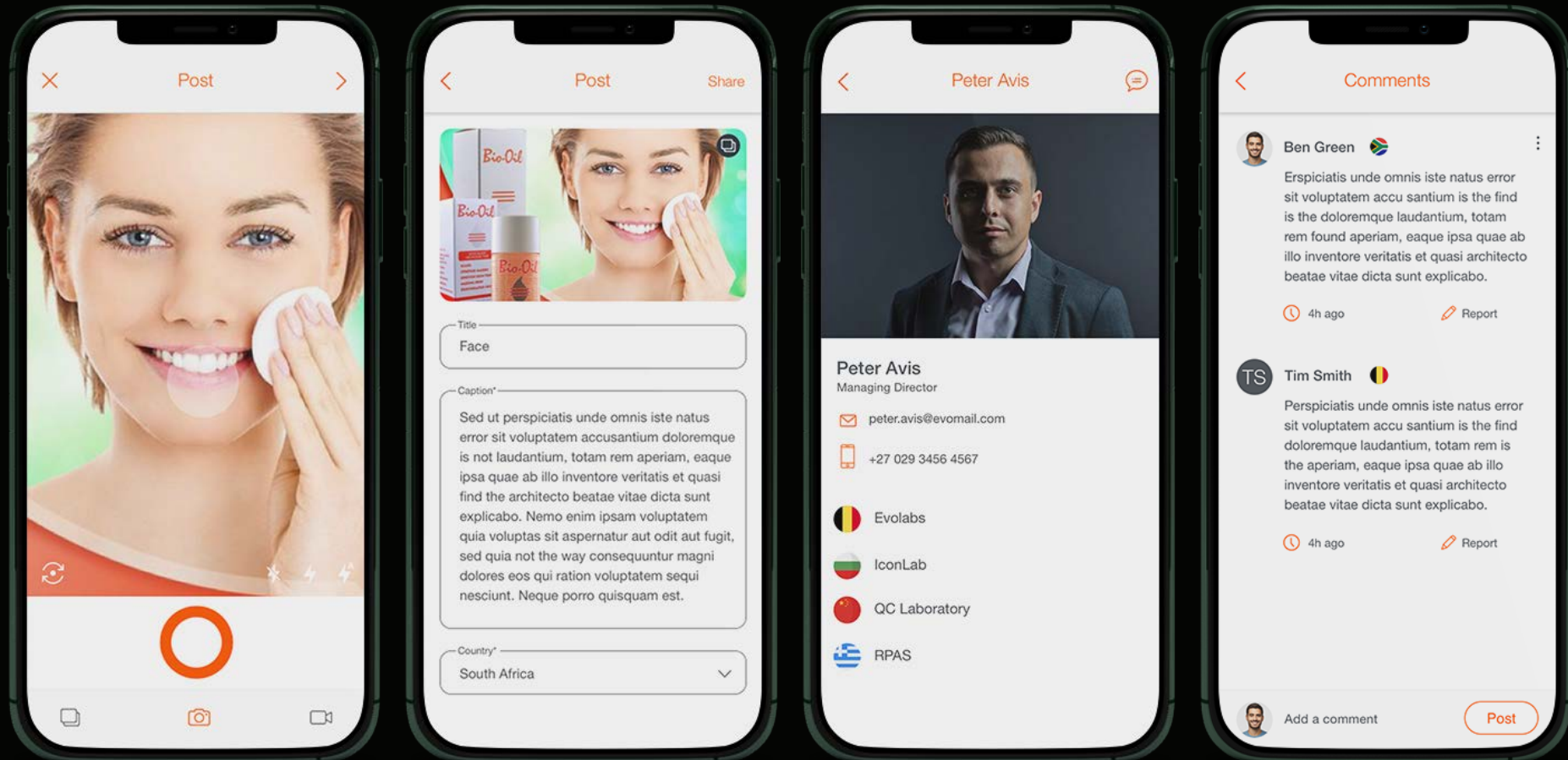
In a very short time, Union Swiss have been able to get all of their distributors onto the app, confirms Lombard. And they're actively posting the work they do, which builds community and inspires others.

“We've created this beautiful ecosystem where things can be shared. It also makes individual distributors feel like they're part of something bigger. It's been a wonderful experiment in how to run a global business and how to do so, well.”

“Future plans include incorporating sales performance metrics into the app so that distributors can see how others are doing and measure their efforts alongside the efforts of their peers”, Lombard suggests.



“ Personally, I don't know of any other brands doing this kind of thing, “Creating an internal social media/sharing platform and putting collaboration and information distribution into people's hands via a user-friendly, simple mobile app. ”



[More Info >](#)



What the
client says.

“ They are the most amazing company to work with. I have thoroughly enjoyed what we’ve done with them and would highly recommend them to anyone. ”

- Kim Lombard, Union Swiss CEO.



Thank you.

