

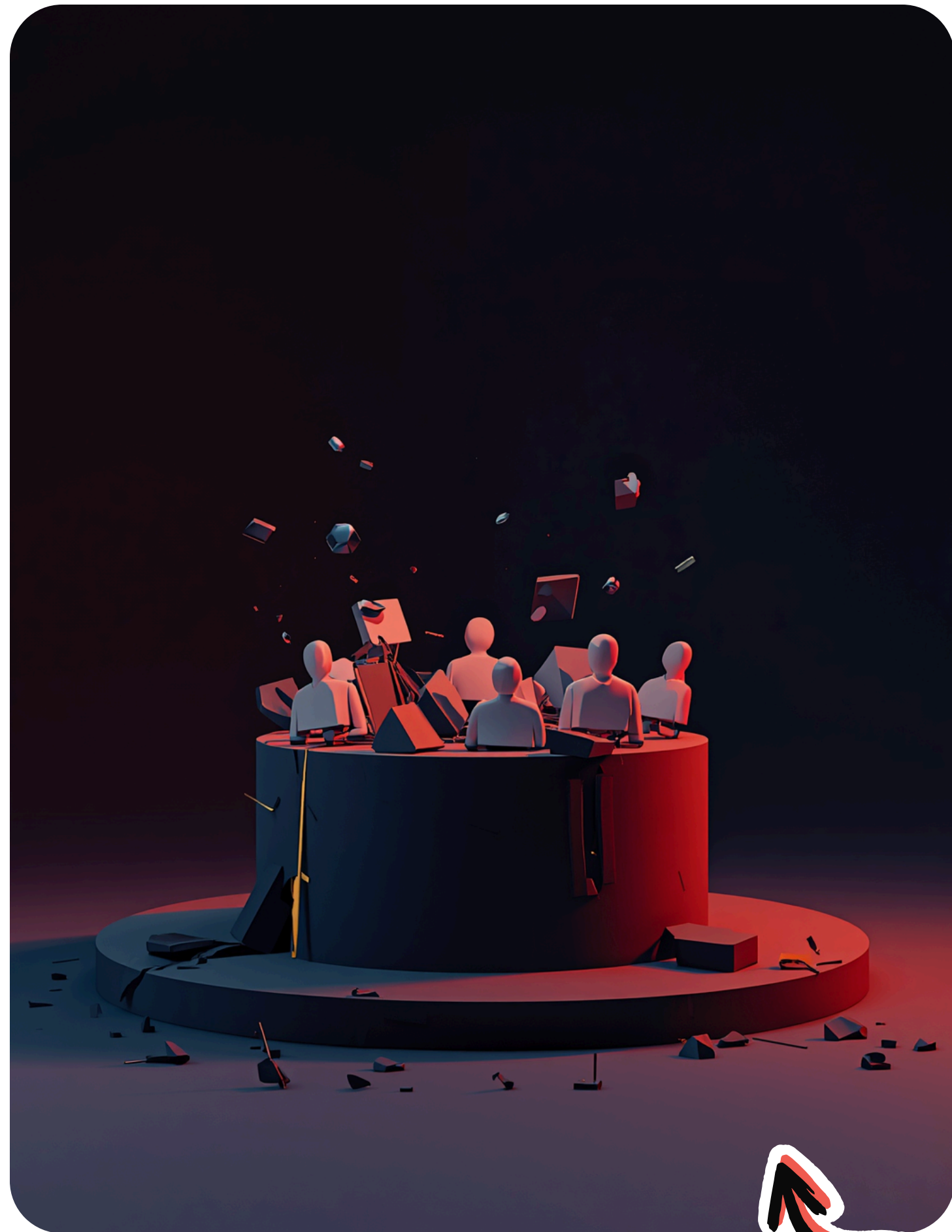


The Real Switch Playbook

A strategy built for Oatly by Marked In

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The Customer Challenge

Influencer marketing faces a crisis as **spending increases** but trust diminishes. Audiences have grown weary of inauthentic content, leading to a **strategic overhaul** in approach.

The Real Switch System

Find the Right Creators



Identify small UGC creators whose content revolves around coffee shops, brunch spots, and morning routines. Small audiences foster high trust, leading to authentic engagement.

Target the Lactose Intolerant

Find creators who are lactose intolerant — individuals who genuinely need an alternative and have never tried oat milk, ensuring their recommendations resonate with their followers.

The 10–30 Day Challenge

Give them one brief: every coffee, every breakfast, every beverage — Oatly only. No script, no brief, just honest results documented in real time for authenticity.



Creator Sourcing

Focus on **micro-creators** with authentic connections. Engage those sharing real experiences in food and wellness, ensuring their audience deeply trusts their recommendations.

Phase 2 — Launch The Real Switch Challenge



Supply Launch

Send each creator their **Oatly supply** for the full challenge period with no filming instructions, allowing for authentic content creation without constraints.

Daily Check-Ins

Encourage creators to share **daily or weekly** updates through coffee moments and honest reactions, capturing both the good and bad experiences encountered during the challenge.

No Scripts

Emphasize that there should be **no scripts or brand talking points**; the content must reflect the creators' genuine experiences for maximum authenticity and relatability.



Amplifying Authenticity

Each creator's journey becomes a captivating content series. By showcasing genuine moments, Oatly effectively transforms real experiences into powerful recommendations that resonate with audiences.

How to Apply

Implementing the Real Switch Strategy



Find Your Niche

Search for micro-creators in your product's environment

Target Real Need

Find people who genuinely need your product

Remove the Script

Set the challenge and let them create freely

Amplify Authenticity

Repost the realest content; honesty beats polish

Why This Works



Relatability Over Reach

A creator with **5,000 followers** who is lactose intolerant converts better than a celebrity with 5 million who isn't, fostering deeper connections with their audience.

Real-Time Journey

Watching someone go through the switch in real time is not an ad; it's a recommendation. **Recommendations convert**, as they feel genuine and relatable to the audience.

Trust Transfer

Small creators have earned deep trust with their audience, and that trust transfers directly to the product they recommend, creating an authentic and impactful endorsement.