

# Brand Anatomy: How Dr Teal's courts celebrities and influencers to build winning campaigns

Audio

On this episode of Brand Anatomy, where we get exclusive looks inside leading brands, eMarketer Briefing director Jeremy Goldman sits down with Brad Essig, CMO at PDC Brands

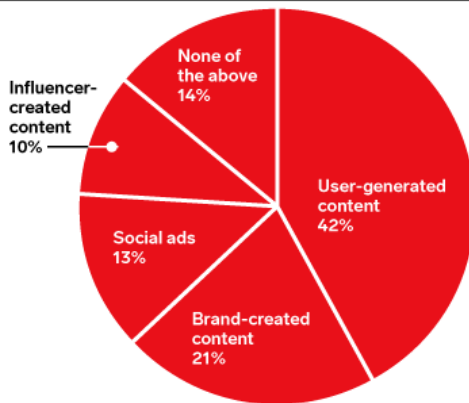
(which includes Dr Teal's), to discuss how the brand works with celebrities and influencers, the major consumer insight it gleaned that transformed its marketing, the partners it enlists to bring marketing campaigns to life, and the genesis of its new "Soak It In" campaign.

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**What Is the Most Influential Content When Making Beauty, Health, and Wellness Purchasing Decisions According to Consumers in Australia, the UK, and the US?**

% of respondents, June 2021

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Note: ages 18-55

Source: Stackla, "Post-Pandemic Shifts in Consumer Shopping Habits: Authenticity, Personalization and the Power of UGC," Aug 12, 2021

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