# Pantene turns viral TikTok moment into successful influencer campaign



Pantene's recent marketing endeavour, titled “Unexpired Pantene,” has emerged as a notable case study in influencer-driven campaigns. The initiative was rooted in a viral TikTok post by Alix Earle, a Miami-based influencer, who candidly shared her experience using an expired bottle of Pantene shampoo found in her family’s shower. The informal nature of her endorsement resonated widely, leading to over 7 million views and 600,000 likes, fostering discussions on the effectiveness and affordability of drugstore hair care products.

Initial reactions to Earle’s spontaneous post sparked an opportunity for Pantene to swiftly pivot from a viral moment to a full-fledged marketing campaign. Within weeks, the brand teamed up with Earle to launch the limited-edition “Unexpired Pantene” collection. This collection was not only a response to her enthusiastic endorsement but was also designed to evoke nostalgia while presenting an elevated brand image.

The campaign, which kicked off on April 30, 2025, included a 24-hour sweepstakes aimed at creating urgency and exclusivity around the new products. This timing coincided with Ramadan, a period of heightened engagement on social media, thereby amplifying visibility and consumer interest.

In addition to capitalising on Earle’s influence, Pantene also engaged a broader community of influencers, including Madison Harwell and Jaelyn Kay. These partnerships not only showcased the limited-edition products across social media platforms but also bolstered the authenticity of the campaign through user-generated content (UGC). The selection of influencers was strategically made to ensure they resonated with Pantene's core consumer base, further enhancing brand trust.

The campaign extended beyond social media, utilising traditional advertising methods such as billboard placements in high-traffic areas like Times Square and The Oculus in New York City. This multifaceted approach combined digital and conventional media, allowing Pantene to maintain high visibility across various consumer touchpoints.

"Unexpired Pantene" aligns with a wider trend of affordable hair care gaining traction, particularly amongst Gen Z consumers who are increasingly using social media to guide their purchasing decisions. This demographic is known for valuing quality while seeking cost-effective options, placing Pantene in a competitive position against premium hair care brands.

Pantene's campaign also reflects a broader shift in marketing strategies, emphasising the significance of tapping into organic moments and cultural conversations. By leveraging the buzz from Earle's unfiltered TikTok post, Pantene not only engaged with its existing audience but also attracted new consumers seeking relatable and aspirational narratives in their beauty choices.

Overall, Pantene's “Unexpired Pantene” serves as a prime example of how brands can effectively merge influencer marketing with authentic consumer engagement, using real-time social media interactions to drive campaign success. The ability to respond quickly to viral trends and creatively collaborate with influencers has enabled Pantene to fortify its position within the increasingly competitive hair care market.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://beautymatter.com/articles/trends-taking-over-tiktok-january-2025> - This article discusses the resurgence of drugstore-branded haircare products on TikTok, highlighting how influencers like Alix Earle have contributed to increased sales for brands such as Pantene.
2. <https://www.businesswire.com/news/home/20231030949623/en/Pantene-Welcomes-Healthy-Hair-Ambassador-Tini-Stoessel-to-the-US-with-Sponsorship-of-her-North-America-Concert-Tour%21> - Pantene's partnership with Tini Stoessel as a Healthy Hair Ambassador and sponsorship of her U.S. tour demonstrates the brand's strategy of engaging influencers to promote its products.
3. <https://www.businesswire.com/news/home/20231019647329/en/Pantene-Announces-Kelsea-Ballerini-as-Newest-Healthy-Hair-Ambassador> - The announcement of Kelsea Ballerini as Pantene's newest Healthy Hair Ambassador reflects the brand's ongoing efforts to collaborate with influential figures to enhance its image.
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5. <https://beautymatter.com/articles/trends-taking-over-tiktok-january-2025> - The piece examines how TikTok has influenced consumer behavior, particularly among Gen Z and millennial shoppers, leading to a shift towards affordable hair care products like Pantene.
6. <https://www.businesswire.com/news/home/20231030949623/en/Pantene-Welcomes-Healthy-Hair-Ambassador-Tini-Stoessel-to-the-US-with-Sponsorship-of-her-North-America-Concert-Tour%21> - Pantene's collaboration with Tini Stoessel, including sponsoring her U.S. tour, exemplifies the brand's strategy of leveraging cultural moments and influencer partnerships to enhance its market position.
7. <https://news.google.com/rss/articles/CBMiggFBVV95cUxOUzBlRzFNYW5vcnF3c3RvY2w3LVZnU2RmZTlvM3hZaTdJMTJhYTJ3YXF5b2VvWjY5bW9la3FmUlp1LXFvd0M4NkktalNITFpUWjhvajBJbjVsYndGYTByZ0lOeFNHUkVRd3FDdHZCZld4aE55NUZzUEk2ZjZVWDRKNnd3?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data