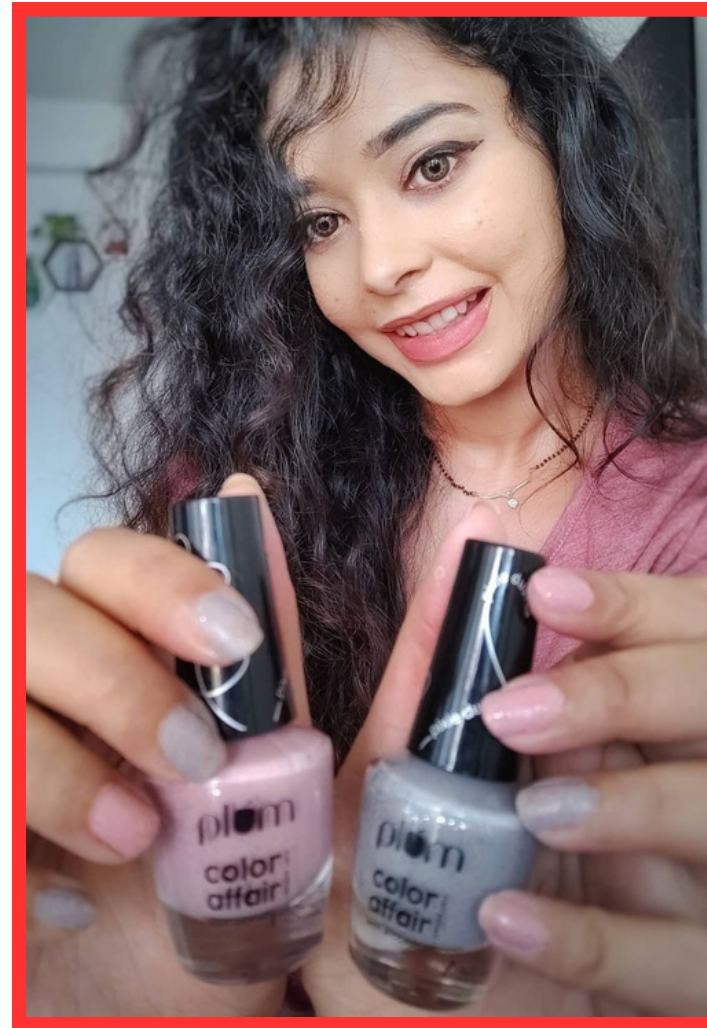


PLUM CASE STUDY



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Campaign Aim

To promote the launch of Plum's new shades of nail paints- Colour Affair nail polish.

Number of Influencers:

- 100 Influencers

Brand Activity:

Brand had sent 2-4 shades of nail paints of nude and bright shades products worth up to Rs 1000-1200

Campaign Strategy:

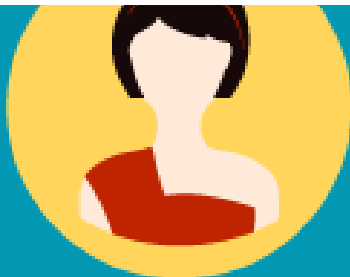
Influencers had to post stories, reels/static posts for their new launch of Nail polish



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Influencer Profile

- **City- PAN India**
- **Followers- Starting from 10K to 50K**
- **Age- 21 to 30**
- **Category- Beauty and, lifestyle**



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Campaign Impact

- **Campaign Deliverables**
100 stories, 50 reels, and
50 static posts
- **Reach: 482K**
- **Engagement: 63K**



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