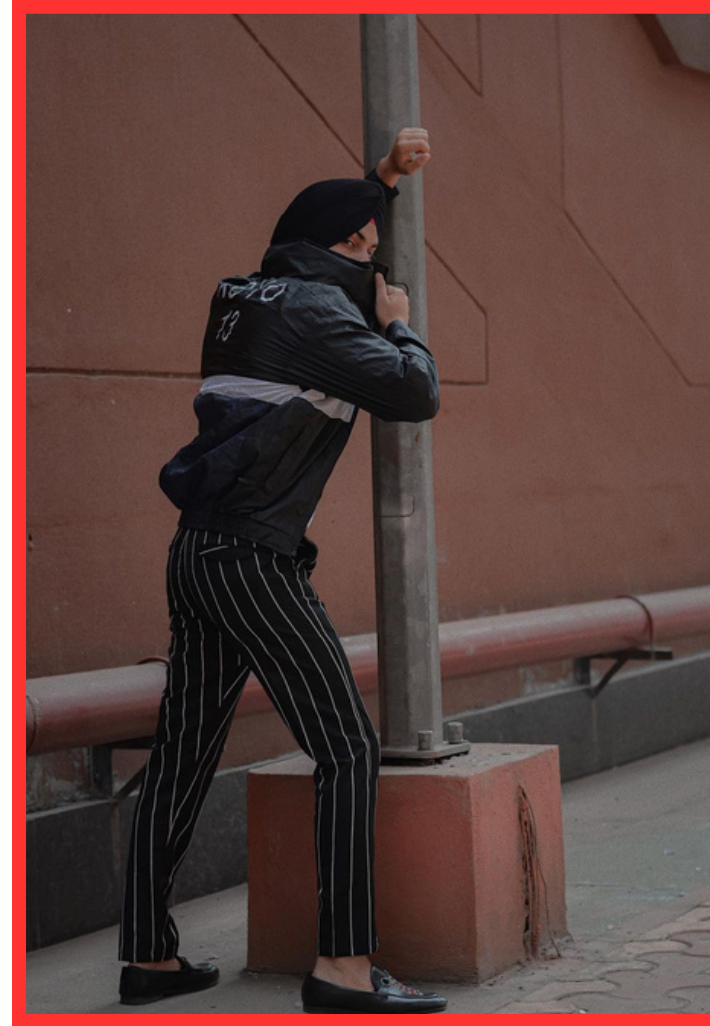


GESARI

LONDON

CASE STUDY



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Campaign Aim

Brand Awareness about a new collection of animal print shirts. Also, to create content for social media and running ads.

Number of Influencers:

- 10 Influencers

Brand Activity:

Sent them matching shirts and masks worth RS. 1500

Campaign Strategy:

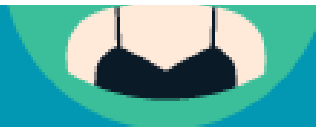
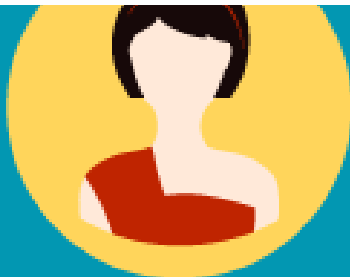
Influencers had to click pictures wearing the clothes and post carousel posts.



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Influencer Profile

- **City- Delhi**
- **Followers- 10k+**
- **Age- 25+**
- **Category- Fashion male bloggers**



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Campaign Impact

- **Campaign Deliverables:**
30 stories and 20 posts
- **Reach: 21,000**
- **Engagement: 150K**



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