

SKIN

ELEMENTS

CASE STUDY



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Campaign Aim

Brand Awareness for Intimate Hygiene Products. Also, to create content for social media and running ads.

Number of Influencers:

- 100 Influencers (50% male and 50% female)

Brand Activity:

Promote and spread awareness about intimate hygiene. Influencers of equal gender ratio received products worth RS. 1K TO 1.5K

Campaign Strategy:

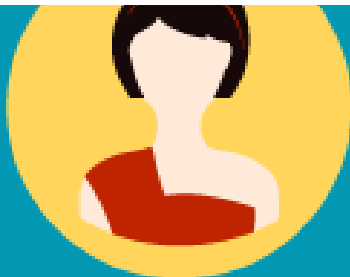
Take an equal gender ratio and create unique reels to spread the importance of intimate hygiene and the products of the brand.



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Influencer Profile

- **City- PAN India**
- **Followers- Starting from 2K to 50K
(50%male and 50% female)**
- **Age- 25+**
- **Category- Lifestyle and Wellness
Bloggers**



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Campaign Impact

- Campaign Deliverables
- 100 reels/videos and 200 stories

● Reach: 552K

● Engagement: 136K



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