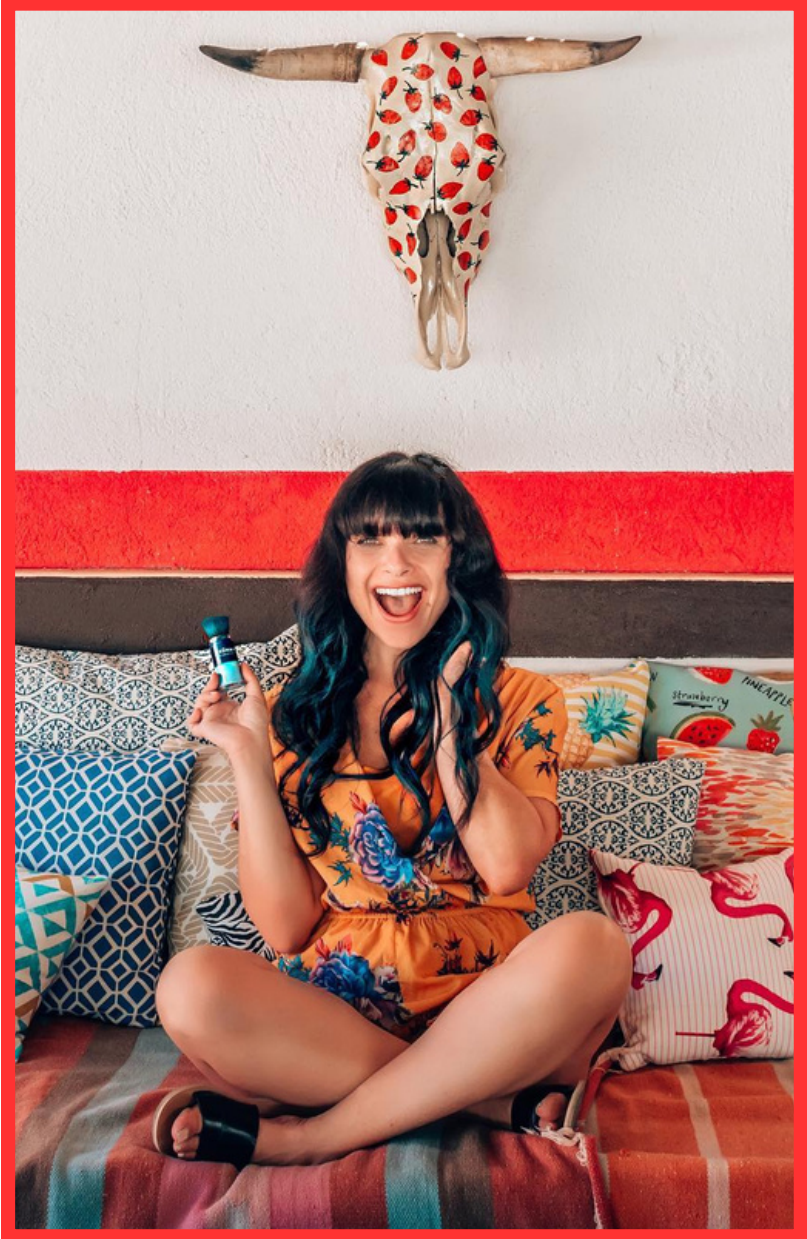


# TRU HAIR

## CASE STUDY



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## Campaign Aim

Tru Hair was a newly launched brand and that's why we did a brand awareness campaign for them. Also, to create content for social media and running ads.

## Number of Influencers:

- 250 Influencers

## Brand Activity:

Mix of Barter and Paid Campaigns with Barter Worth 1k who had to create videos of oil review. The USP was that it was a unique product that came with an oil heater.

## Campaign Strategy:

Only a female campaign where the influencers came up with unique ways of styling their hair and making videos with their friends and family.

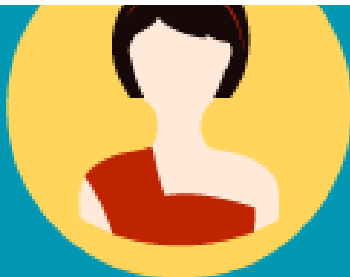
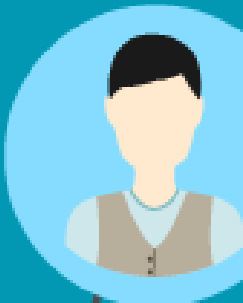


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# Influencer Profile

- **City- PAN India**
- **Followers- 2k to 100k**
- **Age-20 to 45 years**
- **Category- Lifestyle, Mom Bloggers, Beauty Bloggers, Hair Bloggers (only a female campaign)**



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# Campaign Impact

- **Campaign Deliverables: 250 Videos and 300 Stories**
- **Reach: 1.2 Million**
- **Engagement: 95K**



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