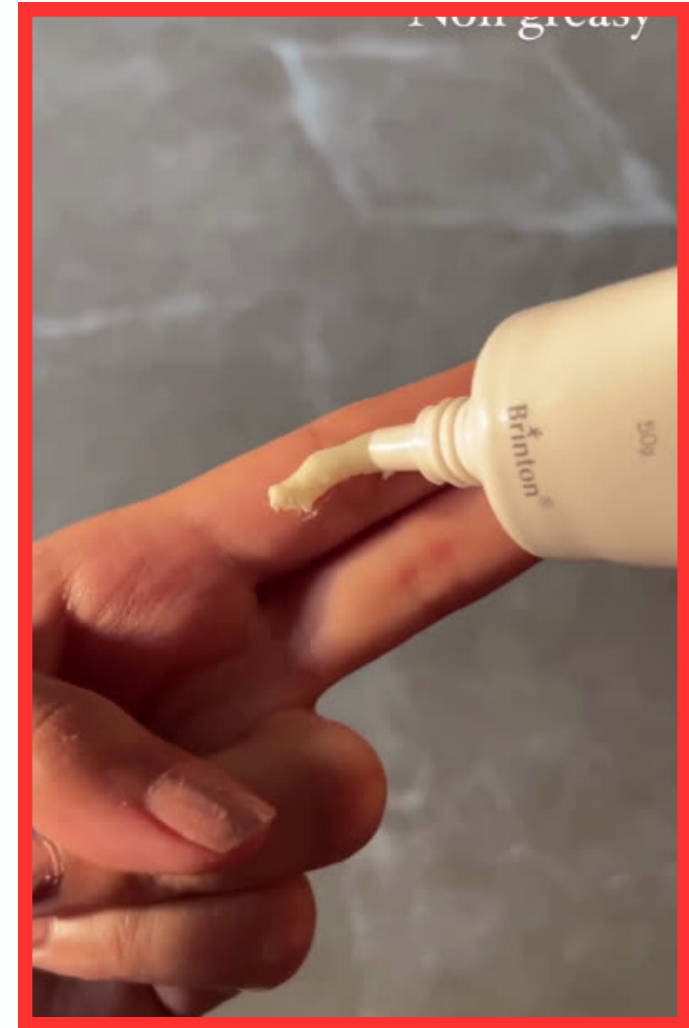
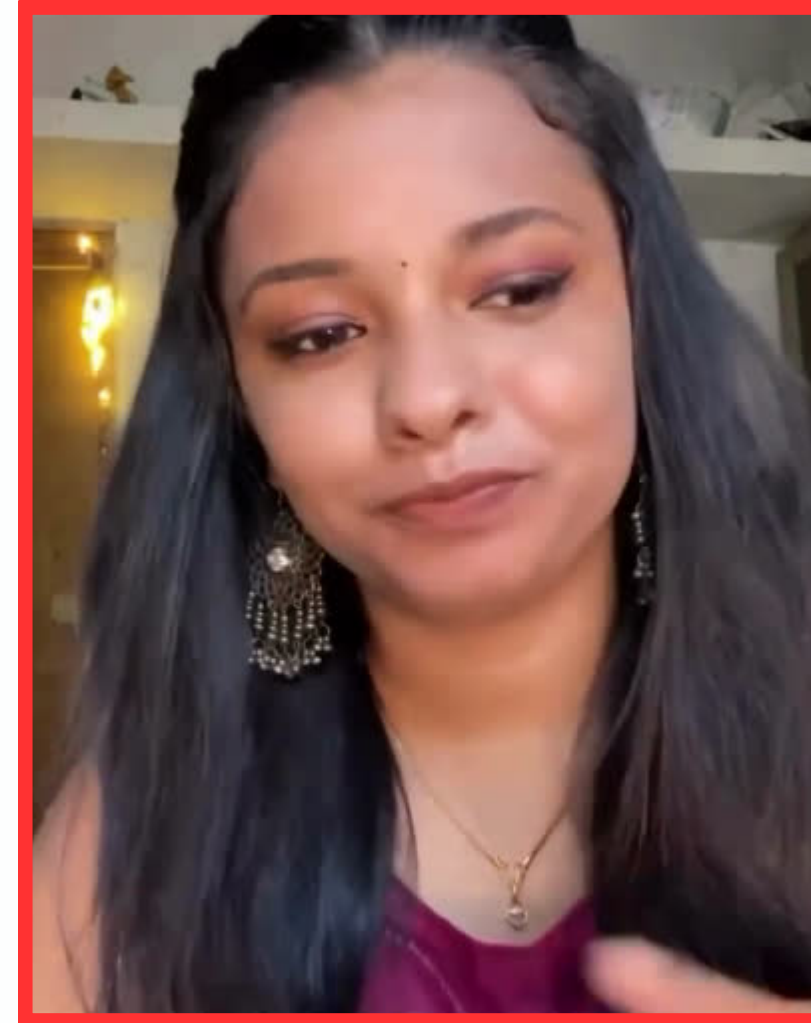
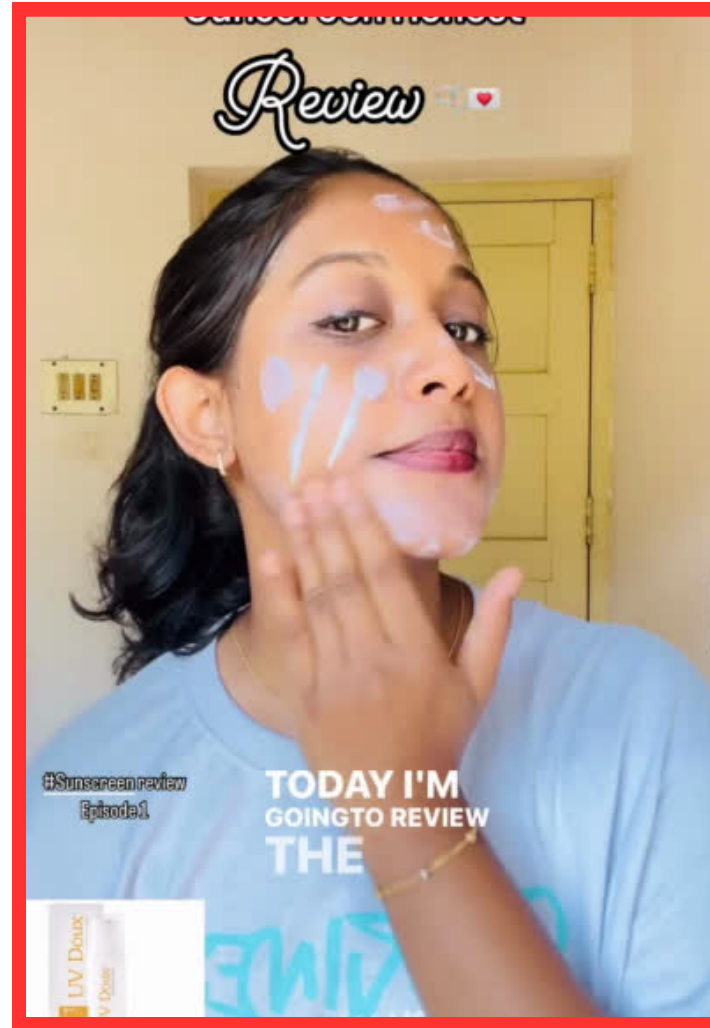


UV
DOUX
CASE STUDY



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Campaign Aim

A US Brand that had just launched in India, a brand awareness campaign for the same. Also, to create content for social media and running ads.

Number of Influencers:

- 50 Influencers

Brand Activity:

Sent UV Doux Silicone Sunscreen, UV Doux Gold Sunscreen Gel, UV DOUX Sunscreen Lotion worth RS. 3000/-

Campaign Strategy:

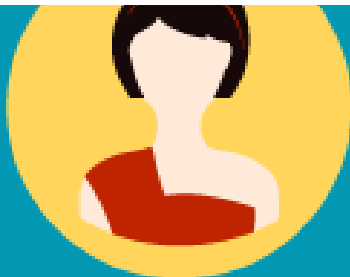
To create reels and spread awareness about the importance of sunscreen and promote UV Doux as a brand



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Influencer Profile

- **City- Metro Cities**
- **Followers- 10k+**
- **Age-25+**
- **Category- Lifestyle, Working Professionals and Beauty Bloggers**



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Campaign Impact

- Campaign Deliverables
100 stories and 50 reels
- **Reach: 469K**
- **Engagement: 38K**



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