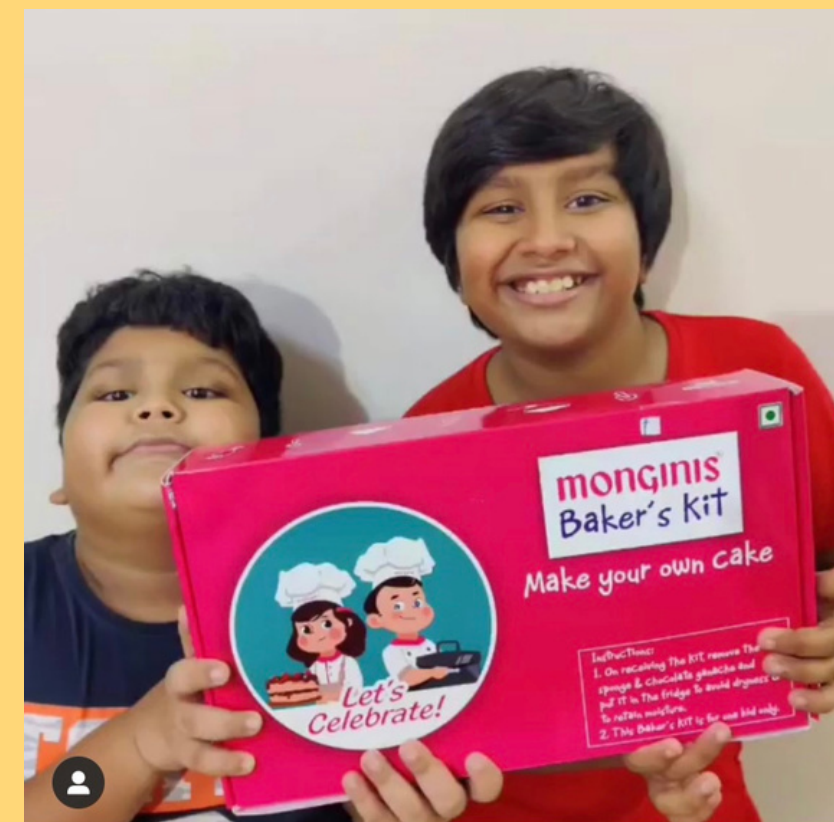
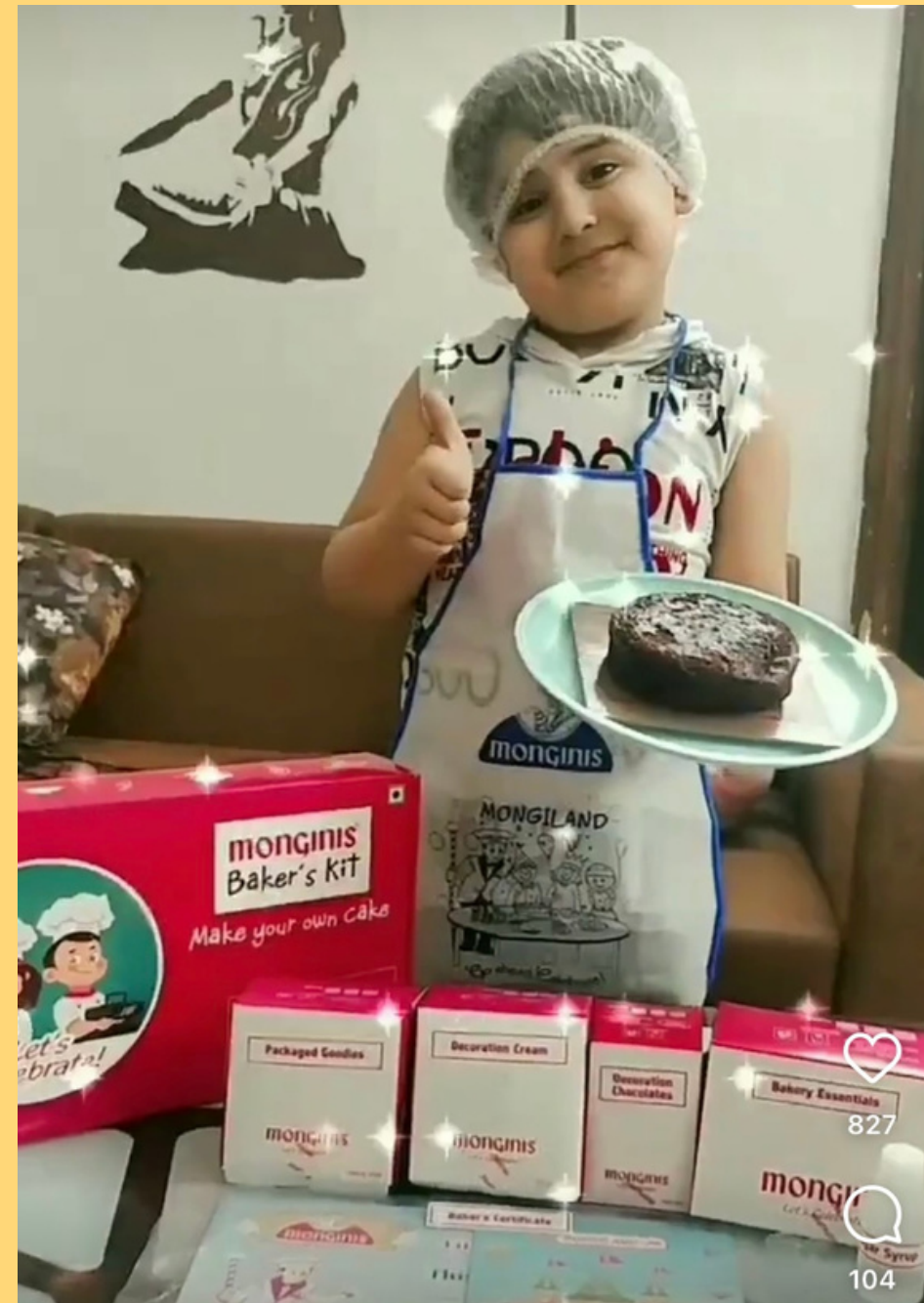


# MONGINIS

## CASE STUDY



BUDDING  
INFLUENCERS



**BUDDING  
INFLUENCERS**

## **Campaign Aim**

**Product launch of the new Bakers' Kit  
To create content for social media and  
running ads.**

**Number of Influencers: 35**

## **Brand Activity:**

**The brand had sent a kit called Bakers Kits which is a  
new launch. It consisted of a sponge cake, decorative  
material, apron, icing, potato shells. The kit was worth  
Rs. 499 + paid campaign.**

## **Campaign Strategy:**

**Influencers had to create a reel/carousel post and a story**



# Influencer

## Profile

- City- Mumbai
- Followers- 20k+
- Age- 30+
- Category- Mom Bloggers

BUDDING  
INFLUENCERS



# Campaign

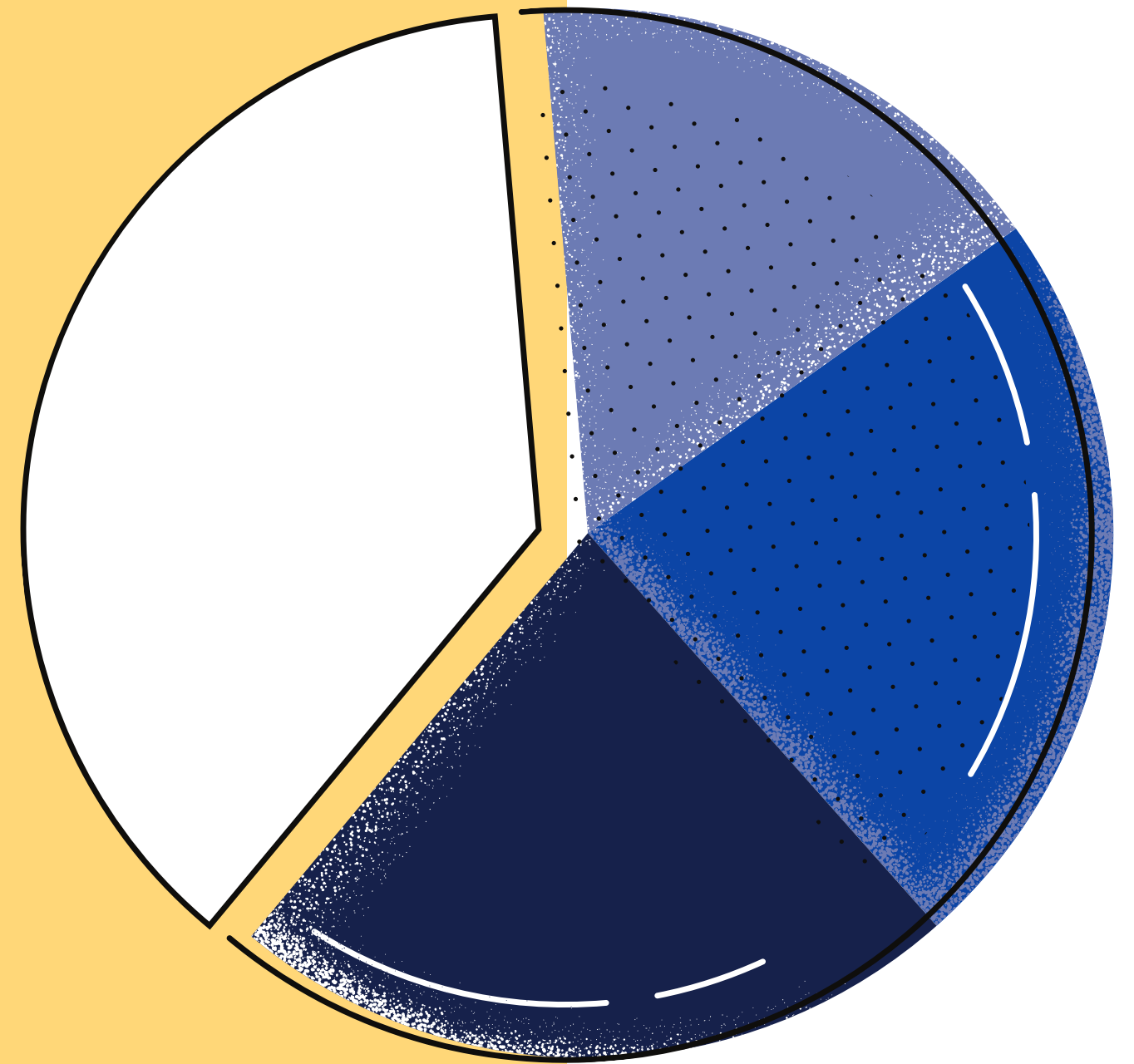
## Impact


Campaign Deliverables:  
45 stories, 35 content mix of  
carousel, videos, and reels.

Reach: 306k

Engagement: 139k

BUDDING  
INFLUENCERS





**BUDDING  
INFLUENCERS**