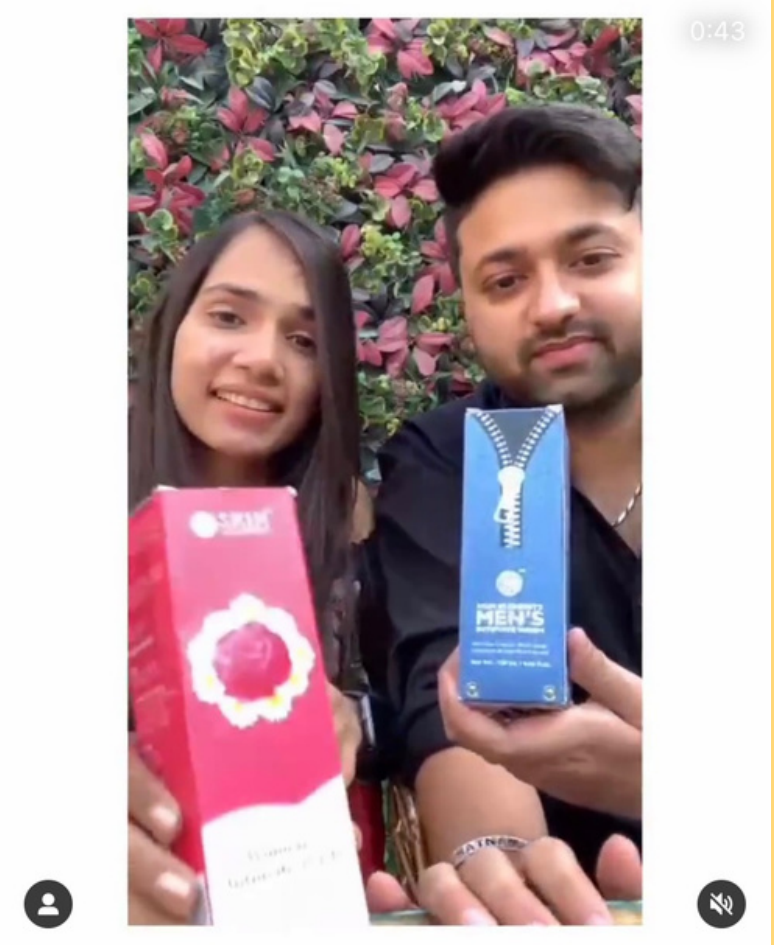
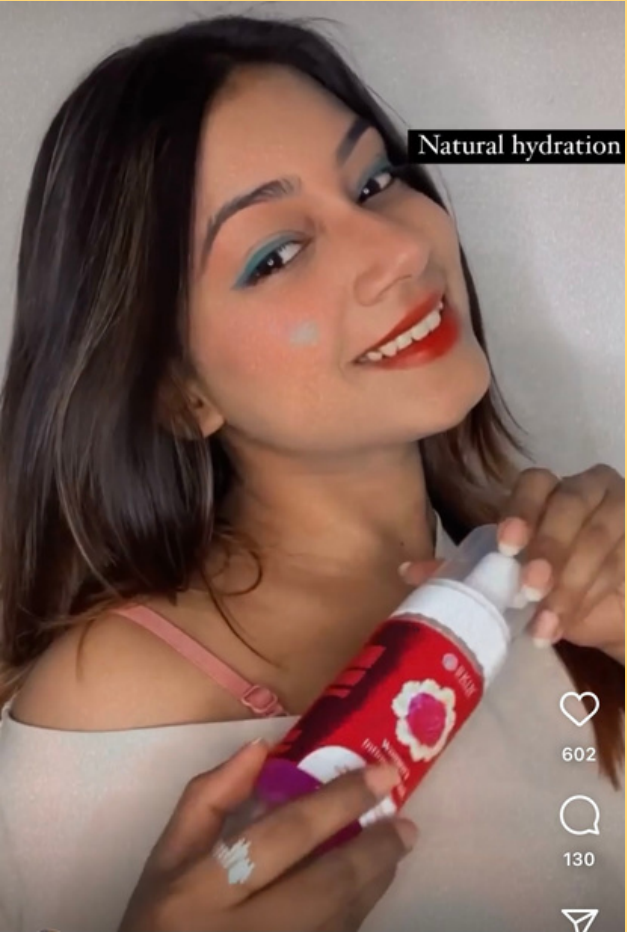


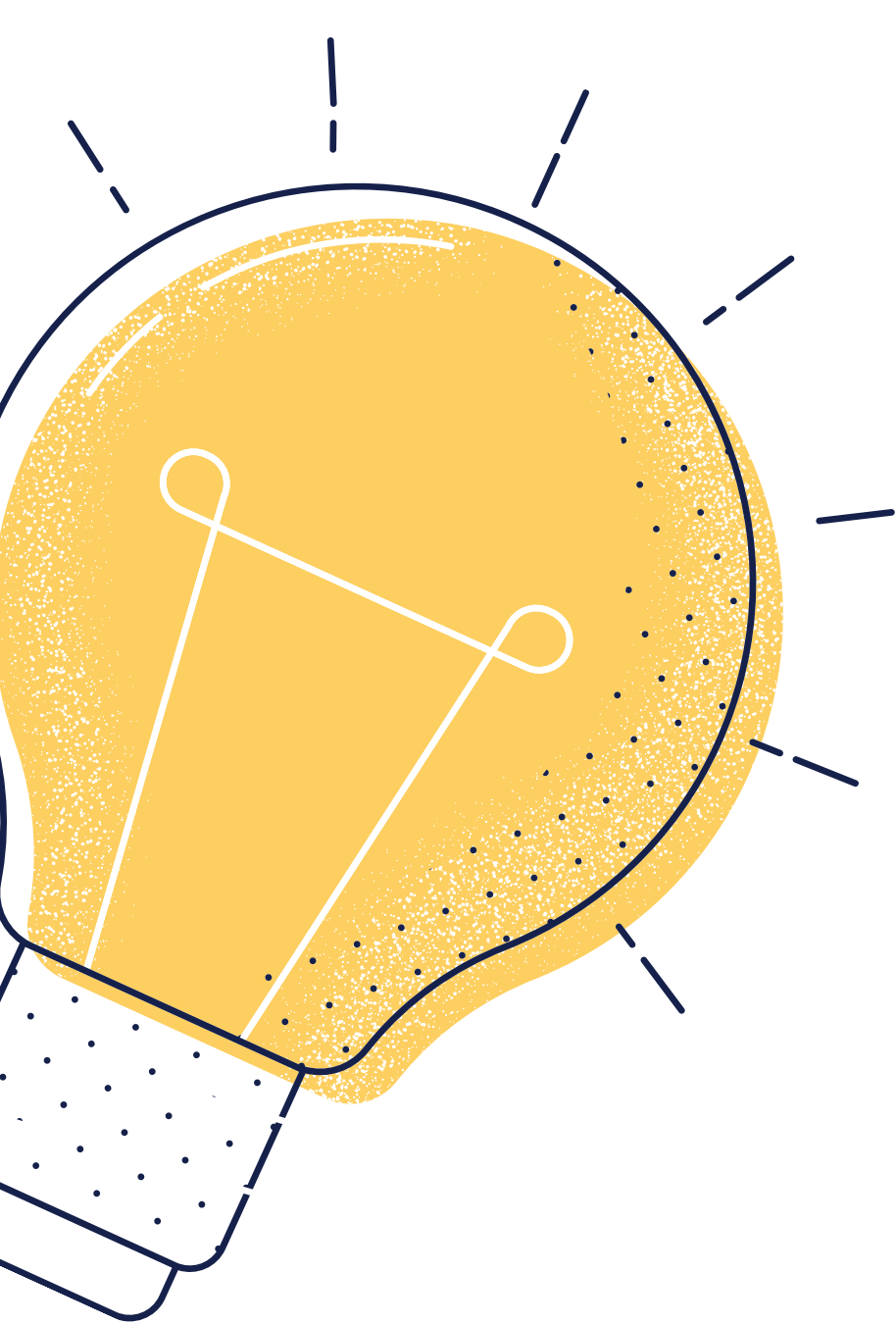
# SKIN ELEMENTS

CASE STUDY



BUDDING  
INFLUENCERS





**BUDDING  
INFLUENCERS**

## **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.

# Influencer

## Profile

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

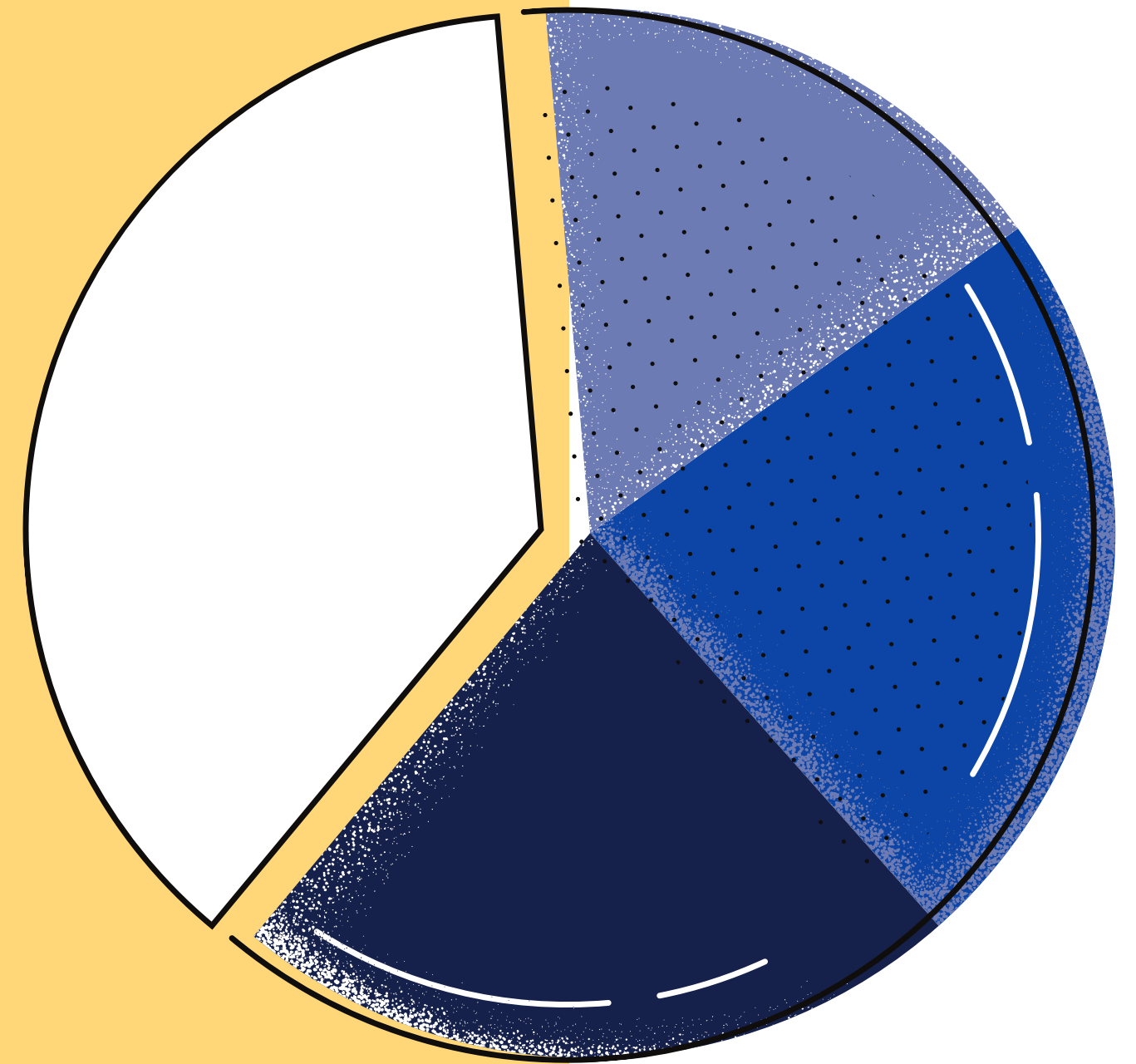
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# Campaign Impact

- Campaign Deliverables:  
100 reels/videos and 200 stories
- Reach: 552K
- Engagement: 136K

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INFLUENCERS**