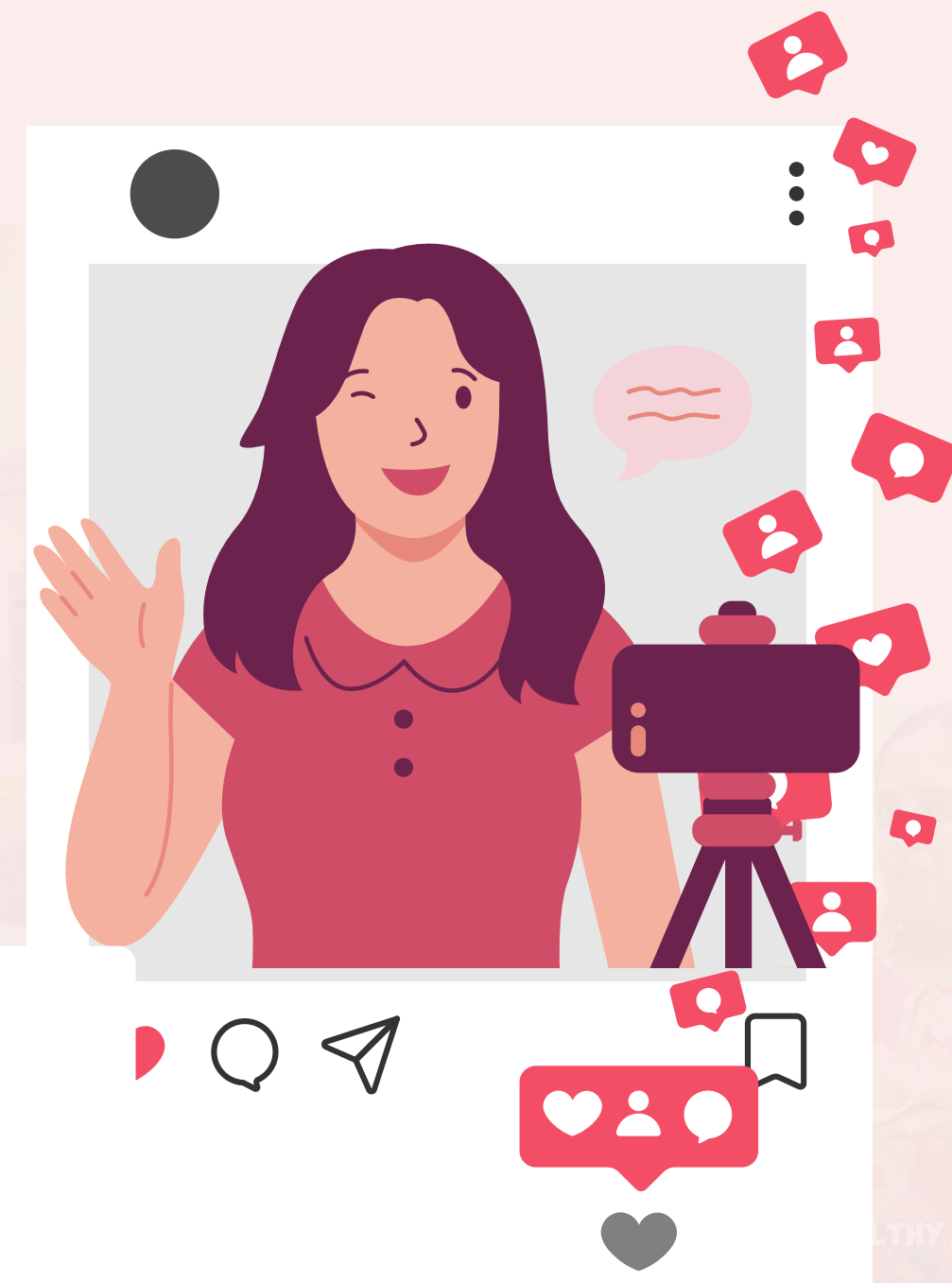


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UGC Campaign

Case Study





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Introduction

We collaborated with a health-conscious snack brand to launch a user-generated content (UGC) campaign, highlighting the product's versatility and nutritional benefits.

To achieve this, we executed a **user-generated content (UGC) campaign** in collaboration with **10 micro-influencers**, leveraging their authentic engagement to showcase the versatility and benefits of their product.



OUR PROCESS

1

Campaign Ideation

Initially we define the objectives, understand the target audience, create a unique concept, and plan deliverables

2

Creators Training

Select influencers aligned with the objective, provide a detailed campaign brief, share content guidelines & offer training and support.

3

Campaign Execution

Creators generate, review, and post content while engaging with the audience.

4

Campaign Tracking

Set KPIs, analyze data regularly, gather feedback, and optimize based on insights.



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Campaign Overview

The goal was to generate relatable, **organic content while building brand awareness among a health-conscious audience**. By collaborating with micro-influencers, we emphasized the brand's message of clean nutrition and its versatility as a snack for various occasions.

Each influencer demonstrated how this product seamlessly fits into their daily routines—whether as a pre-workout snack, a wholesome breakfast addition, or a guilt-free evening munch. This not only highlighted the product's nutritional benefits but also reinforced its position as a healthy, easy-to-use snack option.





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Campaign Strategy

We launched a strategic UGC campaign, addressing a key concern among health-conscious individuals—finding a versatile snack that combines convenience, taste, and nutrition.

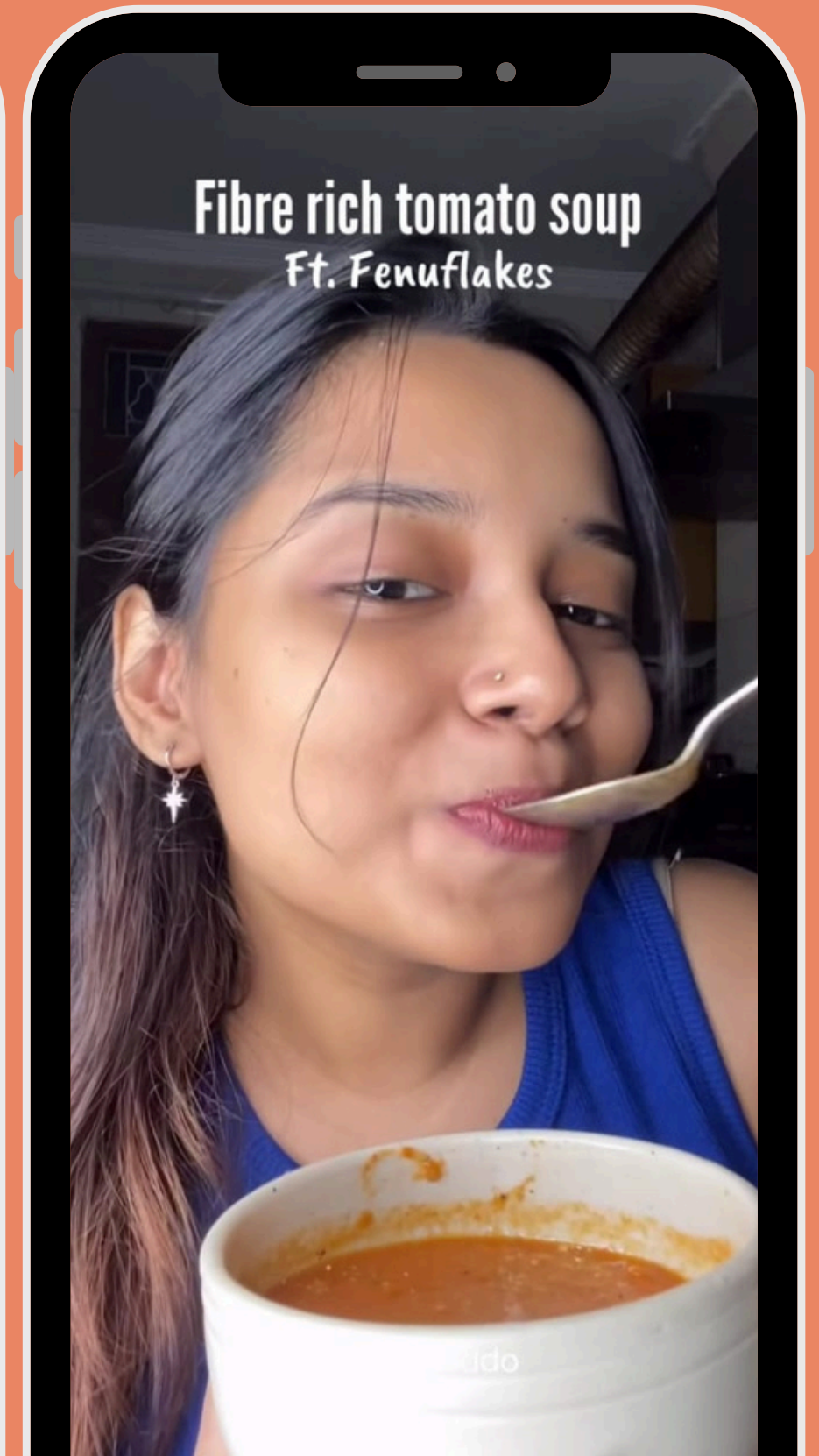
With its USP of being high in protein and fiber, offers a wholesome snacking option for fitness enthusiasts and busy individuals alike. To highlight this, we introduced the UGC campaign, demonstrating it fits seamlessly into a balanced diet.

We engaged 10 micro-influencers from categories such as fitness, wellness, and lifestyle, guiding them to create content showcasing how this product effortlessly integrates into their daily routines. This included recipes, snack ideas, and personal testimonials emphasizing the product's versatility and health benefits.



Campaign Videos

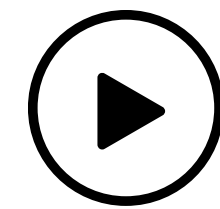
CLICK TO WATCH



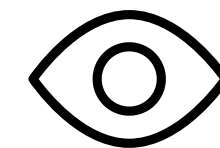


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Campaign Result



10 Videos



325K+ Avg
Views



1 Month
Campaign





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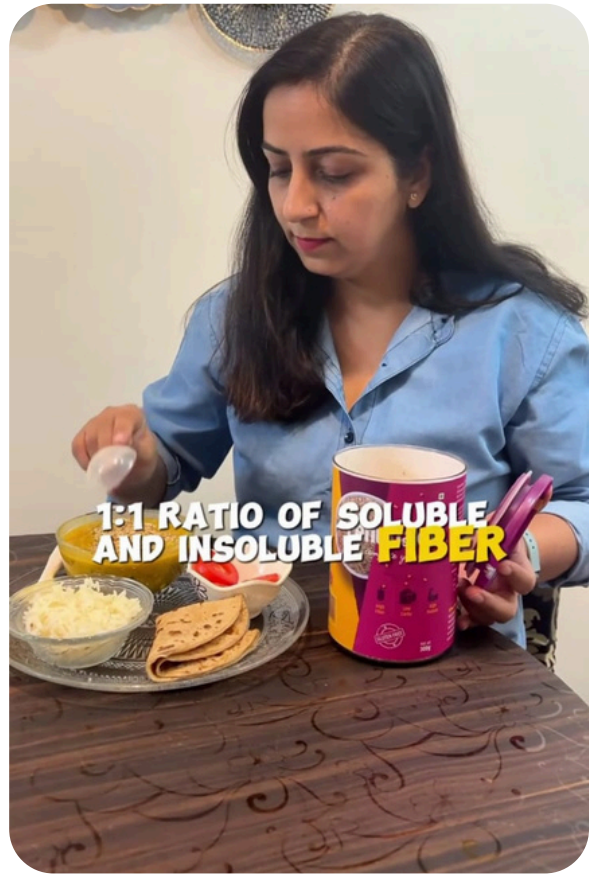
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Led an Awareness Campaign to Promote Healthy Snacking and Lifestyle Integration for a brand.

Objective

- The aim was to generate buzz, effectively raising awareness and driving sales for the campaign.
- To enhance sales through strategic collaborations with micro fitness, wellness, and lifestyle influencers.

Strategy

- Influencers shared creative recipes and uses, including Poha, Roti, Dosa etc.
- Personal anecdotes and testimonials about how it supported their health goals added authenticity.

Campaign Results:

10 Video
Delivered

325K Views
Achieved

1 Month
Campaign


Platforms

CLICK TO WATCH