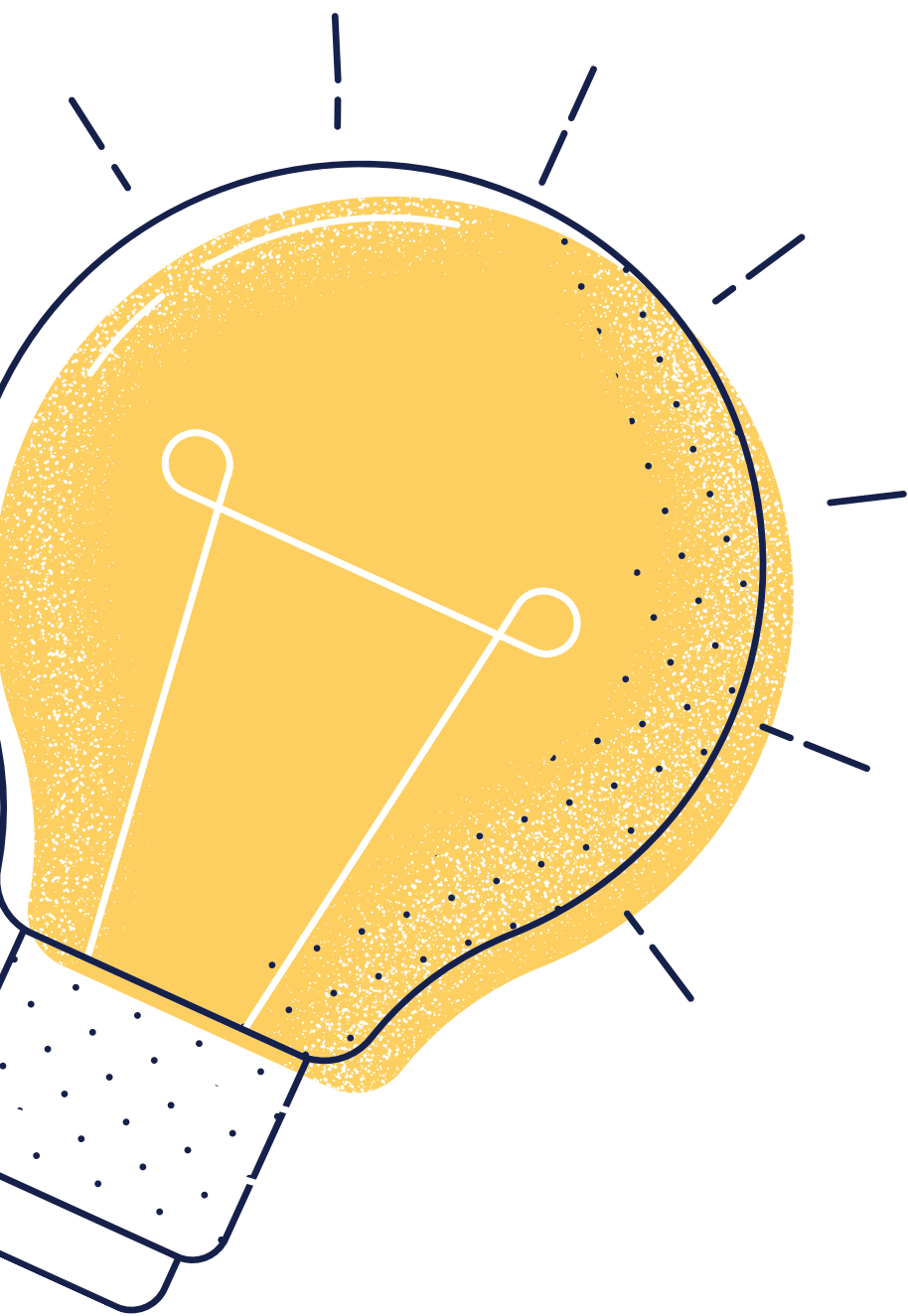


Cesari

CASE STUDY



BUDDING
INFLUENCERS



Campaign Aim

Brand Awareness about a new collection of animal print shirts. Also, to create content for social media and running ads

Number of Influencers:

10

Brand Activity:

Sent them matching shirts and masks worth RS. 1500

Campaign Strategy:

Influencers had to click pictures wearing the clothes and post carousel posts.

**BUDDING
INFLUENCERS**



Influencer

Profile

- City- Delhi
- Followers- 10k+
- Age- 25+
- Category- Fashion male bloggers

BUDDING
INFLUENCERS

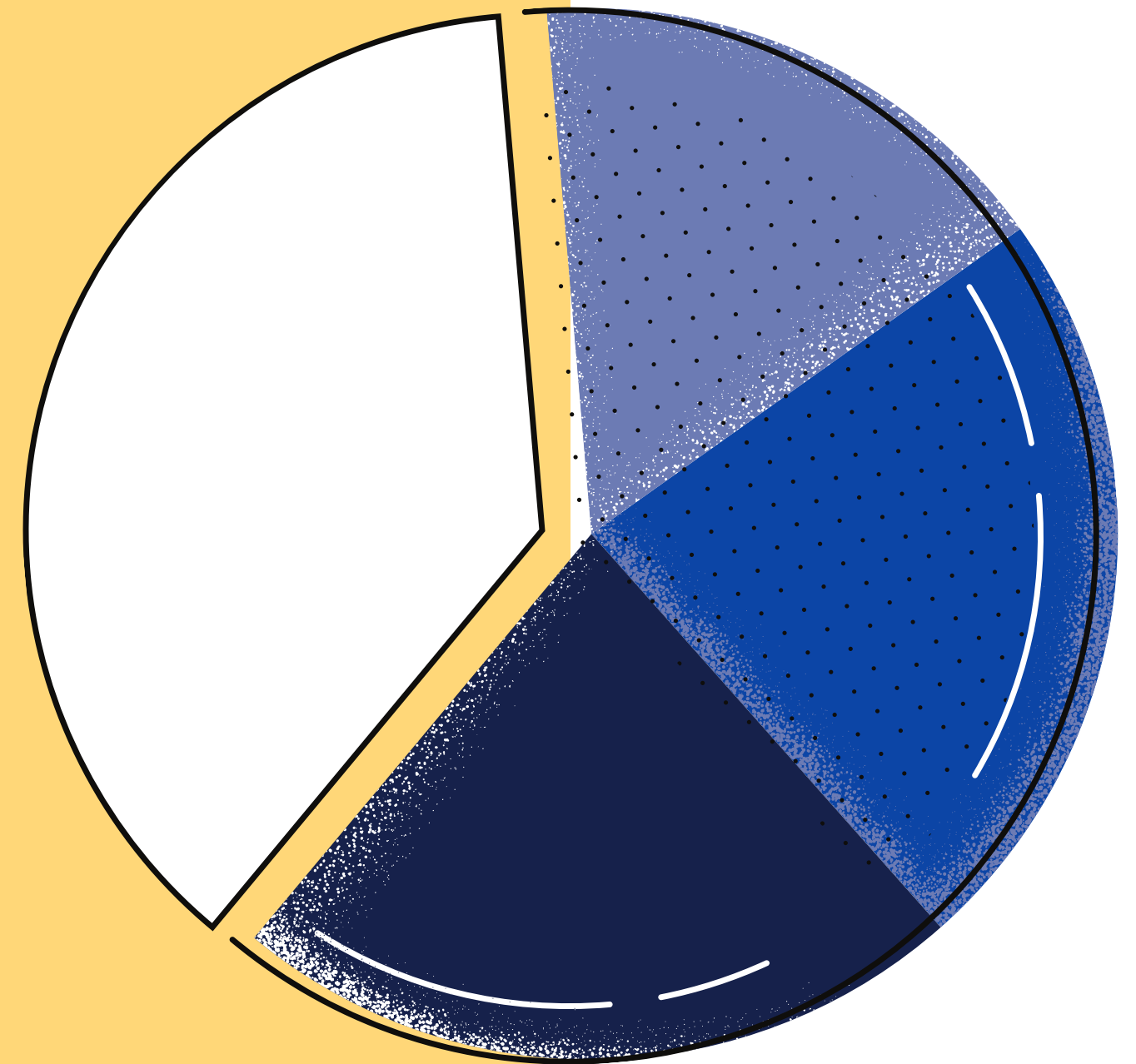



Campaign

Impact

- Campaign Deliverables:
30 stories and 20 posts
- Engagement: 21,000
- Reach: 150k

BUDDING
INFLUENCERS





**BUDDING
INFLUENCERS**