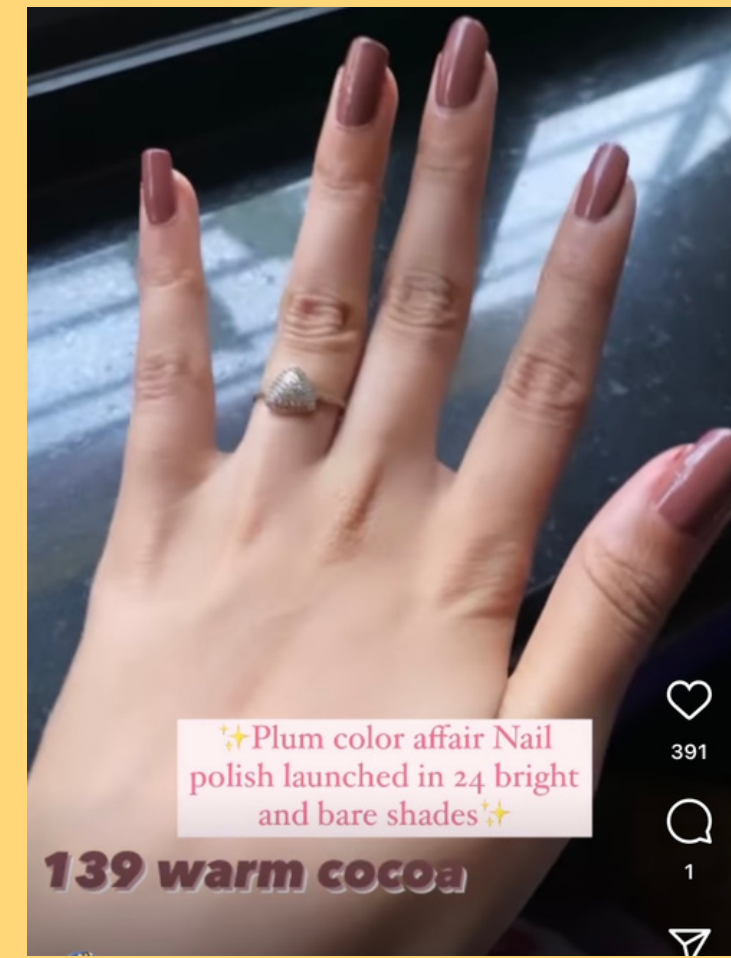
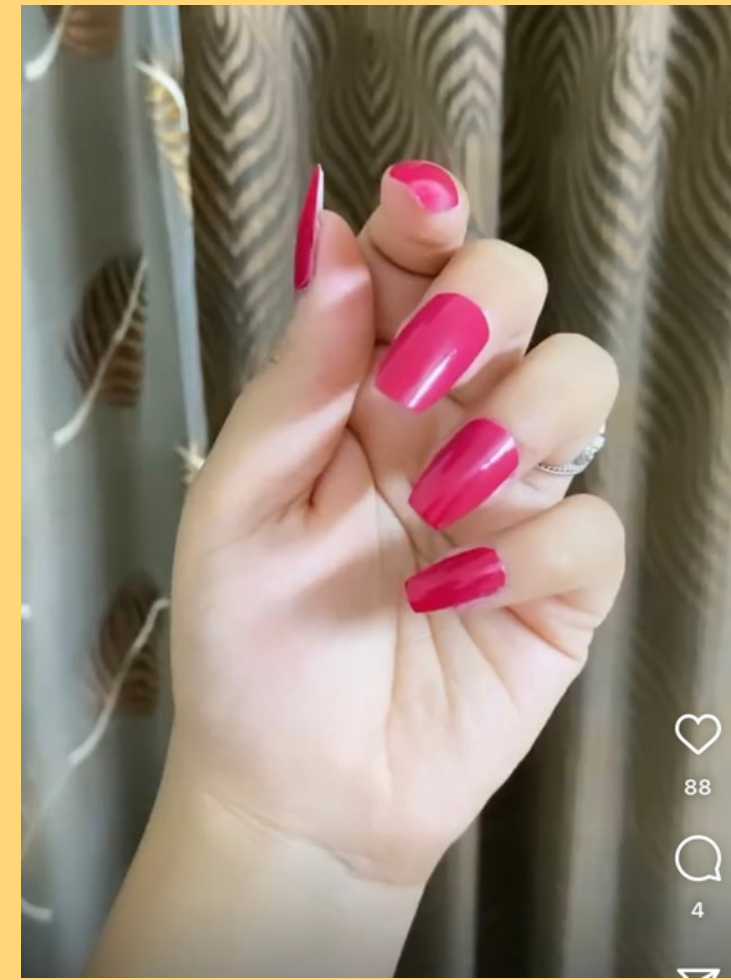
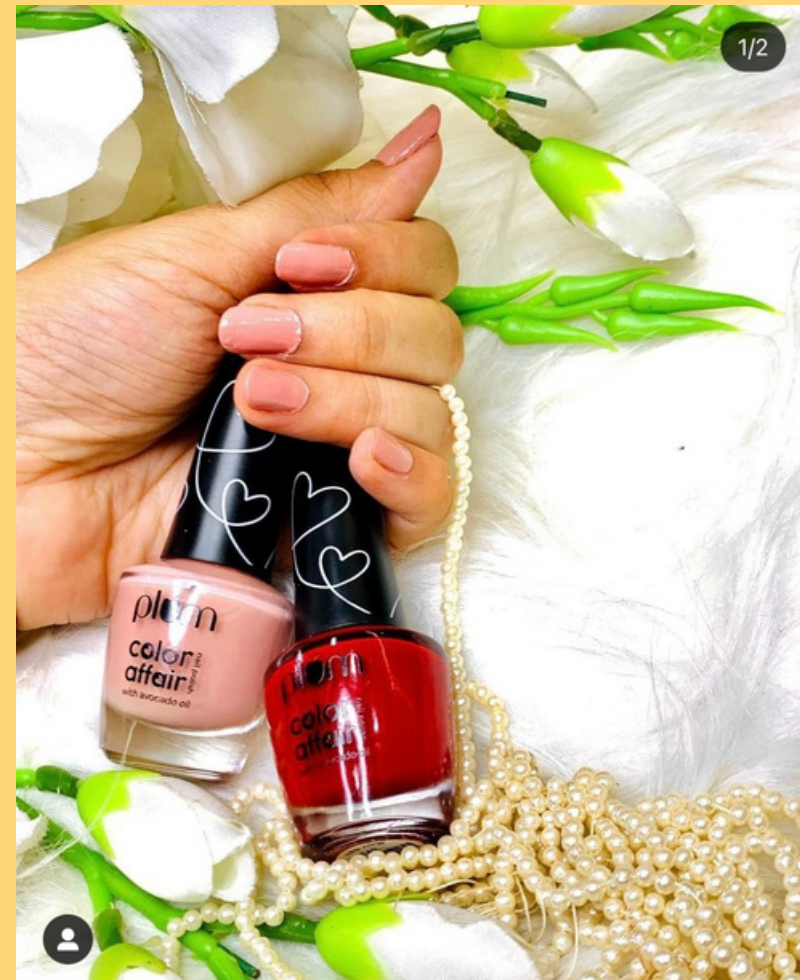
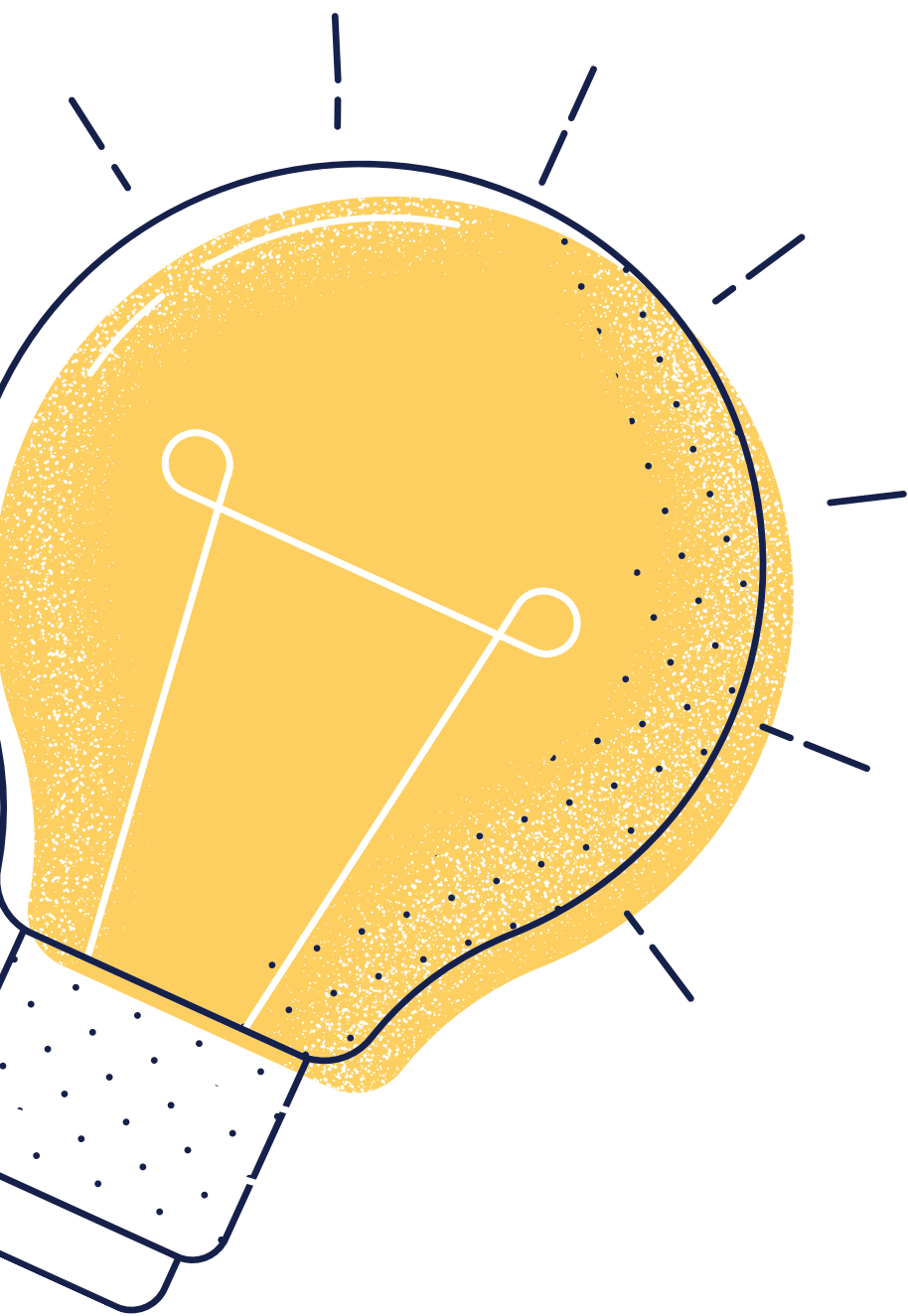


PLUM

CASE STUDY



BUDDING
INFLUENCERS



**BUDDING
INFLUENCERS**

Campaign Aim

To promote the launch of Plum's new shades of nail paints- Colour Affair nail polish

Number of Influencers:

100 Influencers

Brand Activity:

Brand had sent 2-4 shades of nail paints of nude and bright shades products worth up to Rs 1000-1200

Campaign Strategy:

Influencers had to post stories, reels/static posts for their new launch of Nail polish

Influencer

Profile

- City- PAN India
- Followers- Starting from 10K to 50K
- Age- 21 to 30
- Category- Beauty and, lifestyle

BUDDING
INFLUENCERS

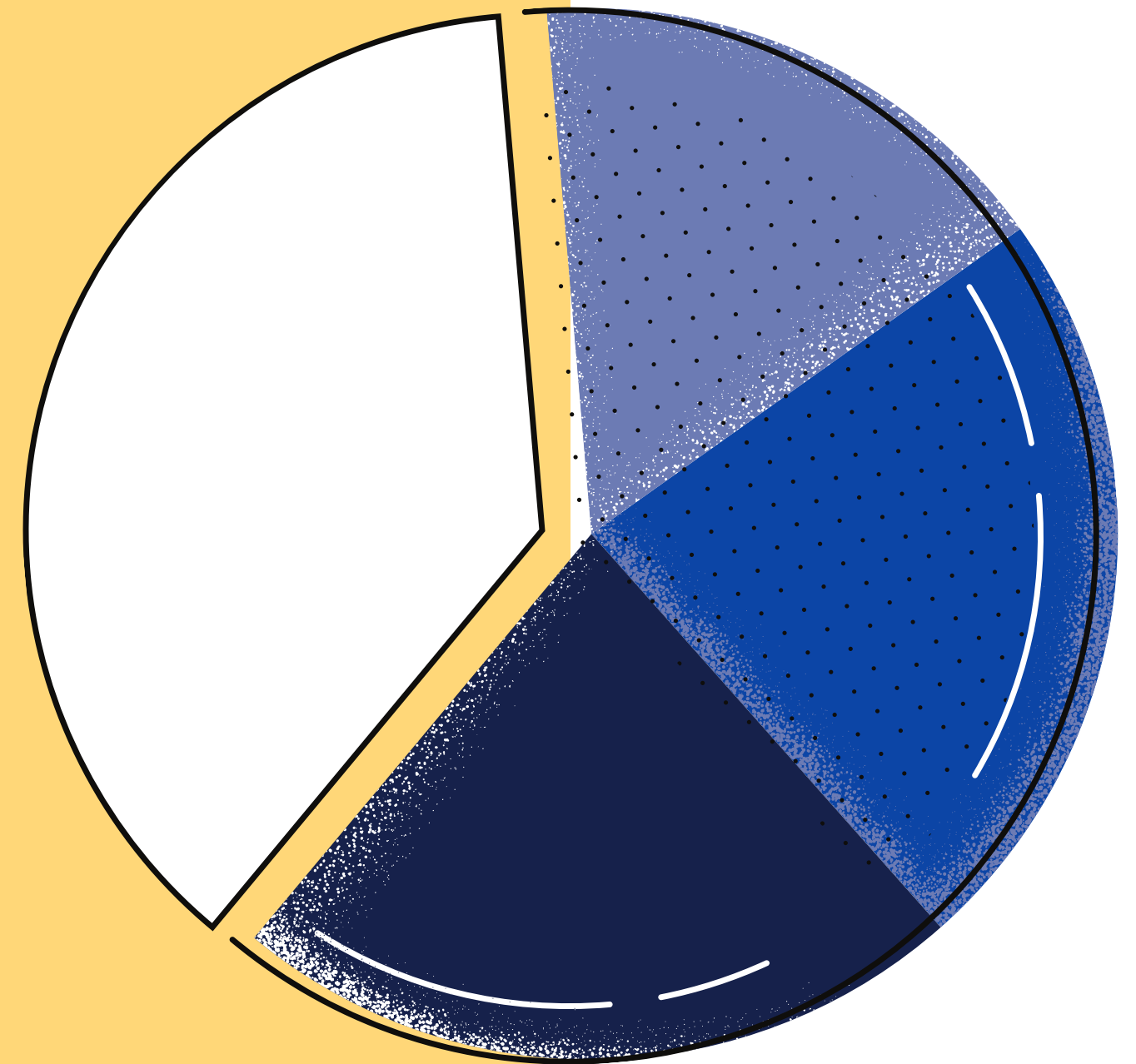



Campaign

Impact

- Campaign Deliverables:
100 stories, 50 reels, and 50 static posts
- Reach: 482k
- Engagement: 63k

BUDDING
INFLUENCERS





**BUDDING
INFLUENCERS**