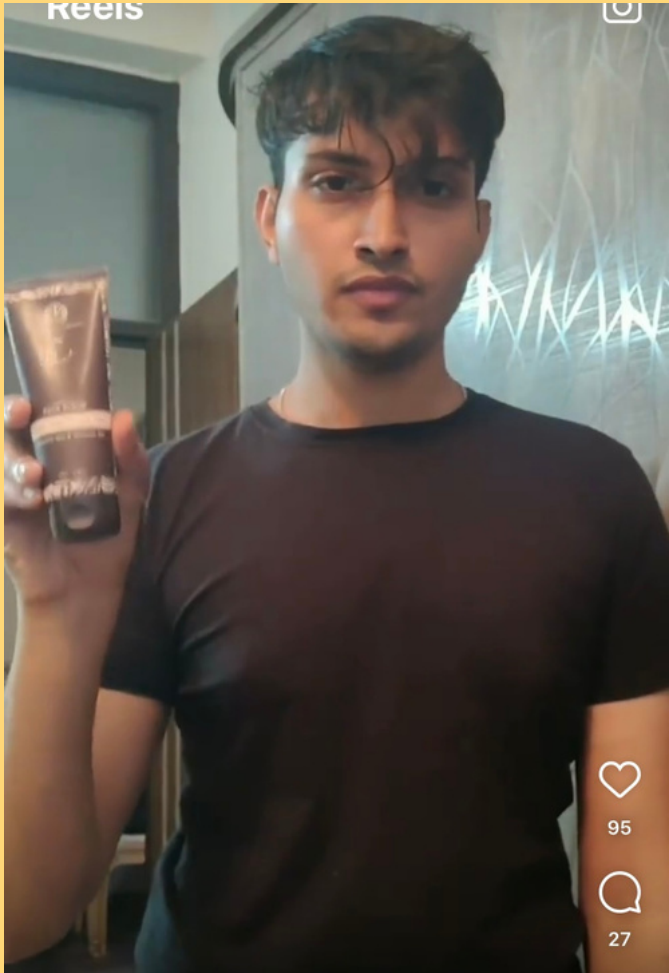
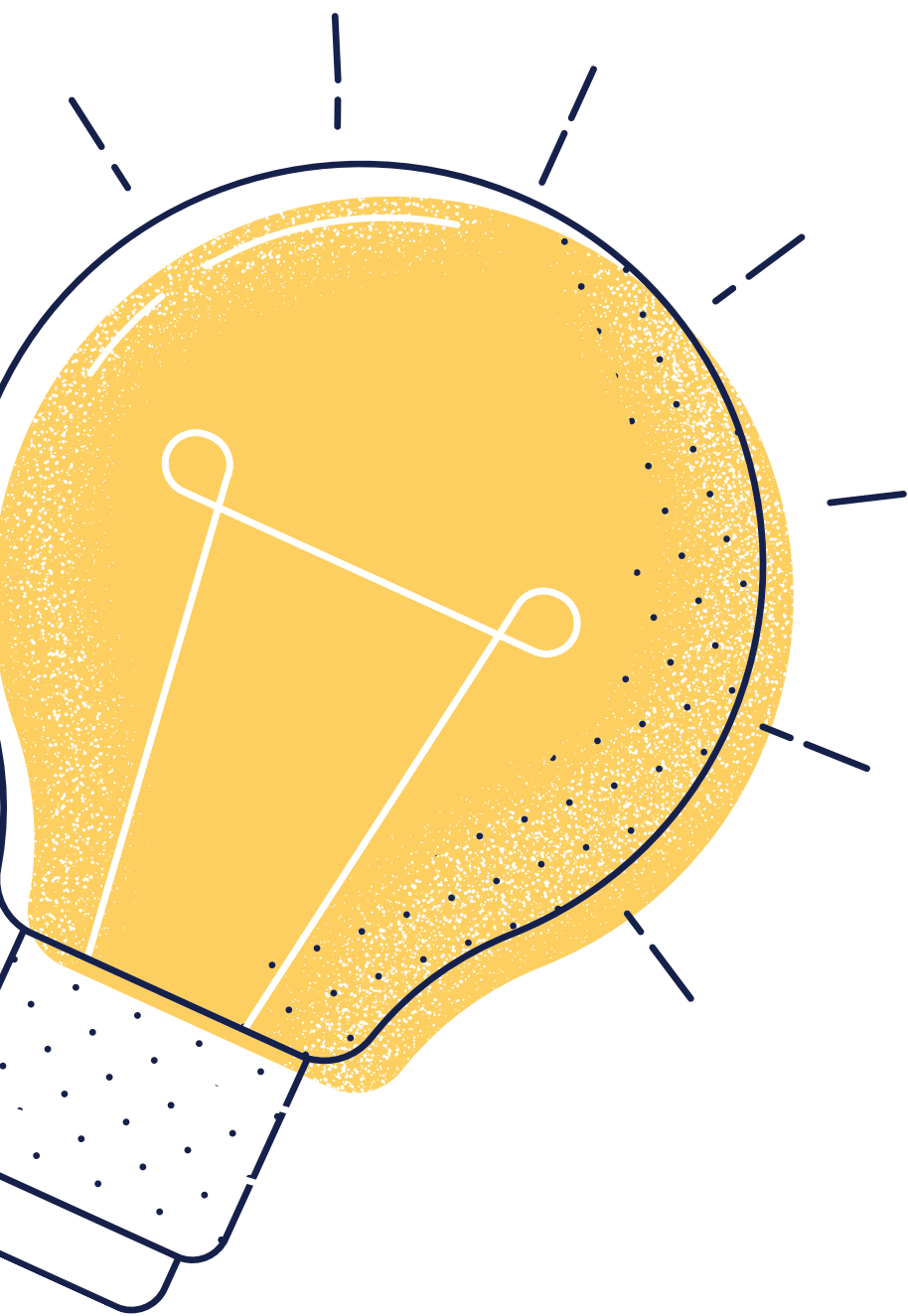


THE MAN COMPANY

CASE STUDY



BUDDING
INFLUENCERS



**BUDDING
INFLUENCERS**

Campaign Aim

Brand Awareness and Product Launch of Caffeine Series. Also, to create content for social media and running ads.

Number of Influencers:
50 Influencers

Brand Activity:

The brand had sent 6 products of the range- beard growth serum, face pack, face scrub. Face wash, face serum, and face moisturizer. Products worth RS. 1.5K TO 2.5K

Campaign Strategy:

Influencers had to create reels, static posts, carousel posts, and stories for the product launch.

Influencer

BUDDING
INFLUENCERS

Profile

- City- Metro Cities
- Followers- 10K+
- Age- 25+
- Gender Ration- 90% male and 10% female
- Category- men lifestyle bloggers and men fashion bloggers and female beauty bloggers

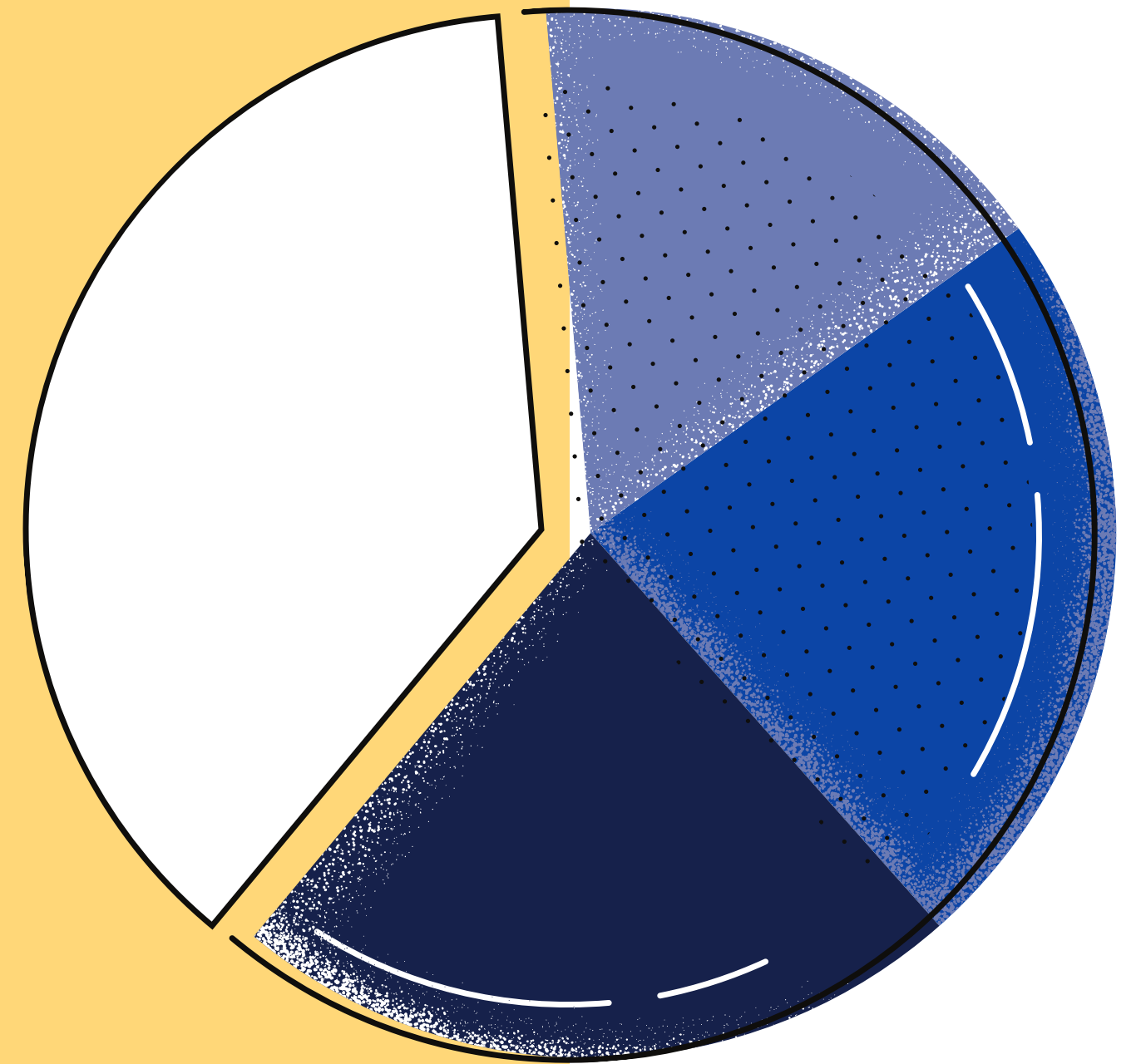


Campaign

Impact

- Campaign Deliverables: 120 stories and 50 reels
- Reach: 500K
- Engagement: 72K

BUDDING
INFLUENCERS





**BUDDING
INFLUENCERS**