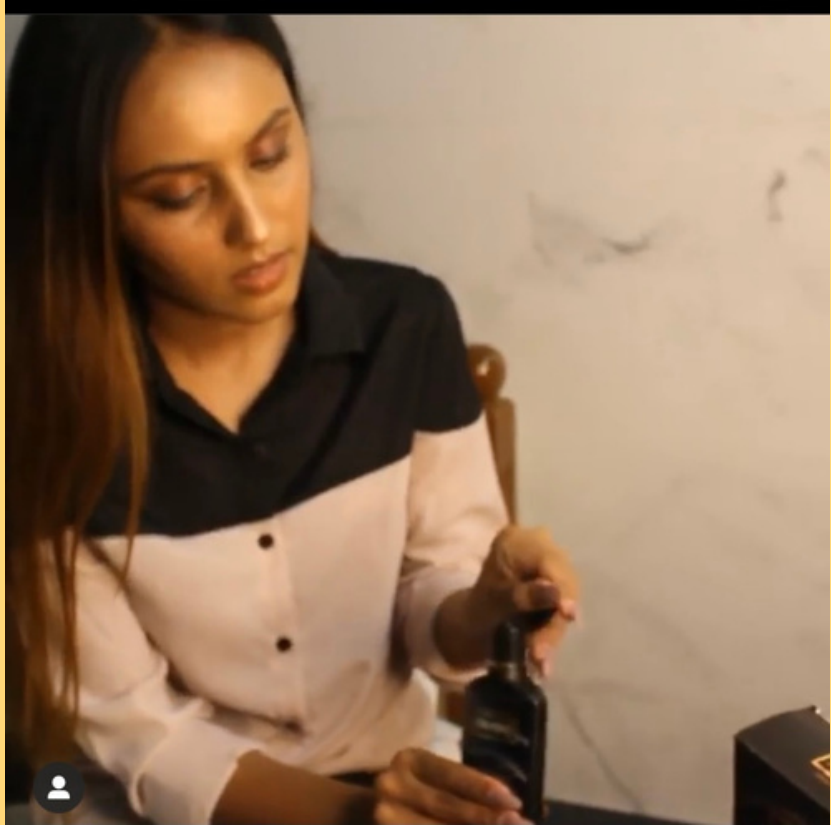


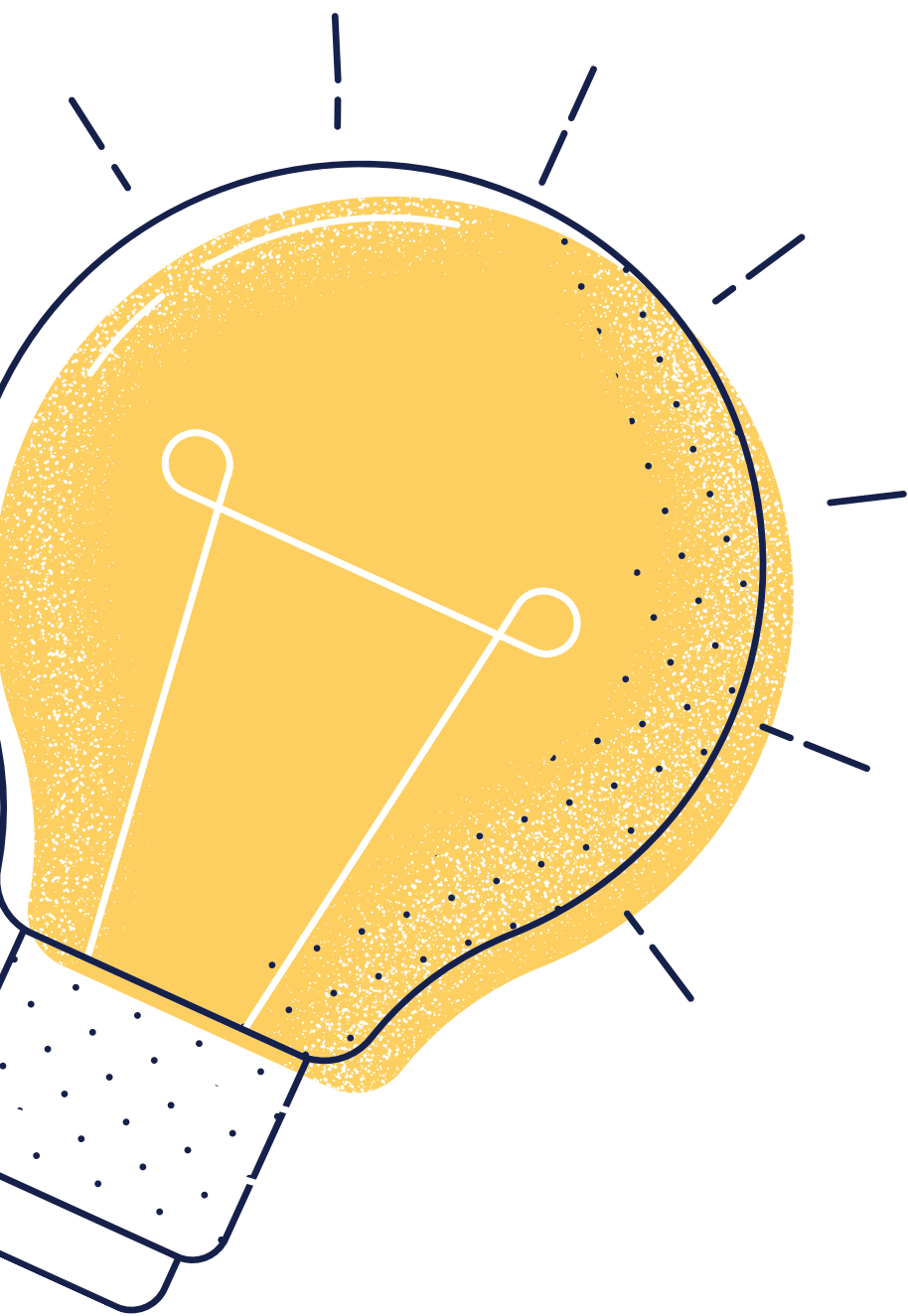
TRU HAIR

CASE STUDY



BUDDING
INFLUENCERS





**BUDDING
INFLUENCERS**

Campaign Aim

Tru Hair was a newly launched brand and that's why we did a brand awareness campaign for them. Also, to create content for social media and running ads.

Number of Influencers:

250 Influencers

Brand Activity:

Mix of Barter and Paid Campaigns with Barter Worth 1k who had to create videos of oil review. The USP was that it was a unique product that came with an oil heater.

Campaign Strategy:

Only a female campaign where the influencers came up with unique ways of styling their hair and making videos with their friends and family.

Influencer

Profile

- City- PAN India
- Followers- 2k to 100k
- Age-20 to 45 years
- Category- Lifestyle, Mom Bloggers, Beauty Bloggers, Hair Bloggers (only a female campaign)

BUDDING
INFLUENCERS

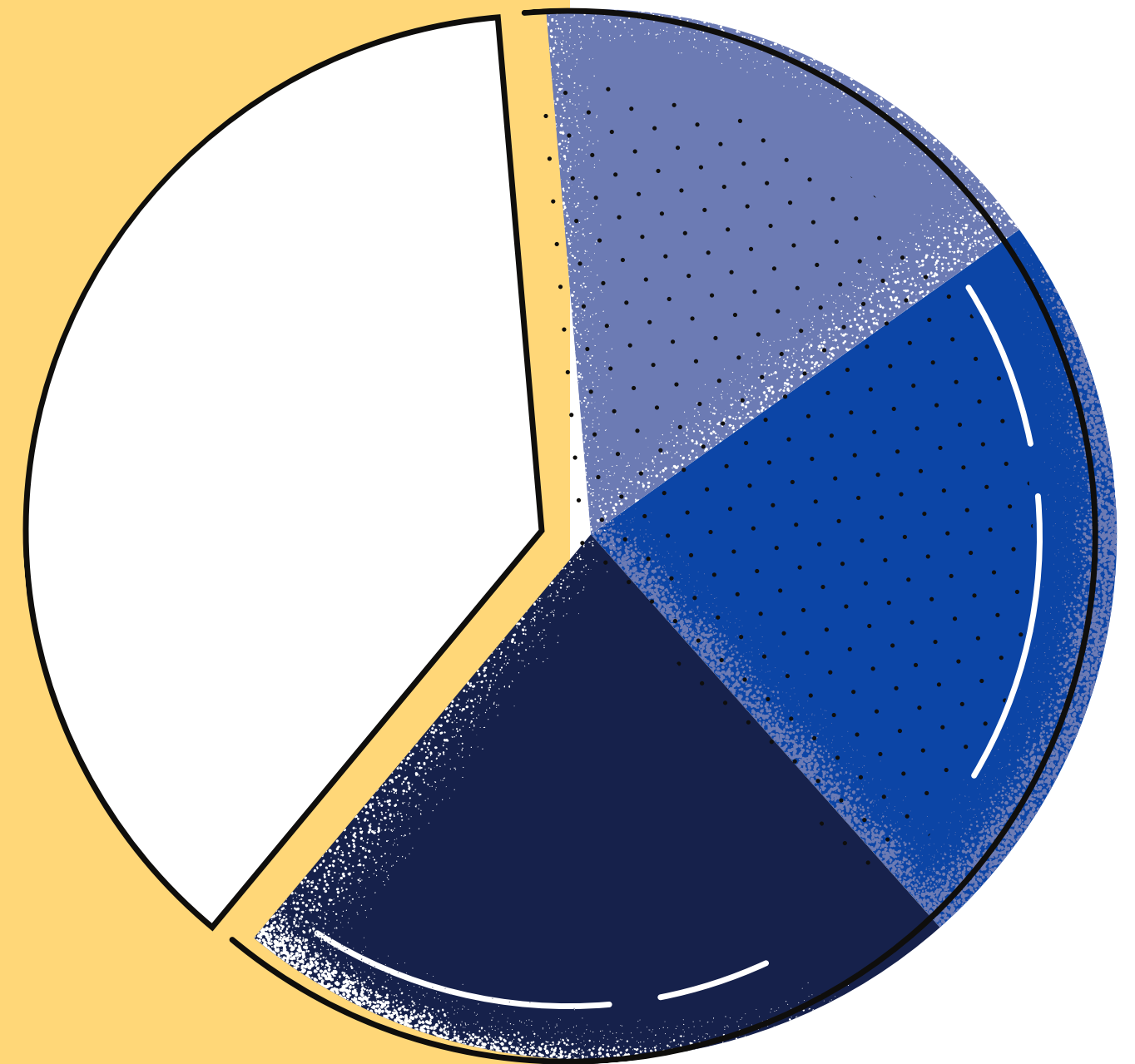


Campaign

Impact

- Campaign Deliverables:
250 videos and 300 stories
- Reach: 1.2 Million
- Engagement- 95k

BUDDING
INFLUENCERS





**BUDDING
INFLUENCERS**