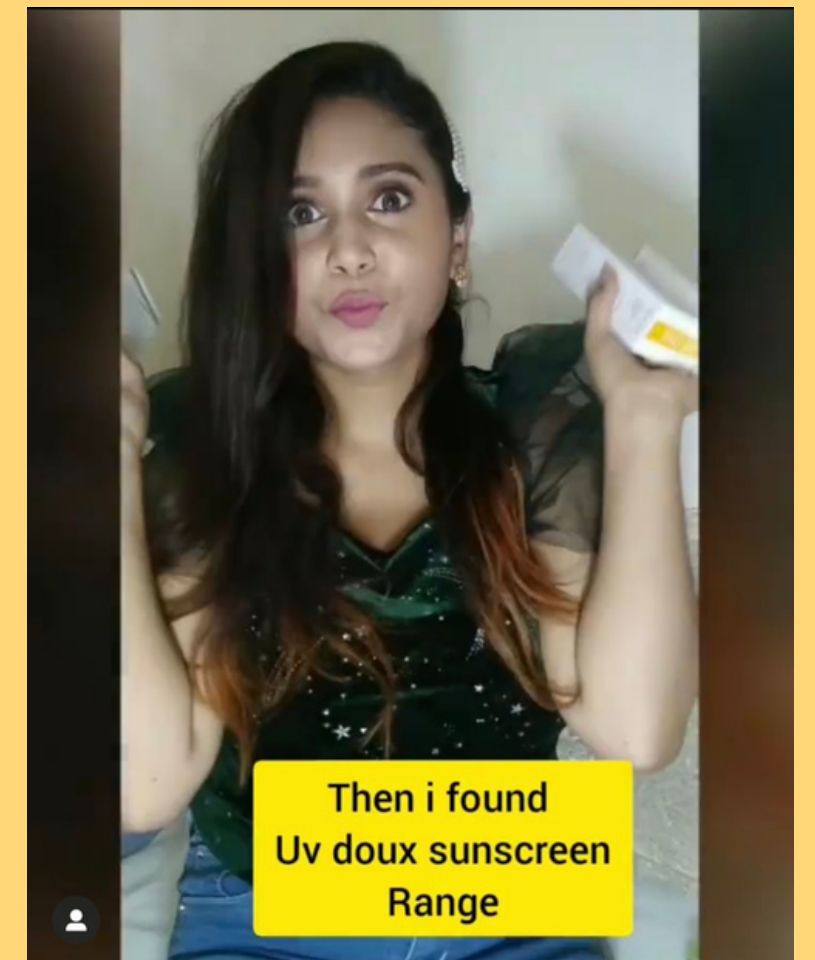
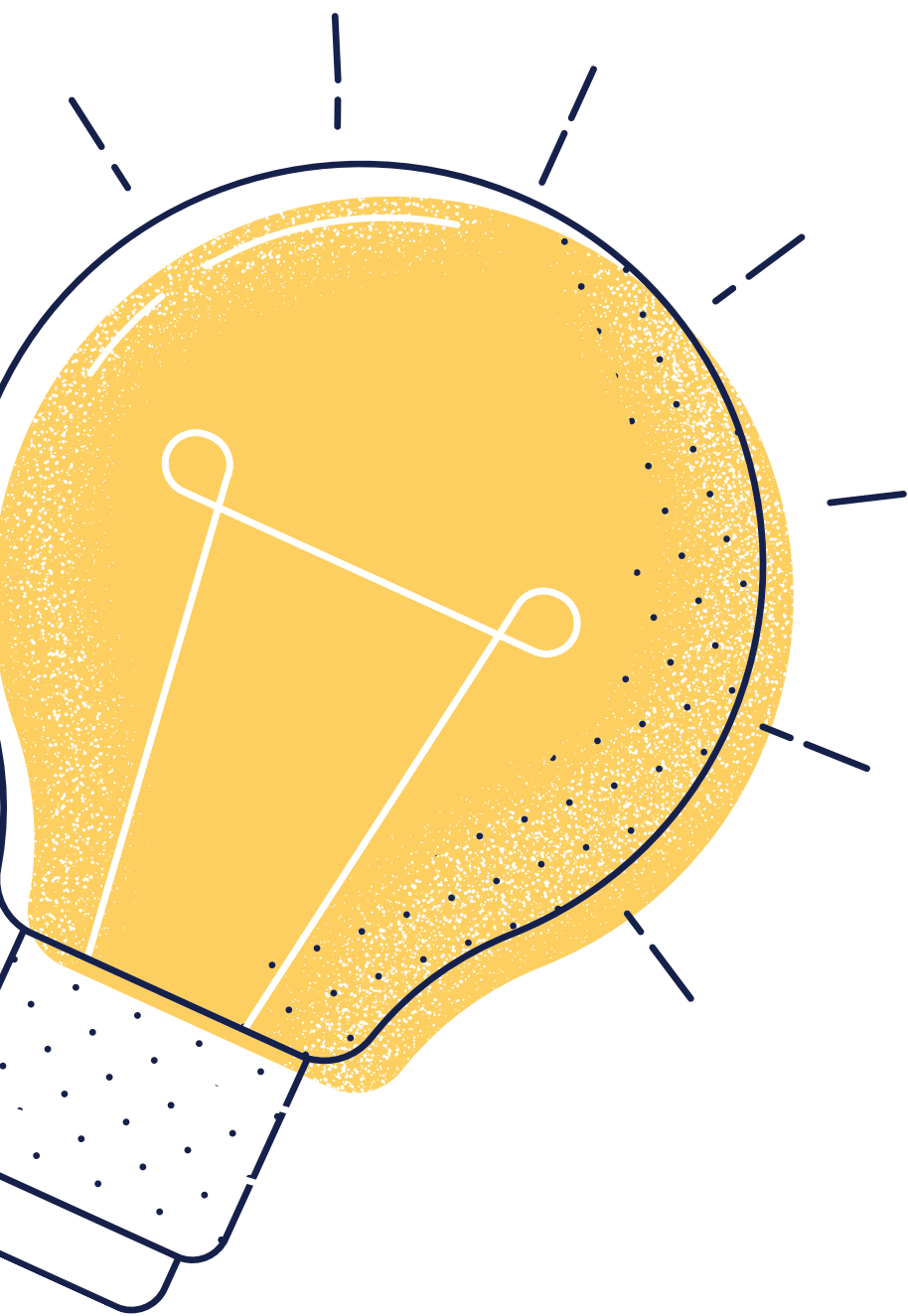


# UV DOUX

## CASE STUDY



BUDDING  
INFLUENCERS



## **Campaign Aim**

A US Brand that had just launched in India, a brand awareness campaign for the same. Also, to create content for social media and running ads.

## **Number of Influencers:**

50 Influencers

## **Brand Activity:**

Sent UV Doux Silicone Sunscreen, UV Doux Gold Sunscreen Gel, UV DOUX Sunscreen Lotion worth RS. 3000/-

## **Campaign Strategy:**

To create reels and spread awareness about the importance of sunscreen and promote UV Doux as a brand

**BUDDING  
INFLUENCERS**



# Influencer

## Profile

- City- Metro Cities
- Followers- 10k+
- Age-25+
- Category- Lifestyle, Working Professionals and Beauty Bloggers

BUDDING  
INFLUENCERS

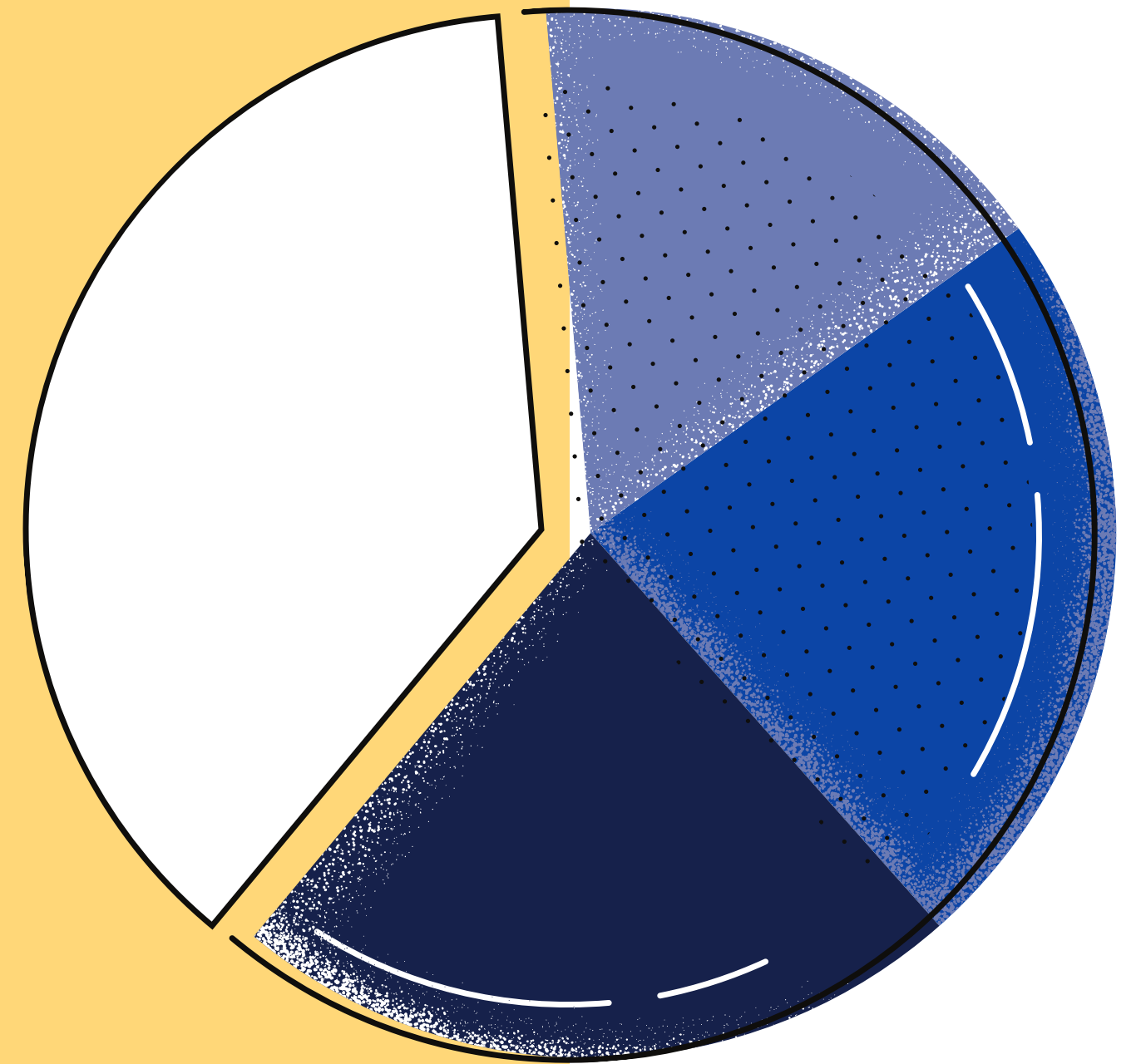


# Campaign

# Impact

- Campaign Deliverables:  
100 stories and 50 reels
- Reach: 469k
- Engagement- 38k

BUDDING  
INFLUENCERS





**BUDDING  
INFLUENCERS**