

the growth map:

the Good creator **co**
India's Largest Creator Ecosystem

30 case studies on leading **influencer marketing** campaigns and trends

Curated By
The Good Creator Co.
India's largest creator ecosystem



A DETAILED HANDBOOK FOR MARKETERS

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why brands partner with the good creator co.

The
Good
Creator Co.



about the good creator co.



India's leading influencer management, marketing and analytics platforms Plixxo, MissMalini, Winkl and Vidooly joined hands to form India's Largest creator ecosystem offering full stack influencer marketing and commerce services to India's leading brands and media agencies.

calculations based on 20M+ creators tracked.

■ Massive Publisher Network -

150M unique monthly users in India from Good Media Co



Our offerings and services -

■ Our Largest Influencer Network-

250,000 verified influencers & access to 1.5 million creators including 25,000+ regional creators

■ Programmatic Campaign Management -

Best-in-class influencer campaign management platform

■ Best Analytics and Insights Engine -

Reliable & consistent ROI

■ Our Experienced Team -

A team of 150 that has executed 5,000+ campaigns for 1,200+ leading brands

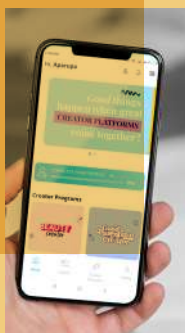
■ Live Influencer Commerce -

Influencer videos into 1,000s of daily transactions via Web Stores.

■ Complete Brand Solutions -

Creative strategy, branded content, influencer & celebrity led concepts

our offerings —



GCC App

250k+ influencers available on demand through the GCC App, 60 mins avg response time.



Search

Influencer discovery and search engine, discovery from 20+ niches and categories



Insights

ROI driven influencer shortlisting, historical campaign performance



Campaign Manager

Automated campaign execution workflow, eliminates unnecessary back and forth



Media Planner



























































Media planning and spend optimization



Strategy

Influencer strategy and consulting

our brand partners

FMCG	Finance & Edtech	Consumer Durables	Entertainment
        	      	      	      
Platform/ Apps	E-commerce	Retail	F&B
      	      	      	      

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case studies- the good creator co. partners



fashion & accessories —

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poppabum

About Brand

Poppabum, is a kids wear brand with premium quality products. What sets them apart from other brands is their vibrant colours emitting confidence and pop. Their motto is, "Kids be Poppin".

Objective

Drive people to checkout Poppabum's products using brand awareness campaign

Campaign Theme

Review type campaign including visuals and reviews of the product's great experience

Influencer Category

Parent category influencers with their kids, included notable creators like Shraddha Singh, Mili Jhaveri, and Farha Shaikh

Execution

Influencers from the parenting category were onboarded and encouraged to post pictures with their kids wearing Poppabum

outfits and share their good experiences. The campaign ran over Instagram, as the target audience was more active on it.

Result

900k reach
1mn hashtag reach
127.6k engagement



neeman's

About Brand

Made with renewable, natural and sustainable materials fibres, **Neeman's** are one's most comfortable, chic design, eco-friendly footwear.

Objective

Generate brand awareness and drive traffic to Neeman's website.

Campaign Theme

A mix of giveaway, review, styling and experience related content curated in 2 phases

Influencer Category

Fashion and lifestyle influencers onboarded, notable names included Heli Ved, Sarah Sarosh, Aakash Malhotra, Shivam Sharma and Yavhi Chavan

Execution

The campaign unfolded in 2 phases on 2 platforms – Instagram and youtube. Phase 1, as part of Neeman's Pilot campaign, witnessed content receiving positive responses in the form of website traffic and engagement. Influencers like Heli Ved got her audience engaged with a giveaway, while Sarah Sarosh engaged the audience with a styling video. Top hashtags included **#wearneemans** and **#changethenorm**

Result

800k reach
200k hashtag reach
50k engagement



paragon

About Brand

Paragon ensures durability, availability and quality creating a wide base of satisfied customers. Catering to millions with the promise of long-lasting footwear, Today, Paragon is India's most Trusted footwear brand.

Objective

Target the youth and reposition itself as the trendy, go-to brand comfortable footwear.

Campaign Theme

Review type campaign including visuals and feedback of products by young creators

Influencer Category

Youth category influencers like The Rebel Kid, Abhijeet Kain, Khushi Choudhary and Ronit Ashra

Execution

Young, trendy and entertaining influencers were onboarded and their videos were in

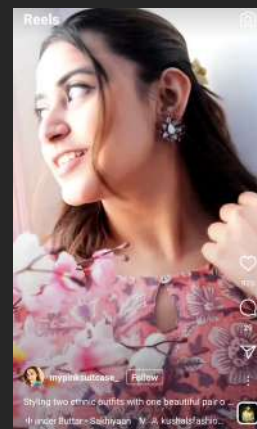
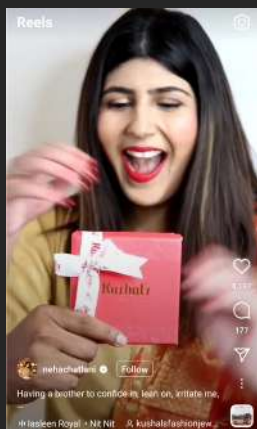
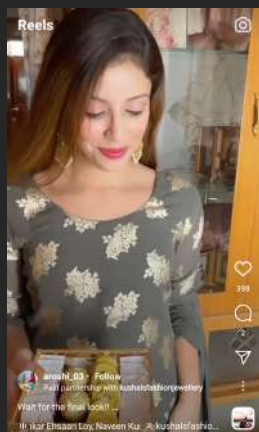
the form of a reel and included fun clips like an enactment from the movie PK or the struggles of wearing heels. Paragon also held a contest, which the onboarded influencers were urged to promote on their channels to increase engagement. Hashtags **#FeelStylishWithParagon** **#IndiaKaStyle** **#FeelLikeABoss** **#TransformWithParagon** were used.

Result

20mn reach
1mn hashtag reach
1.3mn engagement



kushal's



About Brand

A Bangalore-based chain Kushal's Fashion Jewellery has always won hearts with its unique design and quality products. Ranging from traditional to trendy casual jewellery, Kushal's Fashion Jewellery has it all.

Objective

Develop engaging content to create brand awareness and increase brand recall.

Campaign Theme

Experience wearing the products during different occasion and with different outfits to show the relevance of Kushal's Fashion Jewellery as ever trendy in 3 phases.

Influencer Category

Notable influencers like Bindu Gowda, Palak Kothari, Neha Chatlani, Kritika Sobti, Pragya Nagra and Sarita Agarwal

Execution

The campaign informed potential customers about Kushal's Fashion Jewellery Bengaluru store launch in phase 1 by wearing the jewellery and promoting it, while in phase 2 the products adorned influencers in Rakshabandhan and Diwali reels to depict the brand's products as the aesthetic gifting option.

Result

1.9mn reach
900k hashtag reach
115k engagement

vibecity



Influencer Category

Celebrated influencers like Mrunal Panchal, Preksha Rana, Minalini Ravi and Diksha Rawat. Along with influencers like Rupali Hasija and Prerna Chandra.



About Brand

Vibecity is one of India's largest marketplace for handmade products with a vision to support homegrown businesses across the country, unlocking the potential of artisans, creative brands and entrepreneurs

Objective

To generate brand awareness about the platform and drive traffic to the Vibecity website.

Campaign Theme

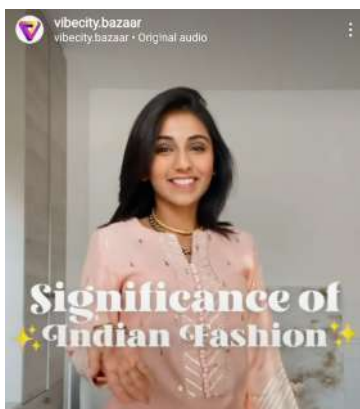
Content aligned with building trust and recall for Vibecity by highlighting unique features. A mix of reviews, mentions and shoutouts.

Execution

Two unique campaigns were strategized and launched, one as Pilot Barter Campaign and the other as a Women's day campaign. The Pilot campaign focused on creating large-scale awareness with unique positioning while driving traffic with intent to Vibecity's website. Women's day campaign was focused on gathering sales, establishing brand recall and trust by highlighting the unique features of Vibecity.

Result

950k reach
300k hashtag reach
25k engagement



stanza living



About Brand

A home away from home' **Stanza Living** is a technology-enabled housing concept which provides fully-furnished residences with amenities and community engagement programmes

Objective

Position Stanza Living as an all-rounder accommodation choice, establishing the brand identity as 'Second Home', with clean, safe, covid-free and fantastic amenities.

Campaign Theme

With quirky and relatable content revolving around hostel life. Stanza Living shows a clear choice for accommodation needs. A mix of sponsored posts and review videos were crafted.

Influencer Category

Notable influencers like RJ Abhinav, RJ Karishma, Abhijeet Kain, Sukriti, Jitesh Pillai, Steffy Sunny and Himika Bose

Execution

On the grounds of their reach, engagement, niche and trust factor, it was concluded that desired results could be attained with the help of Macro influencers and Mega influencers. With quirky hashtags like **#StanzaLife** **#LovedByYou** and **#ApprovedByMom** as the main content hook, short reels and stories were posted showing the essence of Stanza Life

Result

18mn reach
1.3mn hashtag reach
1.9mn engagement

Did you check out **PODCAST?**

Introducing



Unravel the nooks and hooks of the influencer marketing and commerce industry with marketers and influencers.

Hosted by **Malini Agarwal**



Also available on



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health & fitness



kapiva



About Brand

A modern ayurvedic nutrition brand known for its quality and Ayurveda-inspired natural foods and juices, **Kapiva** has created a space for itself for its holistic approach to wellness.

Objective

Create regional content establishing Kapiva's brand value and awareness as the go-to brand for wellness.

Campaign Theme

Vernacular content was created by regional creators from health and wellness industry to connect with the target audience at a deeper level while conveying Kapiva's holistic wellness ideology.

Influencer Category

Instagram creators and Youtubers like Anukriti Lamaniya, Ayurcharya, Tamil4Life, Rabia Skincare, Kishwer Merchant and Chai Bisket

Execution

With the target of encouraging audiences to think of their Get Slim Juice as the ayurvedic solution for weight loss problems and Skin Food Glow Mix as a solution for healthy and glowing skin, the campaign unfolded in 3 phases in regional languages.

Result

3.5mn reach
222k engagement
96% sentiment score



dabur



About Brand

Dabur is the world's largest Ayurvedic and Natural Health Care Company has become a household name in India.

Objective

Developing engaging content to increase product recognition and recall

Campaign Theme

With familiar, relatable, and recalls for Dabur products, the content focused on personal and family well-being, as well as how Dabur goods are a staple in every Indian home.

Influencer Category

Youtubers Ankit Azad, Lata Saberwal, Kamaljeet Rana, Diya Dey, and Instagrammers



Shagun Segan, Devansh Kamboj, Shivam Sharma and Altamsh Faraz

Execution

Mom bloggers, lifestyle vloggers, self care content creators and health enthusiasts made up the influencer mix. Keeping the needs of campaign in mind, these influencers were asked to create an integrated or specialized video to present the products and its daily relevance. **#HealthTheRightWayWithDabur** hashtag was used by creators to highlight benefits of Dabur.

Result

1mn reach
200k engagement
97.3% sentiment score

brillare



About Brand

Brillare, known for its premium natural ingredients and unique product is an Indian hair & skin-care brand that creates 100% vegan and cruelty-free products.

Objective

Leverage large-scale influencer campaign to promote its products- Oil Shots and facewash while strengthening brand awareness

Campaign Theme

Unboxing and transformation videos were used to highlight the products' reliability. This campaign didn't promote the product, it promoted an experience.

Influencer Category

Falguni Agarwal, Pallavi Gaba, Alisha Chettri, Bandita S. Patro were among the prominent influencers onboarded.

Execution

The creators participating introduced the product to their audience by a simple unboxing video taking viewers on a 15-day journey of their hair transformation through another video. Before and after videos were highlighted and to broaden the reach of the campaign even further, the creators tagged their friends and audience members and encouraged them to take the challenge themselves.

#OilShotsChallenge **#Brillare** **#RealBeautyScience** were used to promote the challenge

Result

513k reach
20k engagement
93% sentiment score



&me



About Brand

&Me is a distinctive women's health brand. For conditions including PCOS, thyroid, menopause, and period pain, they produce remedies using natural components.

Objective

To reach women from different sectors, facing issues and offer a solution through their products

Campaign Theme

Open dialogue about women's menstrual health to less than stigma associated with discussing such topics. All content pieces were 5 minutes dedicated/integrated videos and talked about women's health as priority.

Influencer Category

Youtuber channels like The Kaur Blog, MoM's Adda and Tavneet Kaur were among the notable influencers in this campaign.

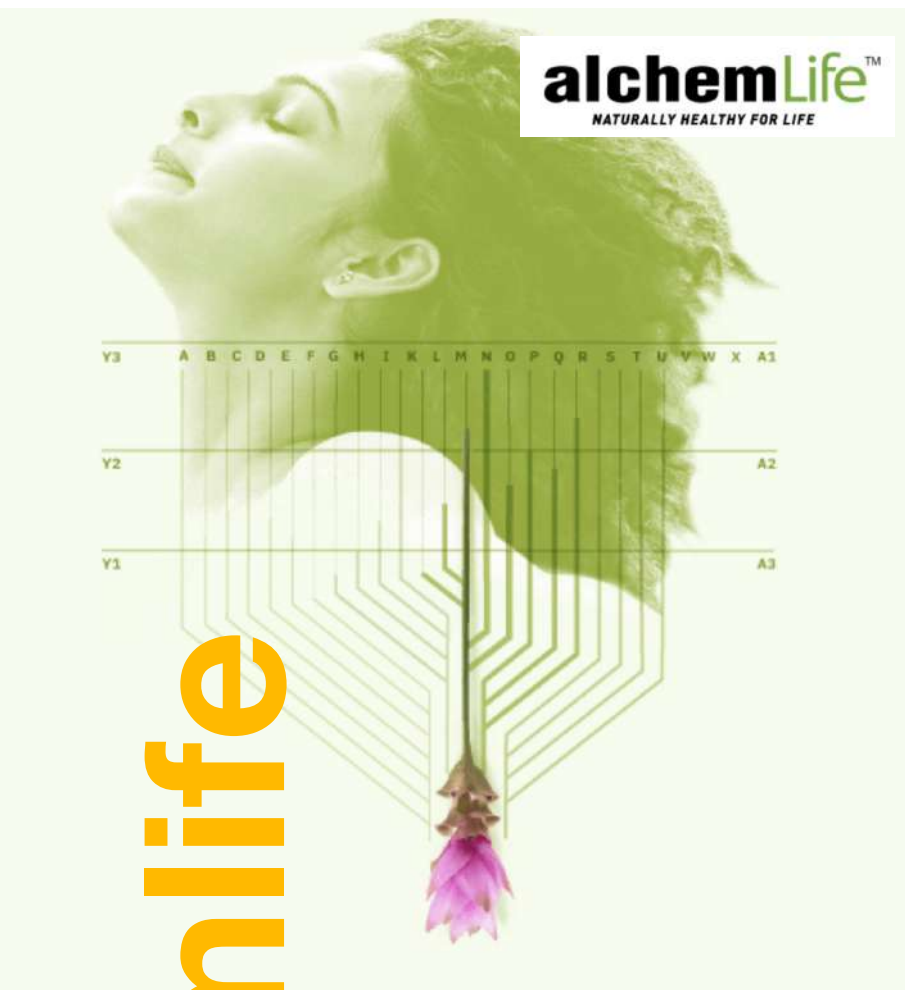
Execution

Collaborating with a variety of female influencers, the company intended to market its products comprehensively. Keeping the seriousness of the issues in mind, various campaigns were run on Youtube and issues like thyroid, PCOS, and UTIs as open dialogue that included discussion on The "whats" and "hows" of them, the solution and the contribution of &Me products in balancing these issues.



Result

300k reach
10k engagement
95% sentiment score



About Brand

AlchemLife is a pharmaceutical company specializing in phytochemicals and provides pharmaceutical, cosmetic, and nutraceutical companies with plant-derived active medicinal ingredients.

Objective

To create Brand Awareness and position PhytoRelief-CC as a reliable source for immunity boosting during the pandemic.

Campaign Theme

Word of mouth engagement, using Influencers from different niches to share a narrative making PhytoRelief-CC a go-to solution for leading a healthy life.

Influencer Category

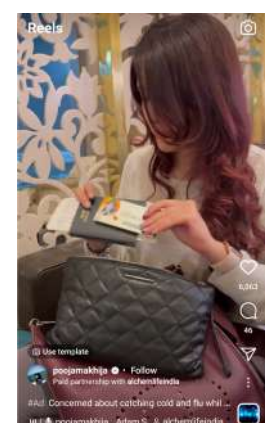
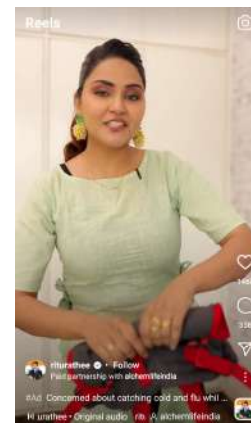
Notable macro-influencers and celebrities like Ranveer Allahbadia, Nisha Aggarwal, Yasmin Karachiwala, Soha Ali Khan, and Shayamal Vallabhjee.

Execution

All the content was created in video format for Instagram due to its high engagement rate and reshared on Facebook. Content pivoted around the need of boosting immunity using natural ingredients. The Influencers also did their product reviews and started dialogues with their followers to explain the science behind the products.

Execution

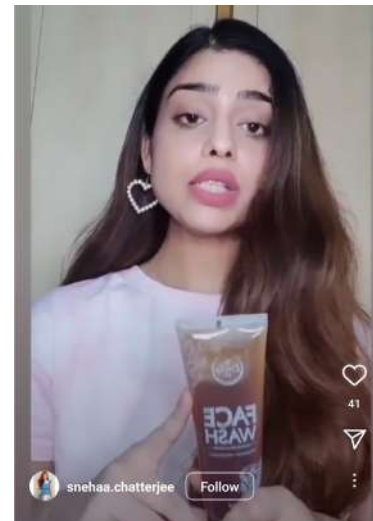
8mn reach
3.5mn engagement
86% sentiment score



beauty & personal care —

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the beauty co.



the beauty co.

About Brand

The Beauty Co. is a brand with mindfully crafted hair, skin, and wellness products, inclusive of natural ingredients and formulations with a focus on skincare stemming from self-love.

Objective

Leverage influencers to create appealing content to create a strong desire in consumers to purchase The Beauty Co's new products.

Campaign Theme

With a mix of review and unboxing experience type campaign, influencers presented The Beauty Co.'s new range of chocolate coffee products as a reliable choice for skincare

Influencer Category

Over 100 influencers onboarded with prominent influencers like Aakanksha Singh, Pragya Nagra, Rashmi Mishra, Sheetal Musterya and Shivangi Goel.

Execution

To create an authentic experience, a gift box of all products in the range was sent to the selected influencers. The unboxing on video and review of The Beauty Co.'s new range while seeking viewers' opinions created a memorable experience. Following such interactive videos, the influencers encouraged the viewers to go to the brand's website to check out the products. This campaign also helped the brand in acquiring reusable content.

Result

4.8mn reach
150k engagement
100% sentiment score

bombay shaving company



About Brand

Bombay Shaving Company is a premium personal care and grooming solutions brand committed to delivering truly remarkable customer experiences.

Objective

Leverage influencers to spread the word about the brand and its upcoming sale.



Campaign Theme

Review type campaign including visuals and reviews of products by creators with high reach and engagement

Influencer Category

With the involvement of lifestyle, fashion and beauty creators mainly, eminent creators included Akshata Sonawane, Neha Chatlani, Alfiya Khan and Pankaj Arora.



Execution

The company was meticulous in its selection of influencers. They concentrated on finding influencers that had huge reach and a relevant and high-quality engagement. The content was created in video format wherein the influencers talked about their encounter with shaving and body hair, how they deal with it and later showcased the products in use.

Result

700k reach
95k engagement
96% sentiment score

derma essentia

About Brand

Derma Essentia is an Indian premium skincare and hair care product brand.

Objective

Brand awareness & recall for long-term consumer acquisition & retention for new product

Campaign Theme

A long-term influencer marketing campaign with Hero, Hub, and Hygiene model, inclusive of product review by key opinion leaders with reusable content

Influencer Category

Nisha Aggarwal, Neha Saxena, Shakti, Dhruv Sethi, Hitesh Tekwani and Sid Patil were among the notable influencers



Execution

Initially, a couple of small campaigns were launched with varied strategies, influencers, and platforms to measure their viability. Following the success of these campaigns, a long-term influencer marketing campaign strategy was developed. Macro, Micro and Nano influencers were onboard for the Hero-Hub aspect and the hygiene we onboarded Key-Opinion Leaders. These KOLs were Dermatologists addressing people's skincare issues and how Derma Essentia solves the problem, subtly promoting and making it the go-to skincare brand.

Result

1.7mn reach
100k engagement
98% sentiment score



earth rhythm



About Brand

Earth Rhythm is acclaimed as India's 1st homegrown brand for smart and safe skincare.

Objective

Leverage influencers to create relatable content to create a strong desire in consumers to visit Earth Rhythm's website

Campaign Theme

A mix of integrated and 'Get ready' skincare videos created presenting Earth Rhythm as the reliable and smart choice for skincare.

Influencer Category

Jahanvi, Mishti Pandey, Himadri Patel, Anindita Chakravarty, Vinishya, Annuradha P Nair, Shivani Taneja, Sanchita and Sarah Sarosh among the known YouTubers onboarded.

Execution

Keeping their commitment to sustainability, efficacy and inclusivity in mind, lifestyle vloggers, self-care content creators, and beauty influencers made up the influencer mix and were asked to create an integrated or specialized video talking about the product and how they utilize it in their daily lives. The campaign unfolded in 3 phases with a similar theme on Youtube.



Result

1.8mn reach
80k engagement
95.3% sentiment score





you're on
a break now!

From your morning cup of tea to the
hustle-bustle of rainy roads, you're full of
thoughts, ideas, voices and so much more.
When you start your laptop to work, your
inbox is flooded with sales pitches (yes, yes,
sometimes we fall in the category). But with
this newsletter, we offer you a break. A break
full of entertainment, information and
privileges. Are you with us so far?



The hype of
the creator industry:
ENTERTAINMENT!



Be it Pooja Kato's catchy **Assa India** creator wall story or Bhuvan Bam's quirky **KFC**
wall of story or Karishma's **Disney Pixar** family wall story, leading creators have
mastered the subtle ways of implementing brand awareness. Entry quick (begin
with these reels as you witness how influencer marketing is boosting brand growth
across all niches. All you have to do is Click on the images to access your article.

The buzz of the
creator industry:
INFORMATION!

We have noticed a whirlwind of changes in the influencer marketing industry and we
can't help but wonder how it's going to impact brand-creator collaborations. From
regulating social media product endorsements to the hype of micro-influencers
boosting brand growth to the rising relevance of social commerce, we've collected
key articles to make the process smooth. One-click on the image and you
can be well informed.



Curated for you by the
Influencer Marketing
Agency Of The Year:
PRIVILEGES

Oh yes, we do mean privileges. How so? Well, we're taking you through our exclusive
release of **The Good Show**, our brand new podcast that will take you through the
world of brands and creators. Not to forget our festive pitch, curated especially for
growth marketers. Last but not the least, we're providing exclusive and free access
to our case study ebook, **The Growth Map**. You know where to click to
access your privileges.



And that's a wrap!

Did you enjoy this quick read? We sure hope so! If you would like to discuss in
detail everything we have covered, our efficient team will be
waiting to guide you.

[Schedule free consultation](#)

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education



cuemath

About Brand

Cuemath is an Ed-Tech platform for learning math and coding skills. With a focus on a teaching style that fosters autonomous thinking and problem solving, Cuemath boasts of 200K+ students in 20+ countries.

Objective

Create brand awareness around the new product across India and USA

Campaign Theme

Review type campaign by parent creators including reviews of Cuemath helping their kids



Influencer Category

Nisha Aggarwal, Ridhi Deorah, Ambica Agarwal, Maninder Kaur from India and Ashley Johnson, Carrie Marrie, and novelist and psychologist Jess Carpenter from USA were some of the prominent influencers in this campaign

Execution

All the content was created in video format. The campaign went live on Instagram in USA and on Youtube in India. The videos featured children using the platform's games and live courses. The parents discuss how it has helped their child in the "School from home" setting as they watch their children play activities aimed to develop their cognitive capacities and learn to apply mathematics in real-life situations.

Result

819.5k reach
5mn hashtag reach
97.2% sentiment score





kiddopia

About Brand

Kiddopia is an award-winning edutainment app for preschoolers. With a focus on all-around development, Kiddopia nurtures 11mn+ happy users.

Objective

Elevate brand awareness to reach the Indian audience and maximise subscriptions and app installs through influencer marketing.

Campaign Theme

An integrative marketing strategy that involved performance and influencer marketing executed in 4 phases.



Influencer Category

Nisha Aggarwal, Shivangi Goel, Nisha Oswal and Isha Manju were among the shortlisted influencers, keeping in mind the need to optimize engagement and quality

Execution

Phase 1 witnessed the influencers introducing the app to the audience and how to install it. Phase 2 involved the influencers educating their audience about how it's important to keep kids busy with educational content while parents are busy with work. Phase 3 focused more on the amazing game features of the app and Phase 4 was crafted



to include virtual sessions by medical experts to educate parents about mental development and the relevance of educational content to boost that growth. The brand additionally sponsored a live session between blogger mom and doctor mom.

Result

2.7mn reach
1.4mn hashtag reach
96.9% sentiment score





gostudy

About Brand

GoStudy India offers the Czech language and special training to applicants from India, who want to pursue free education in the Czech Republic.

Objective

Employ Influencer Marketing to generate leads in the form of sign-ups offering scholarships to students.

Campaign Theme

Leverage Instagram's Swipe Up feature with intriguing interactive content and CTA to drive traffic to the sign-up page

Influencer Category

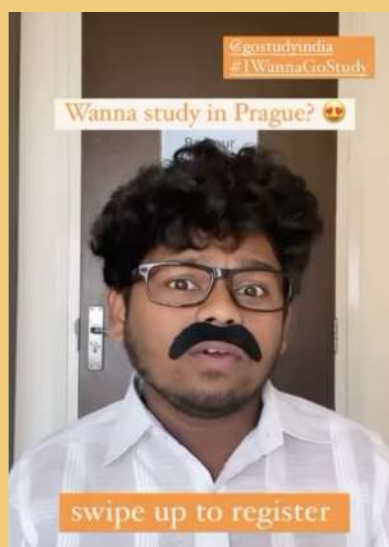
Niharika NM, Anubhav Singh Bassi, Kenneth Sebastian, Larissa Dsa, Taniya Khanijow, Masoom Minawala, Raj Shamani, Ayush Mehra, Taneesha Mirwani, Vishnu Kaushal, Apoorva Mukhija, Nidhi Nagori, Sakshi Shivdasani were part of the campaign

Execution

To maximize their reach, they decided to work with popular niche-specific macro influencers and young creators to connect with the GenZ audience. The campaign was designed to run on Instagram, in the form of Insta story to make use of the platform's swipe-up feature to optimize for lead generation. With the help of 77 influencers, a mix of interactive and performance stories were shared urging viewers to sign-up on Go Study. This campaign garnered 8x leads.

Result

5mn reach
90k link clicks
96.9% sentiment score



sp jain

About Brand

SP Jain School of Global Management is a prestigious business school with locations in Mumbai, Dubai, Singapore, and Sydney. The School is well-known for its multi-city undergraduate and graduate programs



Objective

Generating lead and spreading Brand Awareness amongst its target audience across India.

Campaign Theme

Collaborate with career coaches for descriptive videos discussing the advantages of studying abroad

Influencer Category

Creators who talk about career and finance and life counsellors were onboarded including Podcasters Vedant Rusty and Career Coach Nidhi Nagori among notable names

Execution

To start, the campaign's initial phase began in June 2021, with three influencers. These were influencers from similar niches and primarily created video format content around how studying abroad can enhance one's career. With reel videos, centered around subjects such as how studying abroad benefited them, and why students should consider studying abroad with subtle mention of SP Jain as the preferred choice, this campaign went live and ran for just a week under the hashtag #GoGlobalWithSPJain and acquired 100+ leads



Result

233k reach
1500 link clicks
95% sentiment score

influencermarketing101

The Good Creator Co. is coming up with a free

INFLUENCER MARKETING CRASH COURSE

On  YouTube
stay tuned



technology —

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anchor

by Spotify



About Brand

Anchor (by Spotify) is a podcasting app created to make the process of recording and producing a podcast as easy as possible.

Objective

Constructively create brand awareness and position Anchor as the beginner-friendly platform for podcasters.

Campaign Theme

Contest-type campaign with macro-influencers as mentors to the participants, making it exceptionally interactive.

Influencer Category

Industry experts like Ranveer Allahbadia, Raj Shamani, Viraj Sheth, Kandarp Relhan, RJ Vashishth and Pavan Srinath. Along with expert mentors from Anchor and Spotify Rituraj Singh and Avery Friedman.

Execution

This campaign was carefully framed to provide solutions to all questions- aspiring or experienced podcasters face. Voice of Anchor was launched as a contest, providing the podcast community with the opportunity to have a thrilling, challenging experience to become India's first Voice of Anchor. The content strategy to achieve the desired goal included multiple email campaigns to over 50K content creators across niches on Winkl (A Good Creator Co.), paid ads that

reached over 100K across the country, extensive website branding and Instagram stories by mentors leading to 109 participants.

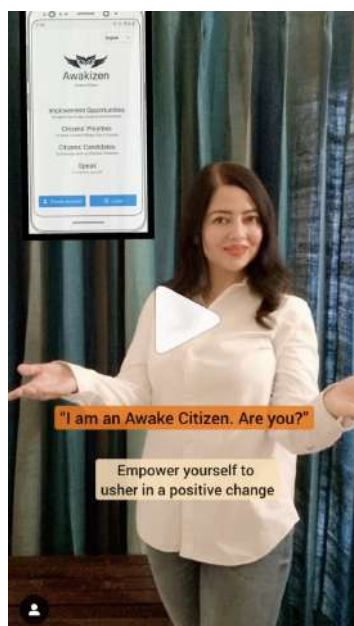
Result

630k reach
38k plays
100% sentiment score



Mr Anchor
by Spotify

awakizen



About Brand

Awakizen is a free mobile app with the mission of bridging the gap between citizens, councils and political parties

Objective

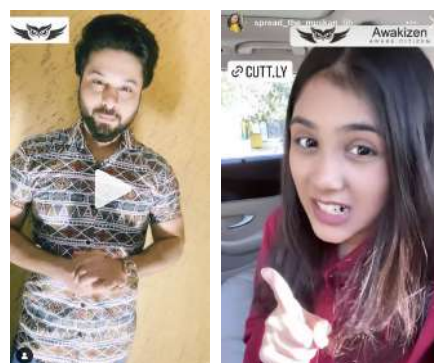
Elevate brand credibility to reach the Indian citizens and drive app installs through influencer marketing.

Campaign Theme

Informative and interactive content depicting Awakizen as the way to strengthen the democracy in the country, thus driving app installs.

Influencer Category

Gaurav Thakur, Parcham class, Sourabh Devpura, Fact Bhai, Yuvraj Dua and Jay Kapoor were among the selected creators.

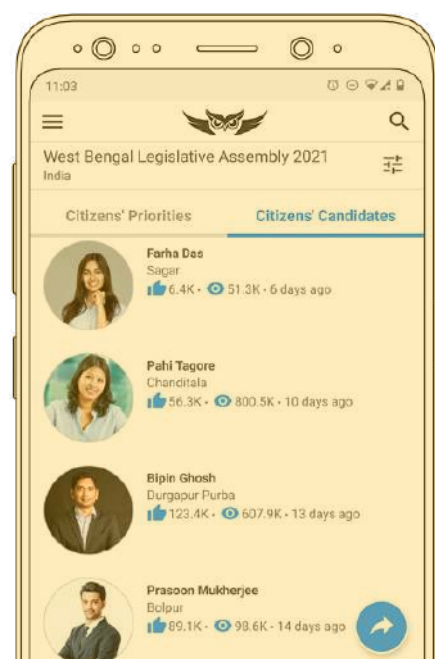


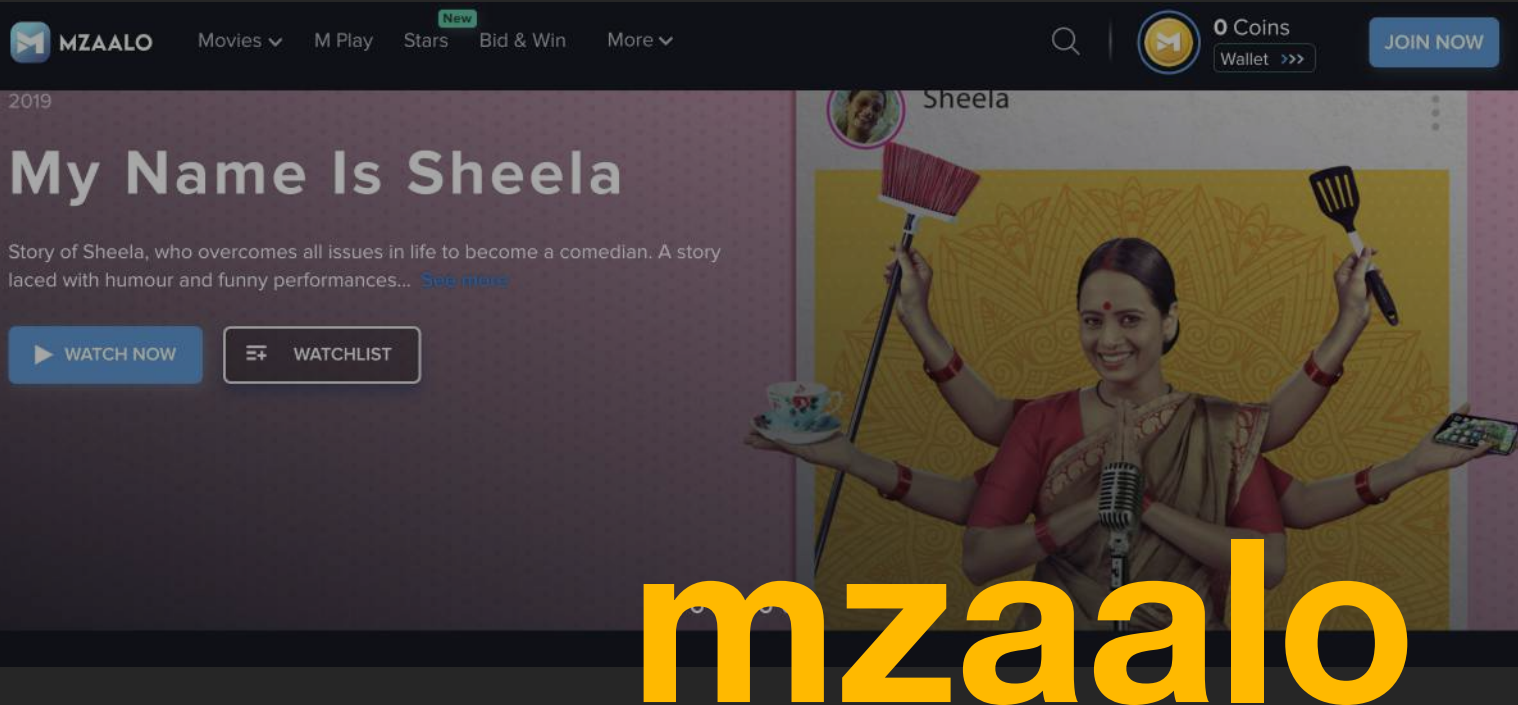
Execution

In phase 1, as part of large-scale awareness, the focus was on creating buzz and establishing the position of Awakizen. In phase 2, the focus was on driving installs by creating content in regional languages with relatable scenarios to drive installs with incentives. Phase 3 concluded by establishing validity by highlighting the 'how-to' content and benefits of using the app.

Result

1mn reach
6k app installs
94.8% sentiment score





About Brand

Mzaalo is an ad-supported video-on-demand platform that compensates users for watching and engaging with content.

Objective

Generate brand awareness about the platform and drive the increase in app installs

Campaign Theme

Meme marketing with niche based influencers targeting Tier 2 and Tier 3 audiences.

Influencer Category

Saniya Nikam, Kareena Tekwani, Ankit Gupta and Yatharth were some of the micro and macro influencers selected based on reach and engagement.



Execution

The first stage involved experimenting with micro-influencers, involving story shoutouts and based on the results, two macro-Influencers with entertaining content were onboarded and briefed to create two Instagram swipe-up stories. Memes were made part of the campaign execution to heighten the reach of the content. The material created was magnified by encouraging viewers to re-share it as their stories with repeat CTA of swiping up and installing the app. This was completed in less than 15 days.



Result

25k reach
5k app installs
100% sentiment score



benQ

About Brand

BenQ Corporation driven by “Bringing Enjoyment ‘N’ Quality to Life” is a Taiwanese multinational company that sells and markets technology products, consumer electronics, computing and communications devices.

Objective

Increase the overall reach by growing brand awareness about BenQ GV30

Campaign Theme

A mix of creators for a cross-platform campaign with high-quality review and unboxing video content was the success mantra for GV30's launch

Influencer Category

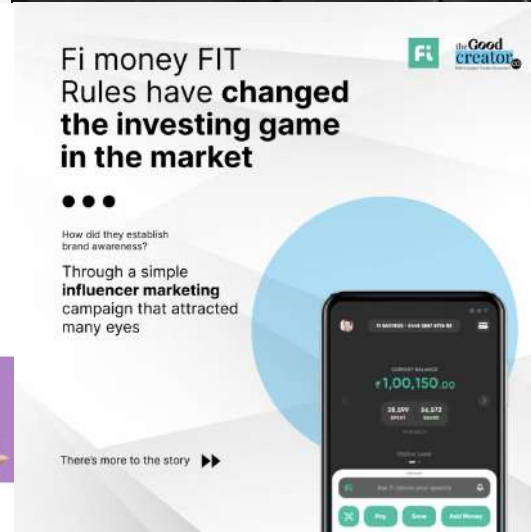
Abhijeet Desai, Aman Dhingra, Kamlesh Salvi, Anushka Sharma, and Daizy & Ankit were some of the well-known influencers onboarded.

Execution

A two-fold campaign over the two most user-consumed platforms, Instagram and Youtube was launched. For YouTube, a direct approach was chosen with creators posting unboxing and product review videos talking about the features, benefits, and how it differentiates from other products. For Instagram, a healthy mix of Instagram influencers was onboarded with content revolving around the new GV30 depicting it as a product for leisure and quality time with loved ones.

Result

910k reach
95k engagement
99% sentiment score



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banking & finance



open book



About Brand

Open Book is Asia's first neo-banking platform—a digital bank with nearly all of the attributes of a traditional physical bank.

Objective

Familiarizing the brand's new product with its target audience and increasing its user base.

Campaign Theme

Educating the target audience about the product by generating content from similar niche YouTubers in regional languages

Influencer Category

Quick Support, Business ki Baat, Kaam Kaazi, Abhishek Goswami, Satish Khushwaha were some of the prominent influencers.

Execution

To establish its name amongst businesses and entrepreneurs, the brand worked with business finance YouTubers. Primarily, targeting Tier 2, Tier 3, and small-scale businesses in Tier 1 (Kirana Stores) cities. Alongside the primary target audience, the campaign also focused on micro-entrepreneurs, mompreneurs, etc as the target audience. Content included several experts talking about the product and how it's solving issues. Demographics were a major consideration factor and regional influencers were onboarded to produce vernacular content.



Result

125k+ reach
3k+ link clicks
35.7% install rate

future generali

About Brand

Future Generali India Life Insurance Company Limited is a joint venture between three leading groups: Future Group, Generali Group, and Industrial Investment Trust Limited.

Objective

Create and spread awareness about mental health and its importance on the occasion of World Mental Health Day.

Campaign Theme

4 day-long Interactive campaign with relatable content and a special focus on mental health awareness as part of total health

Influencer Category

Micro-influencers like Lataa Saberwal, Mitushi Ajmera, Shruti Patel and Macro influencers like Shilpa Shetty, and Mandira Bed were onboarded.

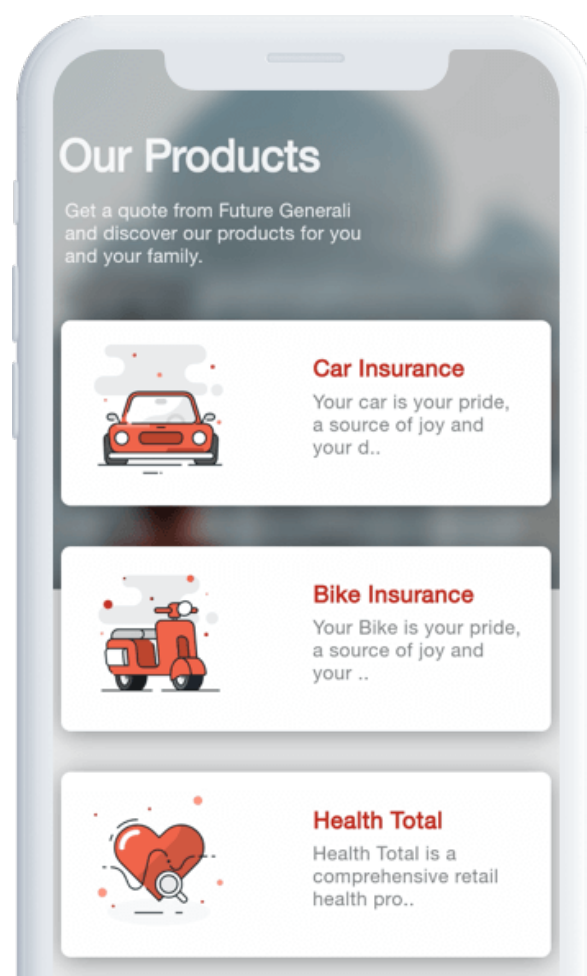
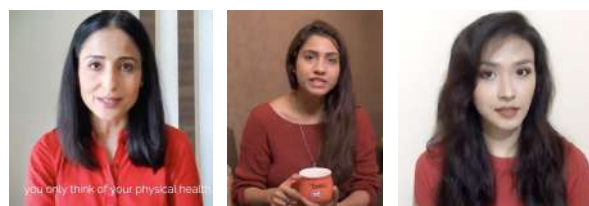
Execution

Influencers from health, wellness, fitness, sports, and even entertainment niches were onboarded. What set the campaign apart from other mental health campaigns running on social media was that it gave the audience a medium to interact

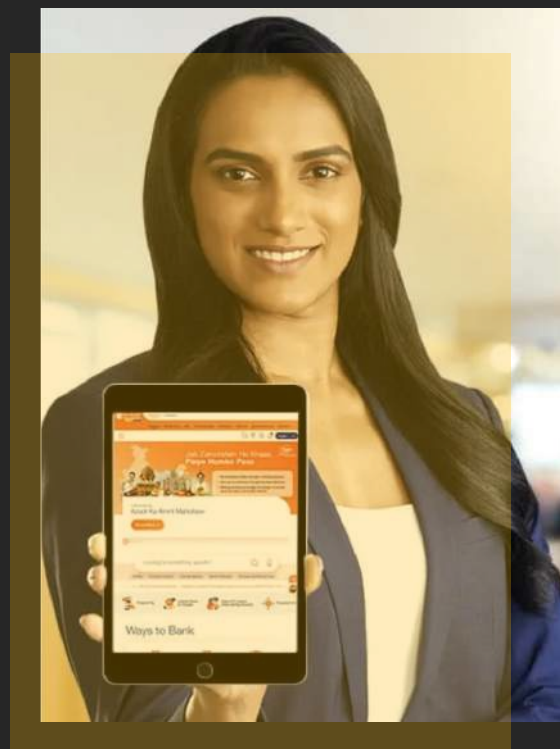
with the campaign by testing their health scores on the website. Influencers sharing their not-so-perfect scores encouraged the audience to take the test themselves but also feel included. Meaningful hashtags in the campaign included **#healthinsideout**, **#FutureGenerali**, **#TotalHealthScore**

Result

542k+ reach
57k engagement
2.5mn hashtag reach



bank of baroda



About Brand

Bank of Baroda is an India-originated nationalized banking and financial services authority.

Objective

Brand awareness and recall promoting Bank of Baroda as the go-to place for Car and home Loans.

Campaign Theme

Performance-type campaign aimed to invoke feelings of longing in the audience's mind by showcasing the impact a great home and car can have on a person's life.

Influencer Category

Some notable celebrities who worked on this campaign were Soha Ali Khan, Neha Dhupia, Sameera Reddy, Debina Bonnerjee, Dipika Kakar Ibrahim, Suyyash Rai, Karan Wahi, Krystal D'souza and Karanvir Bohra.

Execution

For this campaign, the brand worked with celebrities and content creators from different niches. The focus was to create brand awareness and recall towards the car and home loans provided by the Bank of Baroda. Hence, they prioritized heavily on celebrities and evoked the emotions of their audience. The content was primarily created in video format, creating a desire in people to celebrate "**Khushiyon Ka Tyohar**" with the Bank of Baroda.

Result

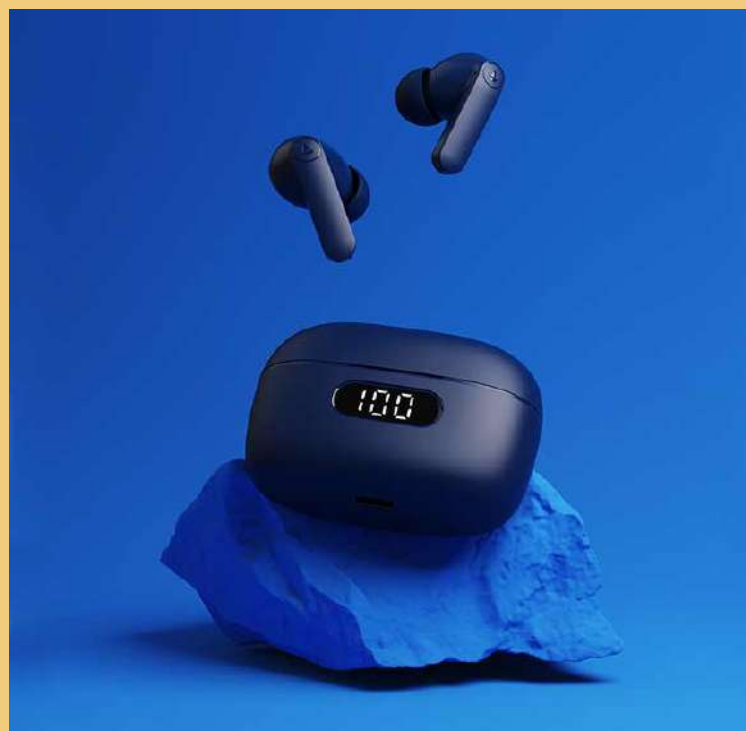
7mn reach
425.9k engagement
679k hashtag reach



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viral influencer campaigns of all times





boAt left no stone left unturned regarding influencing people with influencer marketing. Recently, the brand partnered with India's first meta influencer – KYRA and launched a visually appealing film as she walks into the future of audio with the all-new breathtaking Rockerz 330 and Rockerz 333 ANC. The video has so far garnered 2.3Mn views boAt is now the first brand to partner with KYRA and to step into the future of influencer marketing with their campaign **#FutureOfAudio**

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burger king

After its 3 phase launch in June 2022, Burger King's '**BK ka Stunner Jugaad**' campaign featuring **Hrithik Roshan** has garnered over 10mn views within a month. The story as quoted by the **First Post** goes like 'The story began when Burger King seemingly pulled a fast one on Hrithik Roshan when he was in Film City. While the actor was posing for the paparazzi outside a studio, the fast-food chain strategically placed a billboard of their "Rs 50 Stunner Menu" behind him. The video of the moment looks like Roshan is endorsing the menu while he is being photographed. "**How much jugaad is too much jugaad?**" wrote Burger King in the caption.'

Even Brands like Spotify, Swiggy, Manyavar, Amazon and Zomato couldn't resist commenting on Hrithik Roshan's reaction to this collaboration.



dunkin' donuts



National Donuts Day falls on the first Friday of June. In 2020, Dunkin' Donuts had big plans for the day. To put a smile on its customers' faces, it launched a campaign on National Donut Day – with the purchase of any beverage, they will receive a complimentary classic donut of their choosing in nearby participating restaurants.

Sprinkling some more sweetness to this, donut lovers were asked to vote for their favorite variety of donuts.

To spread the word like wildfire, the team enlisted the help of eight well-known Snapchat influencers. These influencers created content around the same time and posted updates across Instagram, Facebook, and Twitter to drive traffic and spread awareness about the campaign.

Not only this, the brand's Snapchat channel was taken over by influencers and to enhance their customers' experience, they also came up with a “**Geofilter**” that could be accessed by visitors after signing up with the store.



l'Oréal paris



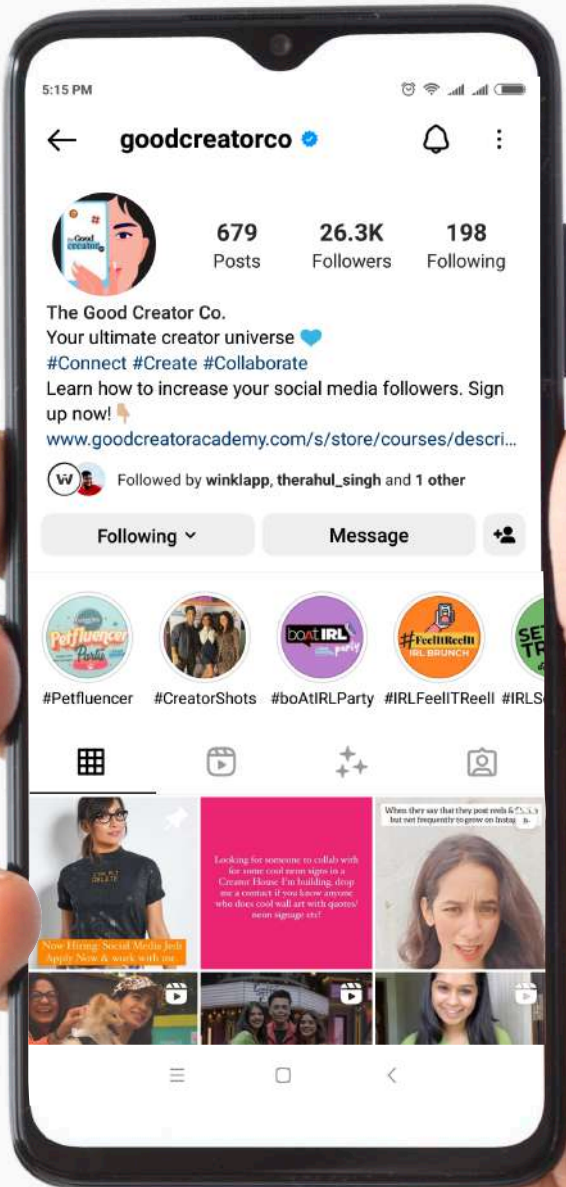
L'ORÉAL
PARIS

Despite being a venerable century-old group, L'Oréal was quick to influencer marketing as a strategy to disrupt markets. As a leading brand, L'Oreal was an early adopter of Influencer Marketing, launching their #beautysquad in 2016 with micro-influencers to market their products. Rather than reaching out to one major beauty influencer with a massive following, L'Oréal partnered with 5 U.K.-based beauty bloggers of diverse ethnicities and backgrounds with slightly smaller followings.

Together, the quintet — Emily Canham, Kaushal Modha, Patricia Bright, Ruth Crilly and Victoria Magrath — have helped the beauty brand reach new audiences online and shaped the company's thinking around how to make its products, and its message, more inclusive.

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influencer marketing trends at play



live shopping experience

With its ability to enable Brands to reach millions, this experience is taking social media by storm using video live streaming and social media platforms. Amazon, Facebook, TikTok and Instagram have already introduced live shopping tools. Pinterest recently joined the league with the limited launch of the Pinterest TV Studio's app

Brands have started focusing on micro and nano influencers to stretch their influencer marketing budget. This has turned out to be mutually beneficial with brands getting higher returns due to the

close-knit connection of micro and nano influencers with their followers, while the influencers in this category have the opportunity to connect with more brands.

micro and nano creators gaining popularity

influencer collaborations on the rise

This is something that gets everyone happily hooked to the content, the engagement rate goes high, the reach goes high and it's one of the trends that never gets old. We've already witnessed influencer houses become a thing. It won't be long before the majority of the Influencers leverage this to earn more returns on their efforts.

When scrolling through the digital world, we just can't get enough of those catchy trends, the viral dance moves and so on.

Instagram and TikTok have taken the lead in increasing the duration

of video content. The only Trend that has been on the rise for 8 years now

popularity surge of video content

voice Influencers on the rise

Expect spurge in growth in this new niche of influencers - those who keep voice or audio first and often in a regional language as podcasts or voice-over videos. On the brand side, partnering with these voice influencers will become a notable trend.

brand ambassadorship will create a space for itself

this is turning out to be a mutually beneficial long-term trend.

Gone are the days when brands & influencers used to collaborate as a one-time deal. With a rise in brands onboarding certain influencers as brand ambassadors,

Today's audience is smart and emotional. Hence, your brand campaigns must tell a story! It needs an emotion that your audience can relate to. After all, your brand needs to capture the mind of consumers before appealing to their wallets.

storytelling with relatability drives purchasing decisions of the customer

marketplace for creators and brands

with influencers having easier access to different brand collaborations and brands having the option to connect with influencers directly and faster

With TikTok having a creator marketplace to connect brands and influencers and Instagram working on implementing the same, this could be a big shift in the influencer marketing industry

Instagram, Youtube, Snapchat, and Facebook are surely the leading platforms creators continue to trust yet we can't dismiss the rise of new social media platforms creating a

financially secure arena for creators, platforms like Moj, OnlyFans, Be Real, Clubhouse, Buy Me a Coffee and Patreon are starting to receive a surge of creator and viewer love.

New Social Media Platforms

Niche Influencers on the rise

Influencer Marketing trend that has been on the rise for the last few years and shows no signs of slowing.

There's a high possibility of the majority of influencers shifting their creator talents to niche content, making them more alluring to brands catering to those verticals. This is one



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rise and relevance of influencer commerce

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One of the megatrends of the year, Influencer Commerce is like a new take on Influencer Marketing. But what does it mean and how is it relevant? Let's find out! Simply put, social commerce is the mixing of e-commerce and social media to utilise social media platforms and influencers as boosters to sell products and services. It points to the shift in the people-led selling process propelled by social media's rise.

So far, China has been the leading player when it comes to social commerce. They leave no stones unturned when it comes to offering visibility, credibility, and lead conversion through different means like Live chat/streaming or Social Search Optimization. The best part of their influencer marketing remains the structure of using the influencers' content in different categories namely Wanghong, Key opinion leaders, and Key opinion consumers.

However, with social commerce gaining popularity worldwide, any business involved in e-commerce has the potential to benefit. While it is important to ensure that your social commerce strategy is

tailored to your brand, some tactics can turn out to be suitable for your brand's growth trajectory :

Choosing the right platform: *To pick right, you can focus on the 4Ks :*

► **Know your Audience:**

Remember, it's about your audience, not you. Understanding your audience helps provide insights into unmet needs. It won't matter how amazing your content and products are, not even audience size if your selected channel doesn't have the right target active.

► **Know your Company:**

Your products, services and brand personality should be taken into consideration while choosing a platform.

► **Know your Competitors:**

Research about tools, platforms, means, and methods used by your competitors. It's useful to see what others in your space are doing, so you're making an informed decision.



influencer commerce

► **Know your resources:**

Ask yourself if you have the resources to be successful and consistent.

For years, brands have been encouraging potential customers to visit their biography for a link to their store. Facebook recently updated their Live Shopping platform.

Influencer onboarding:

Presenting the wrong influencers to your target audience is like purchasing a new phone without the charger. You won't be able to make the best of it for too long. The right influencer has to be onboarded keeping in mind what the audience needs, who the audience trusts, and how the influencer connects with the audience. To get the influencer onboard, you simply need to approach the influencer, build a connection, discuss details of the campaign and work out a strategy with their unique inputs.

Measuring results:

Measuring the efficiency of influencer campaigns is a process that requires strict monitoring and data collection. Some metrics that can be measured easily include:

- i) Direct sales
- ii) Website traffic
- iii) Social media mentions
- iv) Engagement rate
- v) Increase in followers

So what does this all mean for brands, influencers, and platforms? One thing's for sure: influencer commerce is a model they must embrace. For platforms, it opens up new revenue streams. For influencers, this opens up opportunities to develop new types of shopping experiences, connect in new ways and engage followers while monetizing their content. And for brands, it means engaging directly with consumers through social platforms.

Let's take a look at one of our leading Influencer commerce campaigns:

Vishudh, top selling women's ethnic brand on Myntra and other marketplaces, teamed up with The Good Creator Co. to launch a trendy influencer commerce campaign to target the audience for its New Summer Indian wear Collection. Here's how the campaign unfolded :



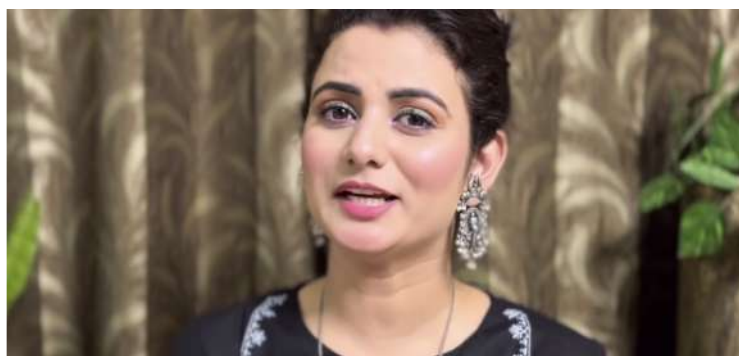
To increase its brand awareness and put forward what it offers, the campaign targeted tier 1 and 2 city women who need to mould into different roles throughout the day. The campaign went live on Youtube and a total of 20 Youtube creators from various niches/ categories like fashion, beauty, DIY, and haul videos were onboarded.

These creators were selected based on their niche, past collaborations, engagement rates and content quality and were a combination of Micro and Nano. The videos were in which they spoke about the brand, the product in focus, prices and wore the Kurti sets to give the viewer an idea of how the products looked.

The YouTubers were given a purchasing link to be shared with their audience in the description box of their videos. The bonus was, that anybody who purchased using this particular link, got the apparel at the lowest price. This discount could only be availed if the purchase was made from the influencers' link. This helped Vishudh display its new collection most efficiently. Audiences were engaged and it gave them a real-time example of the clothes.

A wave of demand was generated for Vishudh's products giving more than desired results

Views: **410K**
Orders: **750+**
Clicks: **73K**



Hello Fellow Marketers,

Influencer Marketing has been on the rise in the last decade, driving creators to come up with unique content for brands boosting brand awareness, recognition, sales and more. The pool of influencers on social media is vast and limitless, helping brands reach target markets in an authentic and relatable way, selling smarter and faster.

As the Influencer Marketing Agency of the year and India's Largest Creator Ecosystem, we have experience with over 1200+ leading brand partners and successful execution of over 5000+

campaigns. With that experience, we have curated this case study handbook that contains information about some of the campaigns launched for leading as well as emerging brands, helping you with a general idea of both big and small-scale campaigns, along with insights from leading influencer campaigns globally and recent trends in the influencer marketing industry.

We hope this can be the benchmark based on which you can plan and strategize for the coming year.

Until Next Time. Keep growing. Cheers!





we believe *good things* happen when *good brands* come together!

We hope we had you hooked with growth-oriented information till the end.

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