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GRYNOW . UAE



A vibrant campaign to promote kitkat's new flavour

Objective

- To promote kitkat's new flavour
- Creating curiosity and interest among the audience

Strategy

- Collaborated with 7 prominent mid tier and mega influencers
- Designing creative concept
- Directed influencers to create videos challenging their family or friends to guess the flavour.

Campaign Results:

7
Videos Delivered

2.5M
Avg Views

1
Month Campaign

7
Creators



Platforms





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Contact Now



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