







Influencer driven campaign for pampers

Objective

- To promote their new premium care diaper
- To showcase the diaper's quality and convince people of its superiority in children

Strategy

- Collaborated with 10 macro mom influencers
- Influencers to create videos showcasing the diaper's feature
- And, directed them to conduct a leakage test.
- The campaign revolved around the hashtag #SoftAsMother'sTouch

Campaign Results:

Videos Delivered

7.8M

Avg Views

Month Campaign

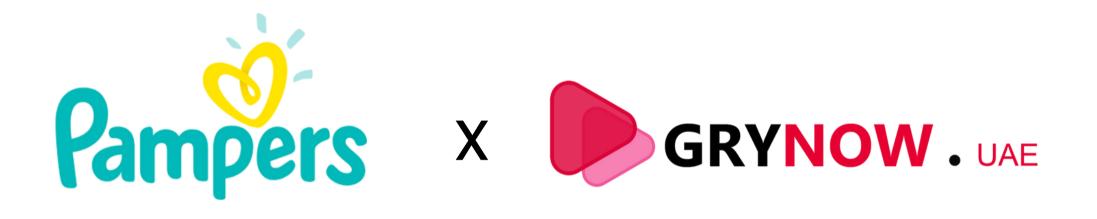
Creators



Platforms

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