

Pampers X GRYNOW . UAE



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:

20

Videos Delivered

7.8M

Avg Views

5

Month Campaign

10

Creators



Platforms





X



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Contact Now



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