

# FASHION / LIFESTYLE

INFLUENCER MARKETING CASE STUDIES

amazon

PUMA

H&M

meesho

UPTOWNIE

Amazon ropes in 100 + social media influencers; launches 'Live Videos' to promote brands.

## Objective

- To increase sales by doing live commerce, and to help customers discover interesting and relevant products on Amazon.
- To make the audience learn about the products to move closer to a purchase decision.

## Strategy

- Suggested influencers from fashion, beauty, tech and home decor genre since they are the most high selling online. And aligned a 45 mins of live session for each influencer.
- Setup live sessions from amazon studio & their home.
- Curated live content format such as Ongoing sale & discounts.

## Campaign Results:

**80+**

KOL

**1K+**

Live sessions delivered

**6**

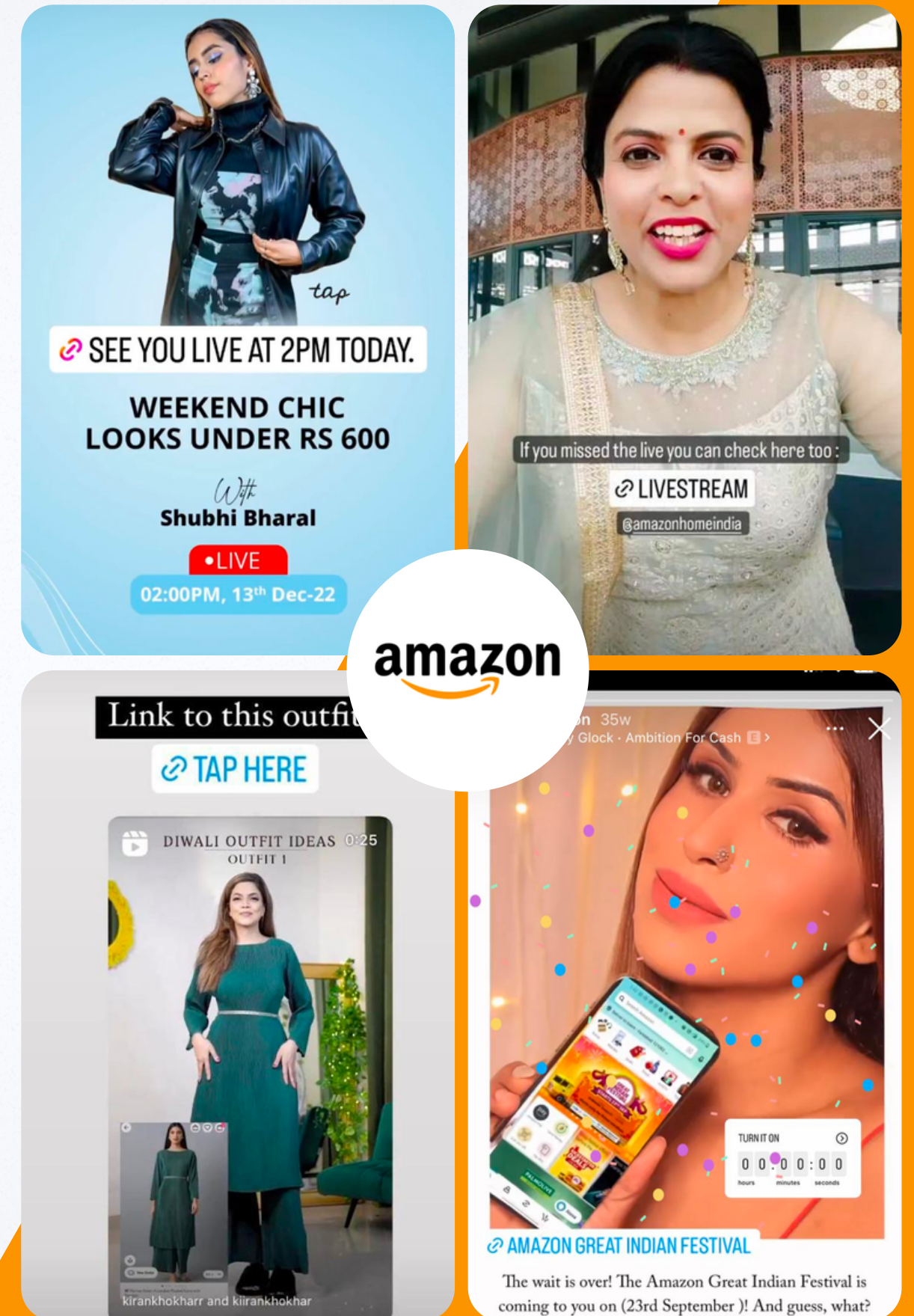
Month Campaign

**2K+**

Live Viewership



Platforms



## Unleashed Propah Lady Power featuring Kareena Kapoor!

### Objective

- To drive successful product launch by leveraging influencers to introduce Puma's latest collection in collaboration with Kareena Kapoor.
- To generate excitement and anticipation through effective influencer campaign creation.
- To capitalise the message of Womanhood Empowerment with the launch of Puma Propah Lady Campaign.

### Strategy

- Established impactful influencer partnerships with Trendy Millennial Female Influencers with at least 50k+ following.
- Experiential Puma outlet store visits in Tier 1 cities to maximise exposure, capturing key moments for Social Media to curate appeal and desirability.
- Enhanced brand connection and experience through gifting each influencer a personalised note signed by Kareena Kapoor.

### Campaign Results:

**60**

KOL's

**800K+**

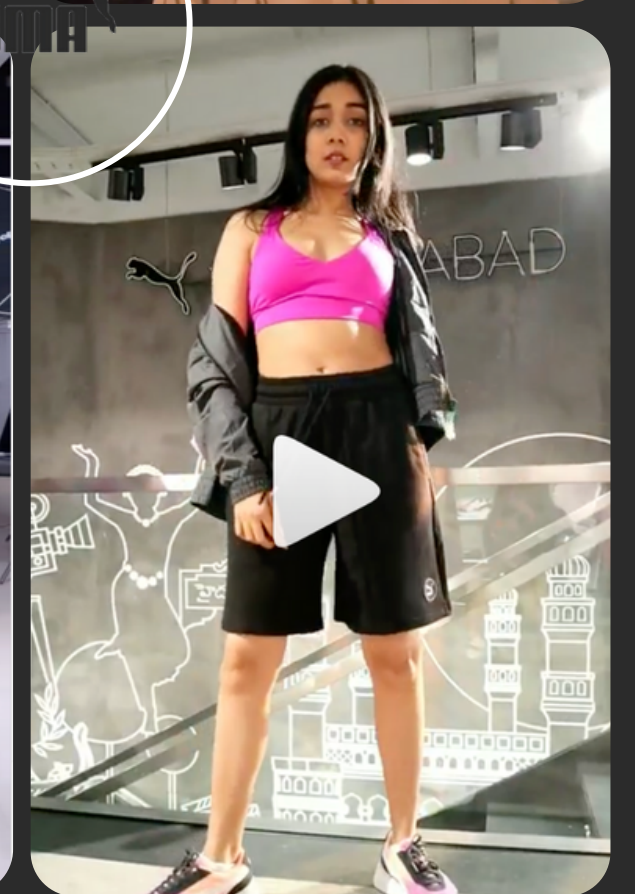
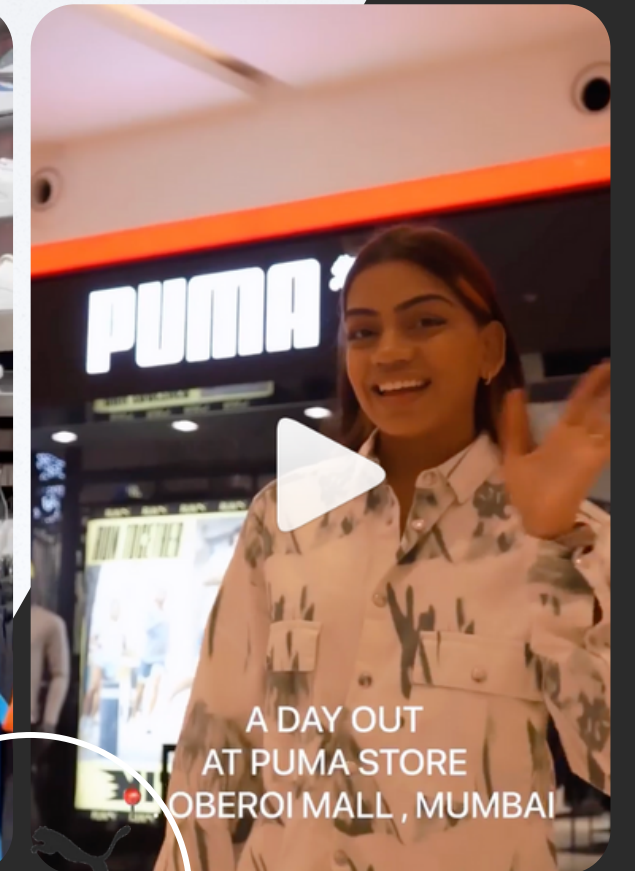
Views Achieved

**1**

week  
Campaign



Platforms



**Garnered staggering 500k+ Views & retention for H&M from Key Target Masses in regional languages.**


### Objective

- To Boost H&M product sales, ultimately cultivating consumer loyalty through targeted campaigns.
- To Position H&M as a leading manufacturer of sustainable clothing within various budget ranges.
- To Enhance brand awareness and increase brand affinity across a wide ranging audience.

### Strategy

- Carefully articulated campaign ideals with influencers in the niches of Fashion & Lifestyle, staying true to the brand message.
- Curated diverse, authentic & relatable content across different regional languages aligning each influencers' unique personalities to ensure genuine connection with audience.

### Campaign Results:

<b>30+</b> Videos delivered	<b>500K+</b> Views Achieved	<b>5</b> Month Campaign	 Platforms
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Unprecedented results with 1M+ Views in just over 4 Months with Meesho.


### Objective

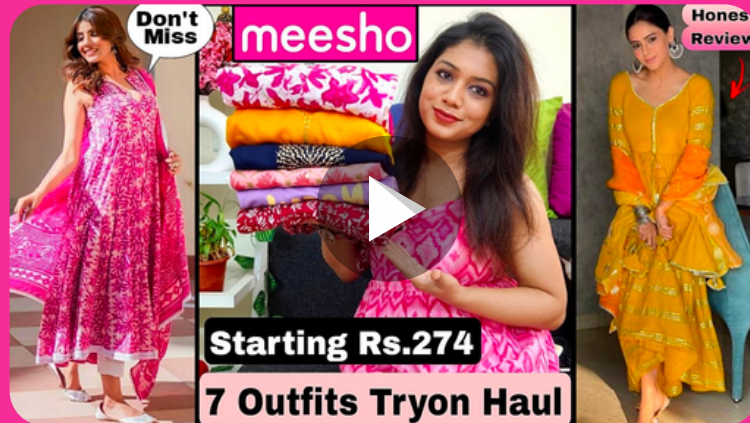
- To drive Meesho sales to substantial growth, highlighting brand value.
- To expand Meesho’s social media presence.
- To collaborate with influential Youtubers for compelling video reviews to establish trust and credibility, ultimately driving interests and conversions.

### Strategy

- Collaborated with 50+ Micro-Mid tier Youtbers, specifically genre focused in Beauty, Fashion and Lifestyle.
- Targeted shopaholics through tailored campaigns, resonating Meesho’s preposition in a unique way.
- Worked on content creation of influencers to partake in concepts like Haul, Review and Vlog videos to establish authentic and credible brand messages.

### Campaign Results:

<b>50+</b> Videos delivered	<b>1M +</b> Views Achieved	<b>4</b> Month Campaign	 Platforms
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**With over 700k+ Views & the Blitz of 120+ Fashion Influencers, Uptownie skyrocketed its Sales Surge.**

## Objective

- To Amplify Brand recognition through strategic influencer partnership campaigns.
- To Harness the power of key fashion influencers into driving sales.
- To Maximise the overall Social Media Reach and engagement.

## Strategy

- Focused on primarily collaborating with influential Fashion, Lifestyle, Streetstyle, and Creators with GenZ Aesthetics.
- Selected & Featured a dynamic group of 100+ Instagram Micro Female Influencers in the target categories.
- Leveraging the power of Reels, the concept revolved around trendy & quirky videos as engaging & captivating tools.

## Campaign Results:

**120**

KOL's

**120**

Reels Delivered

**700K +**

Views Achieved

**2**

Month Campaign



Platforms



# Contact us

To Boost your Business

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