

FITNESS/PROTEINS

INFLUENCER MARKETING CASE STUDIES



Drove 800k+ views for Oziva's motive to change its nutrition landscape in India.

Objective

- Push for sale of Oziva products to mass audiences via barter deal.
- Create brand awareness in south & north region.
- Change the nutrition landscape in India by its different products.

Strategy

- Merge of Nano and Micro content creators were onboarded for the Instagram platform.
- Teamed up with 250+ female influencers from fitness, health, lifestyle & beauty genre.
- Targeted selected cities like Telangana, Delhi, Mumbai & Gurgaon.
- Content urged everyone to adopt a healthy lifestyle and focus on strengthening their immune system.

Campaign Results:

250+
Video Delivered

800K+
Views Achieved

2
Month Campaign


Platforms



Led 1M+ Views & engagement through Fitness Creators & Quality Content for Genetic Supplements.

Objective

- Emphasise the value of exercising and leading a healthy lifestyle with protein.
- To raise buzz and awareness about the brand.
- To increase the sales from Influencers coupon code.
- Customised multiple deliverables like 2 stories 1 post & 1 reel each influencer.

Strategy

- Onboarded 30+ micro Influencers from across PAN India.
- Targeted core fitness, weightlifting and athletes genre's
- Curated content educating everyone to workout and focus on strengthening their immune system with nutrition & protein.

Campaign Results:

30+
Video Delivered

1M+
Views Achieved

1
Month Campaign


Platforms



Drove 1M+ views towards Healthkart's soaring Social Media Dominance with 60+ Athletes!

Objective

- To fuel Healthkart's awareness growth to boost recognition and product sales.
- To Partner with renowned Muscle & Fitness Experts for brand credibility.
- To utilise and expand social media presence with a wider audience to foster engagement.

Strategy

- Executed successful Paid Campaign on Instagram, collaborating with 60+ Fitness athletes, national champions and genre experts.
- Focused on visualisation of an all round fitness journey with muscle building workout routines and significance of protein balance.
- Developed compelling content ideas, highlighting importance of Healthkart fostered lifestyle and emphasising on key USPs.
- Target audience aged 25 and above to ensure relevance and resonance with target category's needs.

Campaign Results:

60

KOL's

60

Reels Delivered

1M+

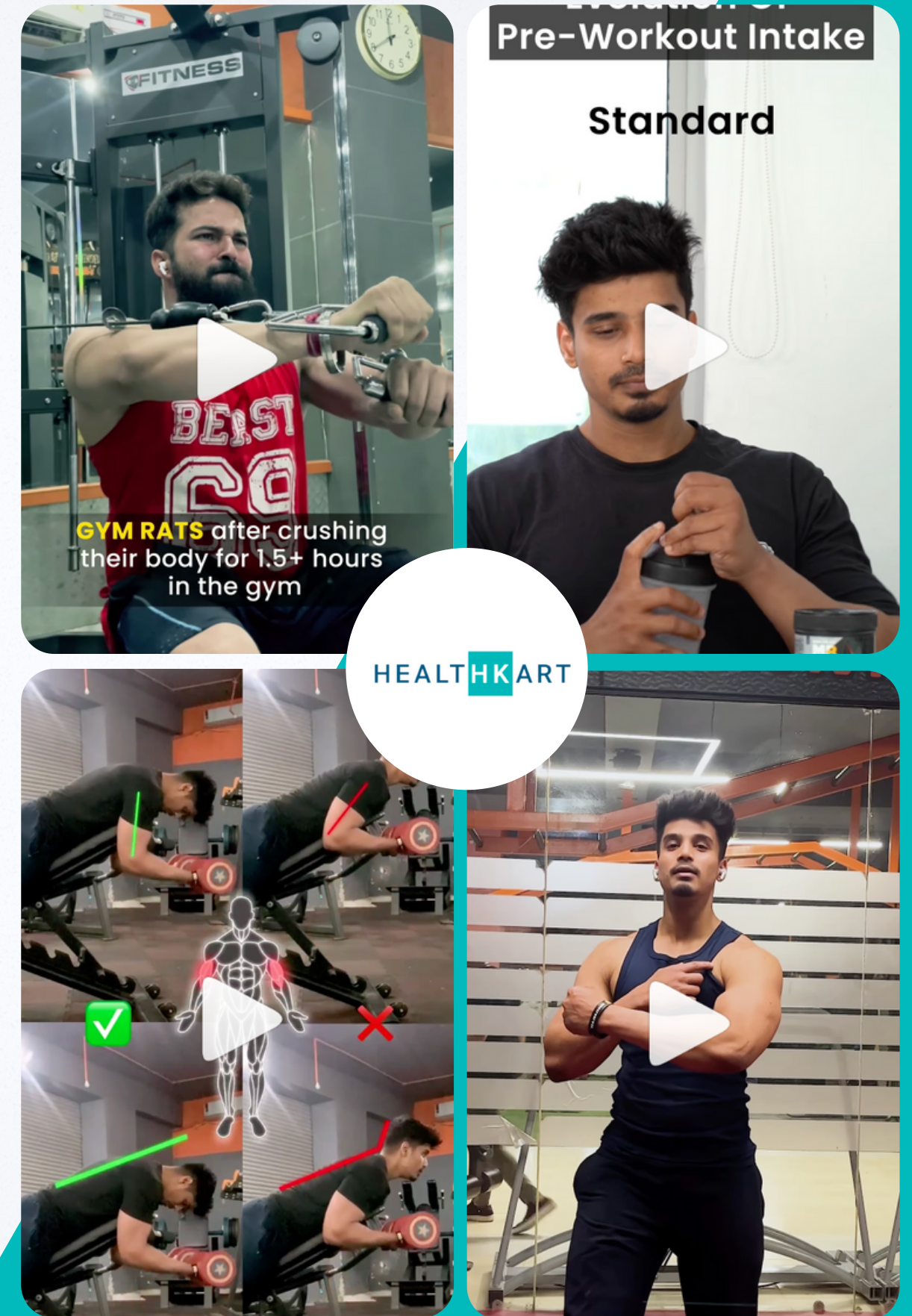
Views Achieved

3

Month Campaign



Platforms



Fueled Plix Life's awareness with 200+ influencers and enriching content all across!

Objective

- To elevant brand visibility and drive revenue.
- To enlist influencers and experts in the niches of health and fitness.
- To advocate, educate and motivate the masses about the significance of a healthy lifestyle.

Strategy

- Separately executed paid and barter campaigns with a comprehensive strategy on Instagram, onboarding over 200+ Influencers.
- Curated compelling content highlighting Plix's key brand message of promoting a healthy Lifestyle.
- Strategically engaged nano creators for Barter Campaign while partnering with Micro creators for the Paid Campaign, specialising in the niches of Fitness, Health, and Lifestyle.
- Focused on optimal follower range of 10k to 300k, ensuring a balance between audience reach and engagement.

Campaign Results:

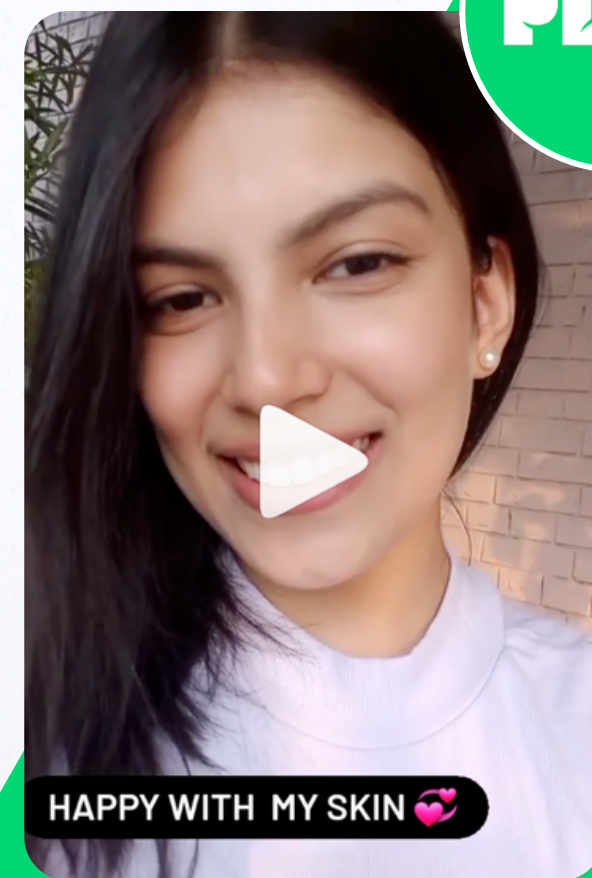
200
KOL's

200+
Reels Delivered

1.2M+
Views Achieved

3
Month Campaign


Platforms



FCreated Celeb Fitness frenzy as Mira Kapoor and top influencer Propelled UltraHuman's New Product Launch.

Objective

- Introducing and promoting awareness of the latest product launch.
- To Harness the celebrity power and leveraging brand ambassadors like Mira Kapoor & Shreyas Iyer with influential status to hoist excitement across audiences.
- To Build brand Adoption and Hype around UltraHuman, generating a strong and loyal brand following.

Strategy

- Did strategic influencer selection, implementing a targeted approach by collaborating with Tier 1 Macro and Mega Influencers and popular celebrity figures.
- Focused on amplifying results with 500k+ and 1M+ Following status Influencers and Celebs respectively, to ensure wide audience reach.
- Created concept of compelling product demonstration, capturing user experience over 7 days and analysing before and after results to retain product authenticity.
- Fostered credibility in the latest Ultrahuman Product with authentic user testimonials showcasing proper usage, process and result demonstration.

Campaign Results:

35

KOL's

35

Reels Delivered

3M+

Views Achieved

2

Month Campaign



Platforms



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