




**ORGANIC
INDIA®**

X



GRYNOW





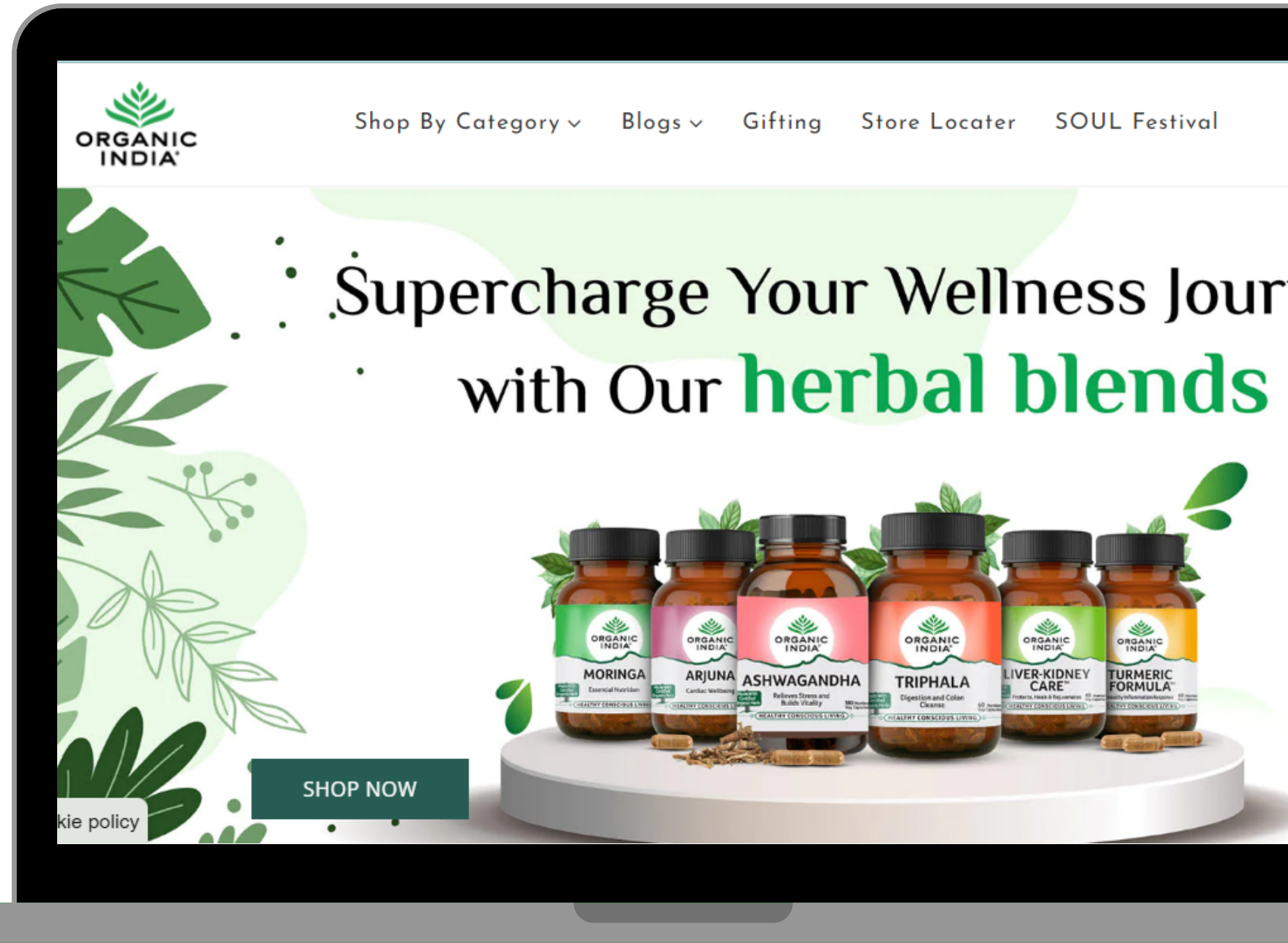
INTRODUCTION

We collaborated closely with the Organic India team to deliver our UGC Service.

Adhering to guidelines, we executed a creative campaign, leaving a lasting impression.

The collaboration was seamless, showcasing our dedication and resulting in a smooth and impactful project that resonated with our audience.

ORGANIC INDIA CAMPAIGN



kie policy



Campaign Overview

We aimed to raise awareness about Organic India's herbal blends, targeting India's health-conscious audience.

Utilizing User-generated content we collaborated with influencers to enhance engagement by creating engaging content

We collaborated with diverse influencers to create engaging user-generated videos for increased engagement and market presence.





Campaign Strategy

Keeping in mind the objective of the brand we carefully selected creators from **healthcare, wellness, lifestyle, and fitness category**

We guided them to create videos about three types of herbal blends.

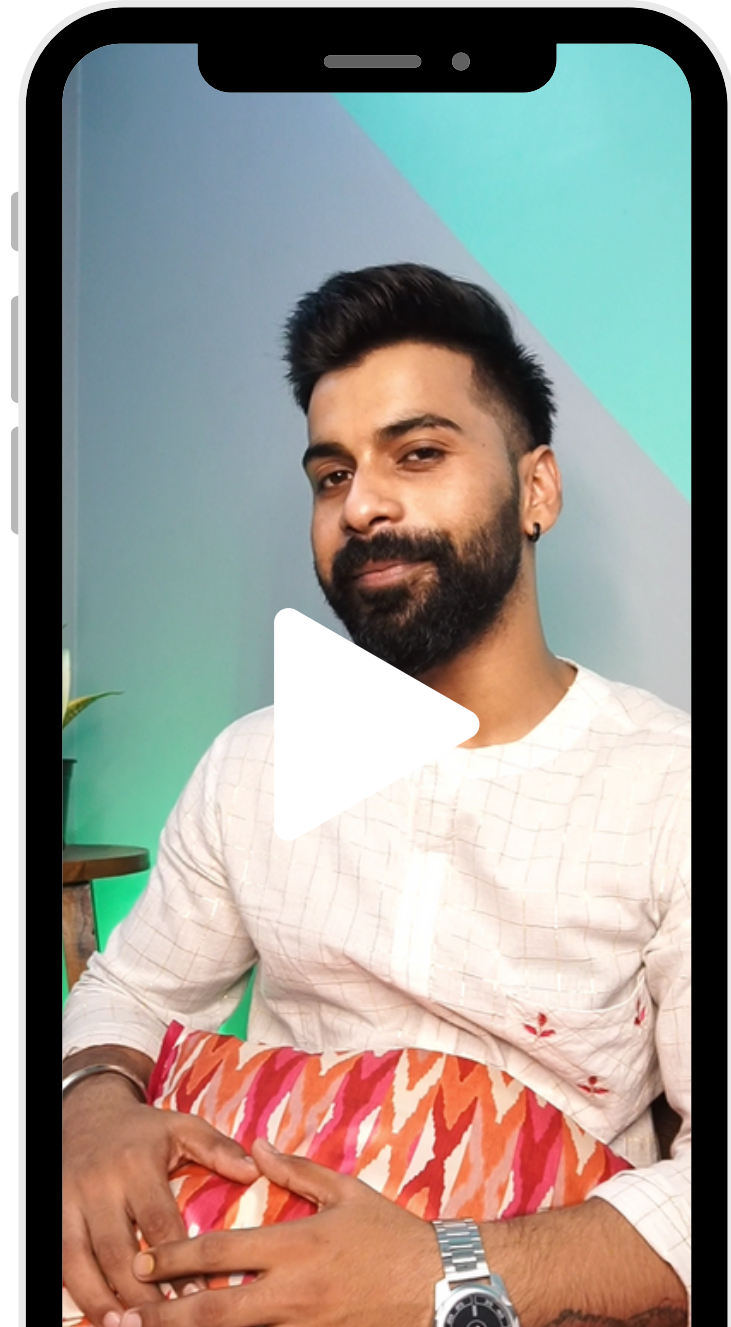
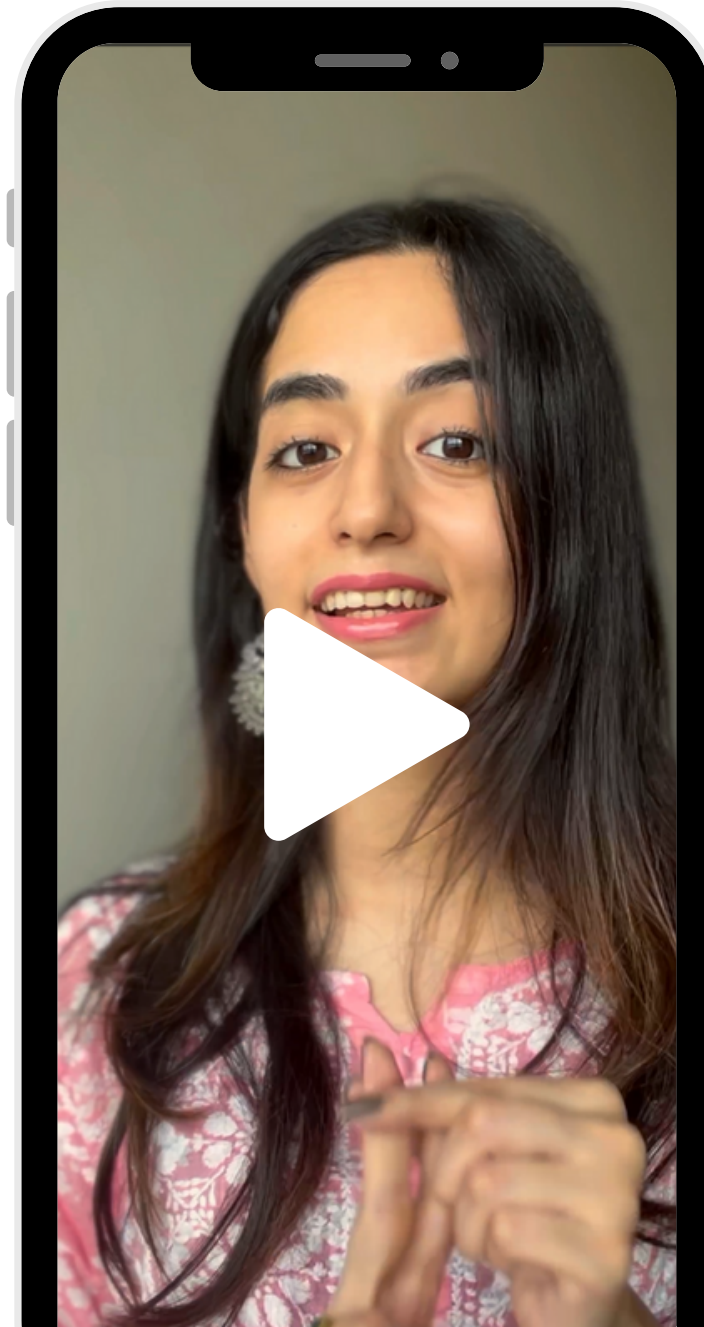
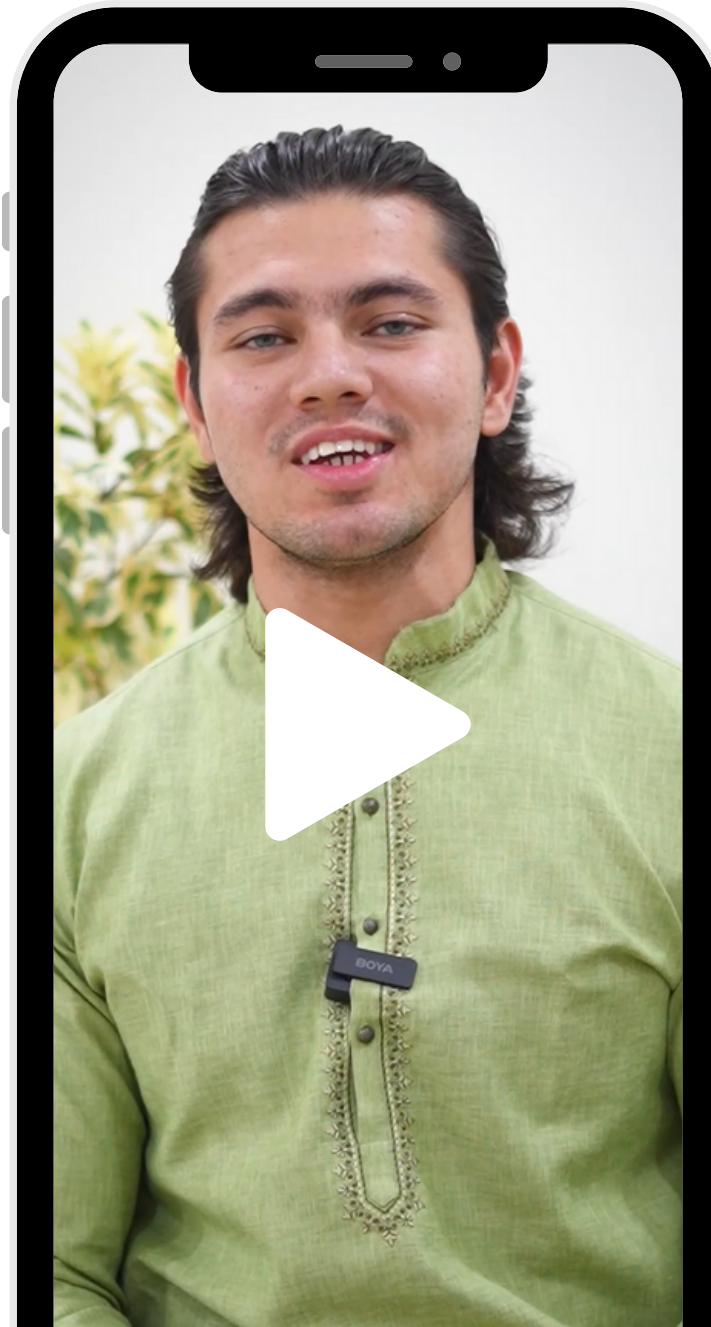
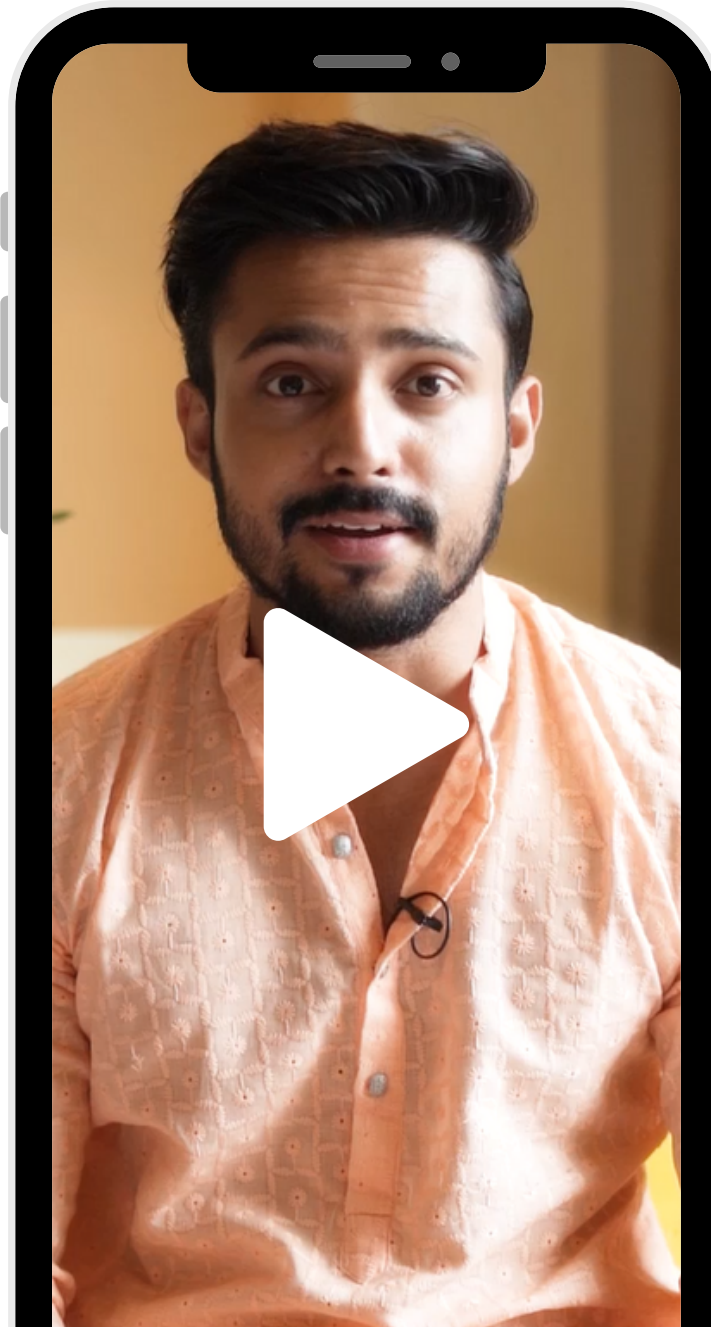
And provided them with the scripts that highlighted the benefits of Organic India's products, to reach more people on social media.



ONBOARDING OF CREATORS

According to the specifications products

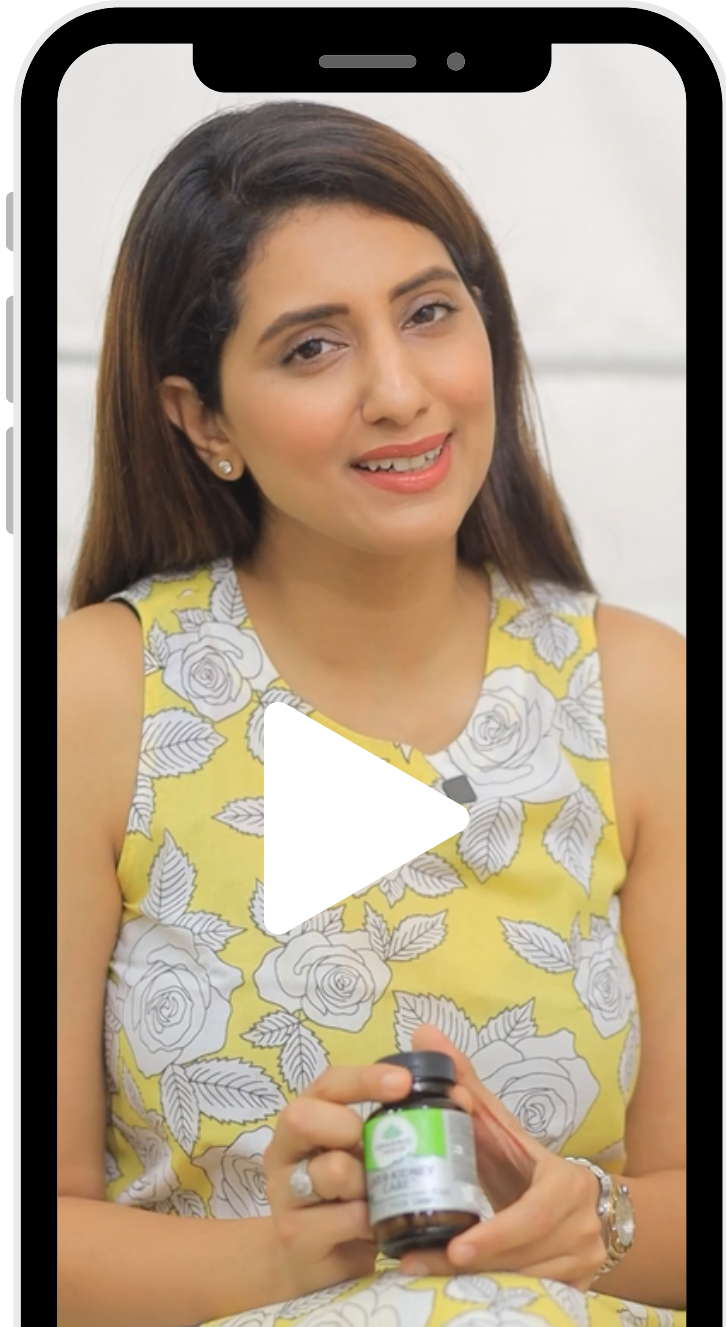
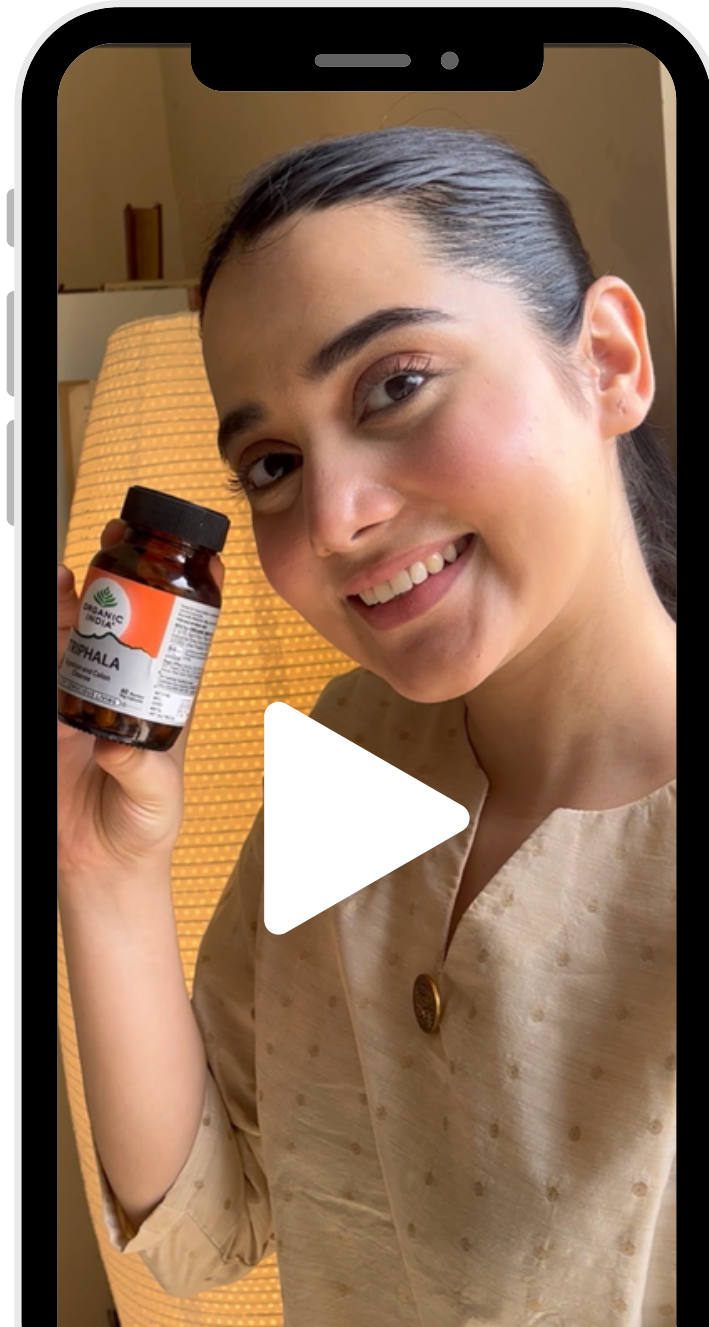
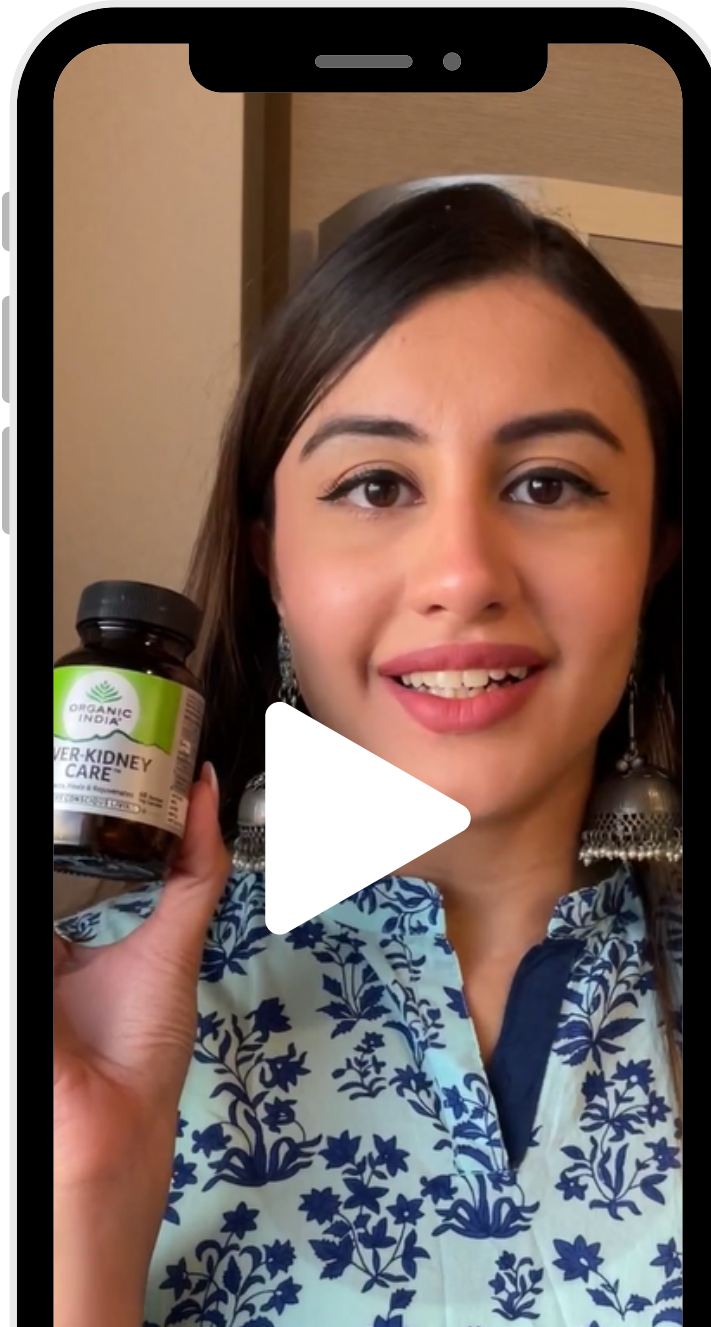
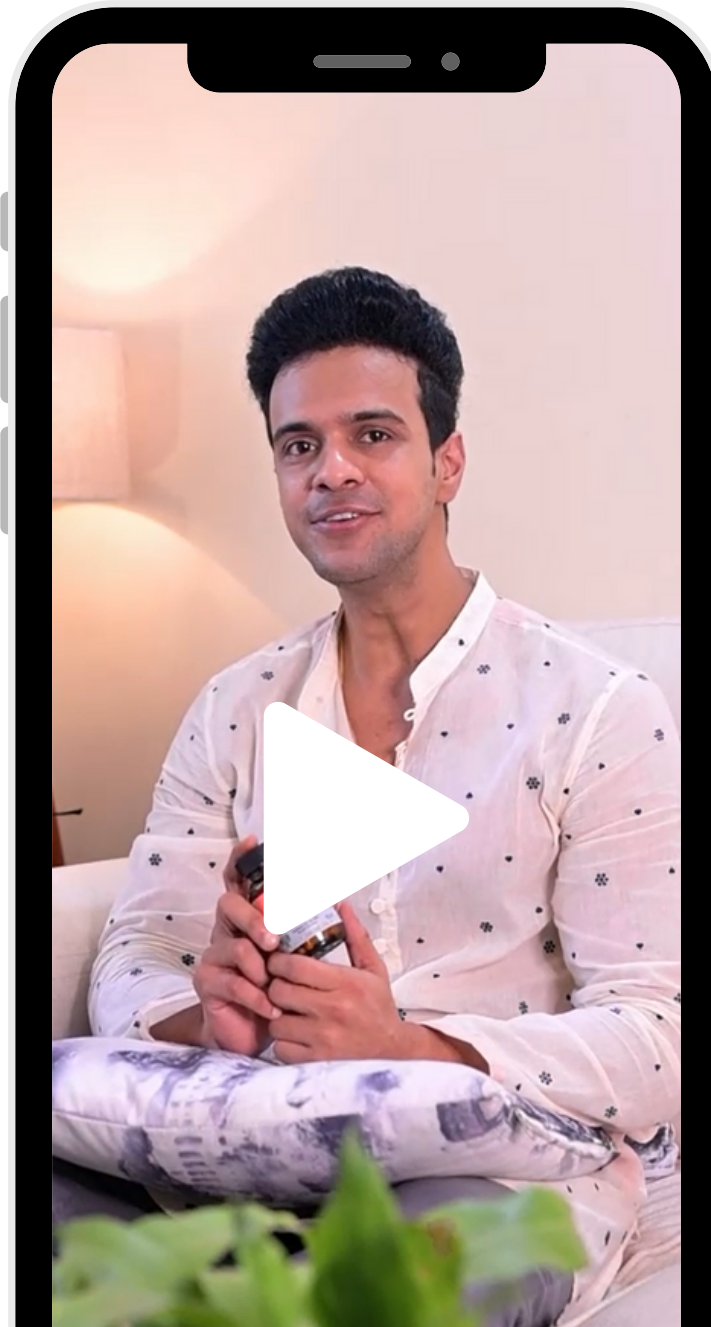
[Click here to access the following videos](#)



ONBOARDING OF CREATORS

According to the specifications products

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Organic India

Campaign Results



20

Videos



12%

Increment in
Engagement



1.7%

CTR

Organic India used the campaign videos on various social media platforms: LinkedIn, YouTube, Instagram and performance advertisements & witnessed an increment in conversions by 12% and decrement in customer acquisition cost.





Contact Now



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