



GRYNOW

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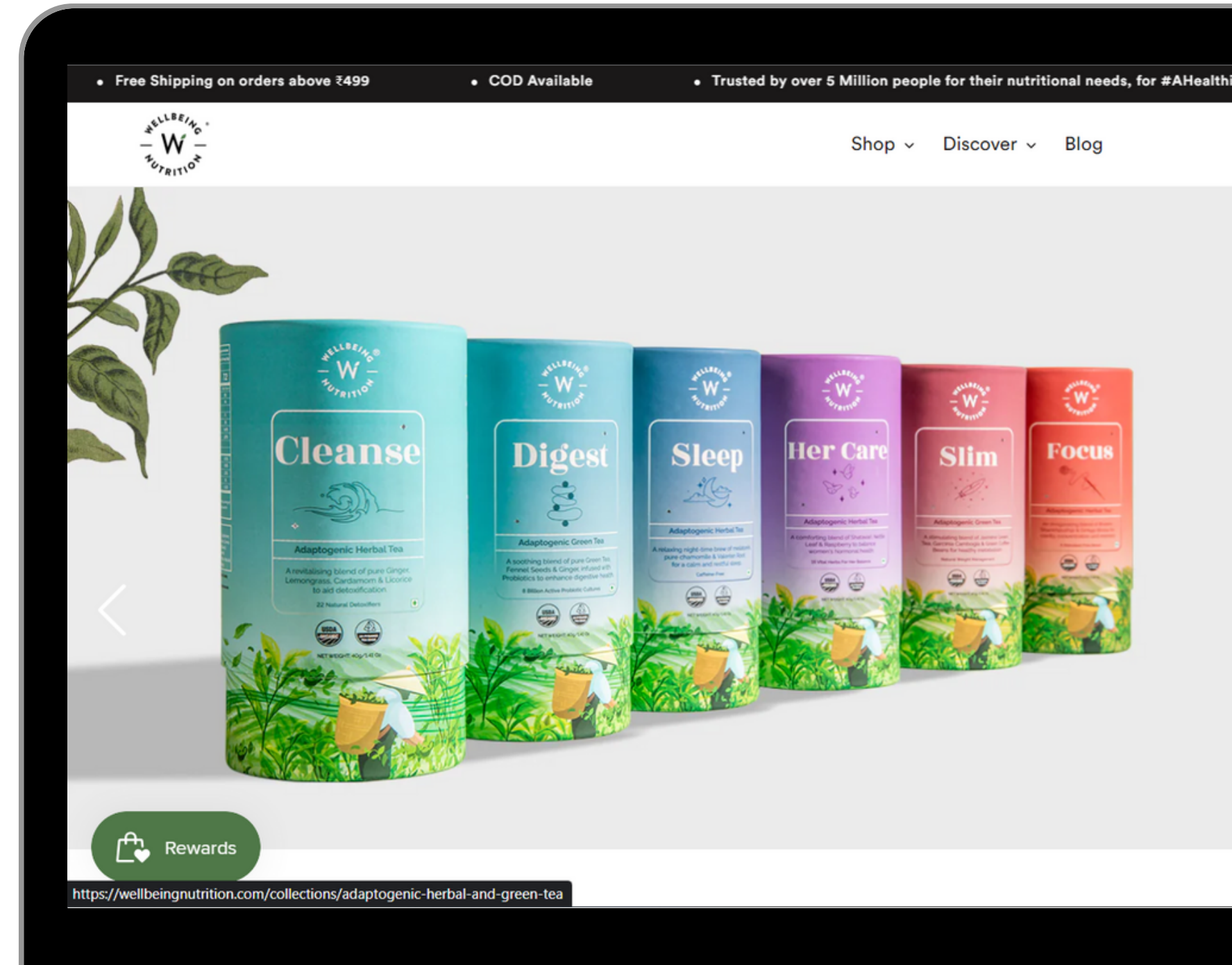


Introduction

Our collaboration with Well Being started in July for our UGC video service.

Following guidelines, we conducted a creative campaign, making a lasting impression.

The partnership was seamless, reflecting our dedication and yielding a successful project that connected with our audience.



OUR PROCESS

1

Objective Discussion & Talent Sourcing

Objective discussion is done with the brand, and then we assist in shortlisting creators. Subsequently, content guidelines are provided, accompanied by training and support.

2

Strategy Curation

We'll create a content strategy on content pillars identified through trend analysis for utility on multiple platforms.

3

Scripting & Conceptualisation

Scripts and ideas are crafted through objective discussions aligned with the brand's vision and mission

4

Video & Post Production

Creators create content in accordance with the scripts and concepts. Our in-house editing team handles the entire post-production including editing, subtitles and thumbnails of the videos

5

Content Delivery

End-to-end solution to content creation is provided by our team.



Campaign Overview

We initiated a unique campaign promoting Well Being's diverse products, including :

- Hair Fall Control Melts
- Superfood Plant Protein
- Healthy Gut Melts, Daily Fiber
- Probiotic+Prebiotic Effervescent Tablets.

We collaborated with influencers who crafted engaging and creative videos to enhance product awareness while creating **User-Generated Content**.





Campaign Strategy

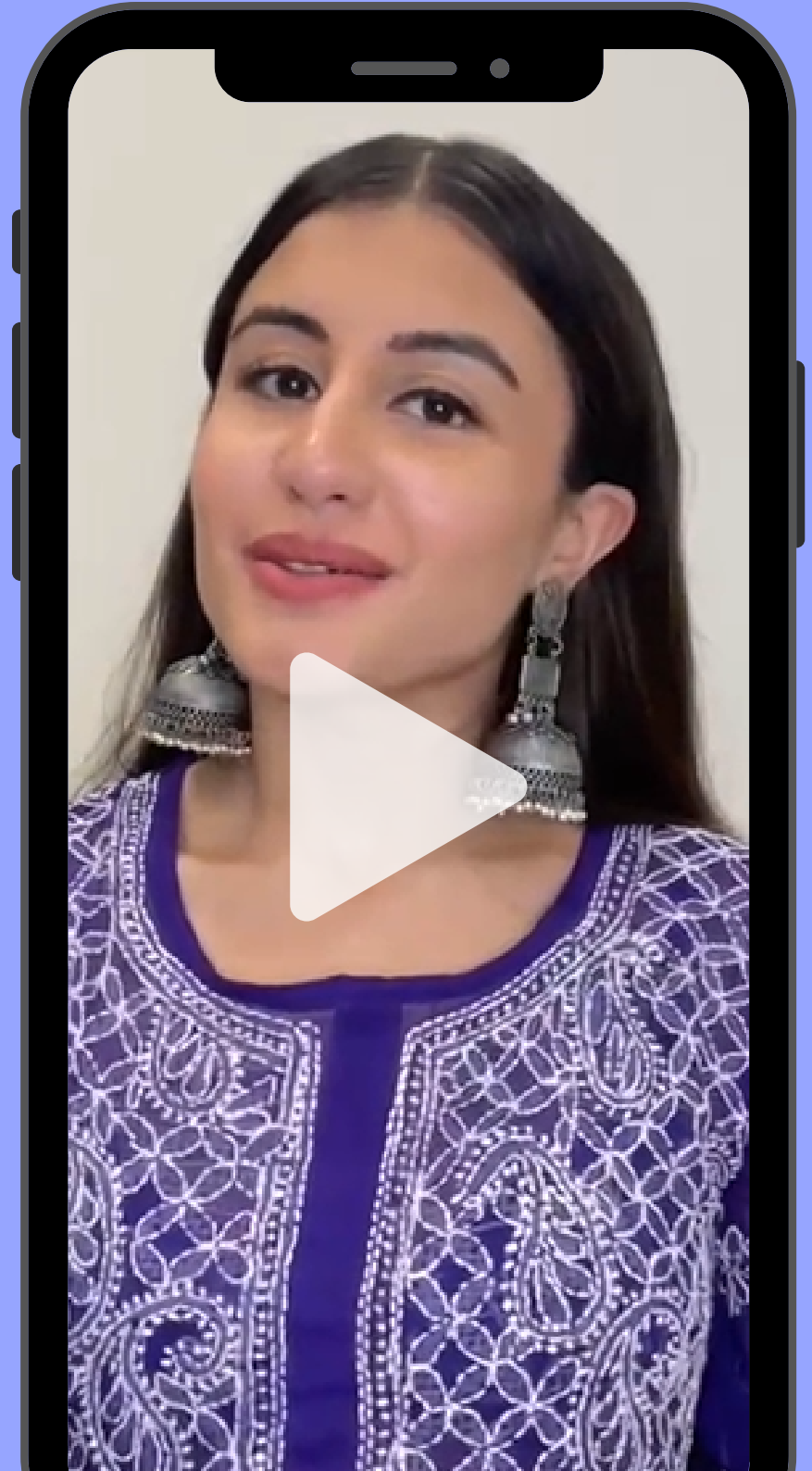
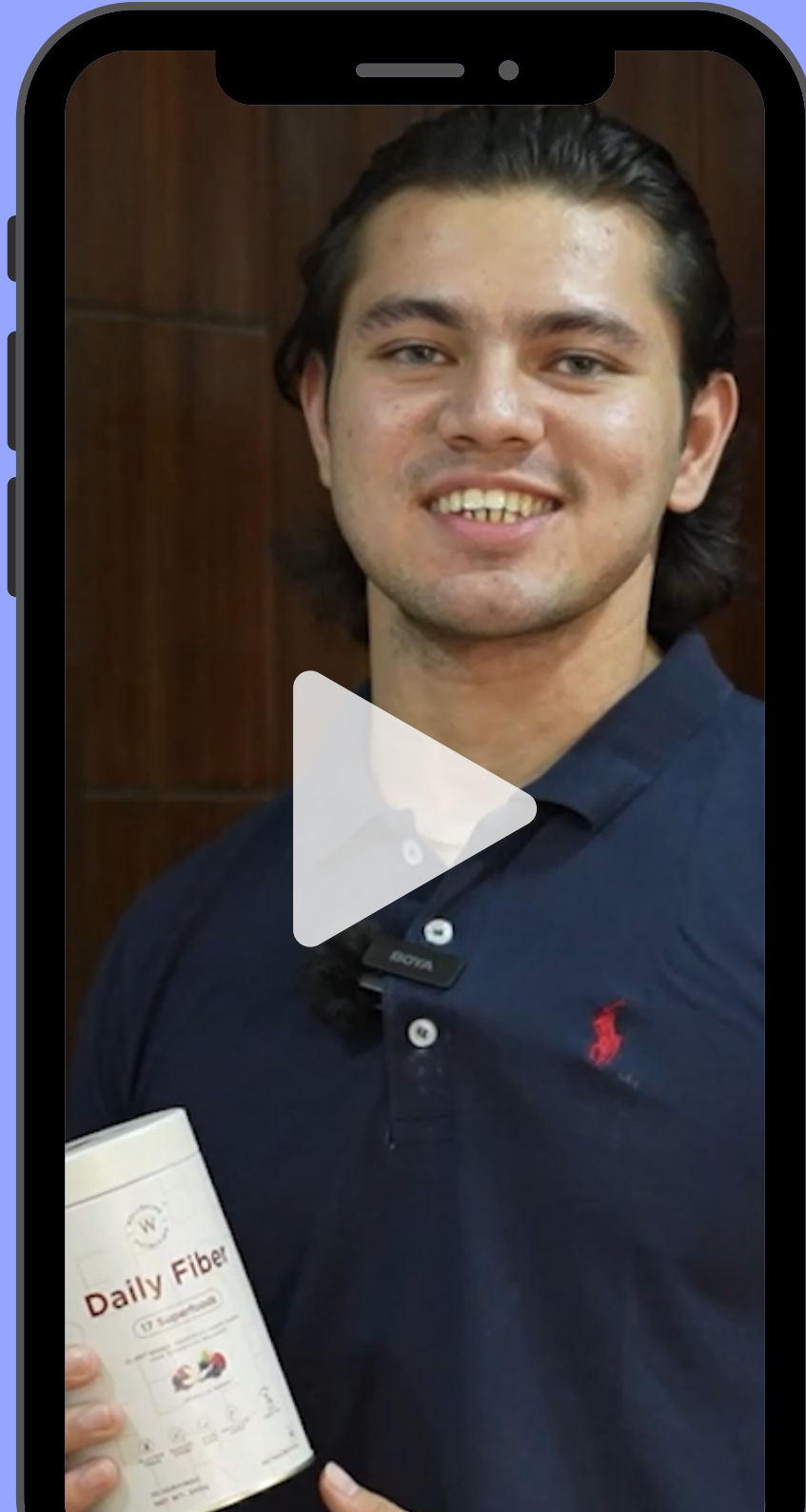
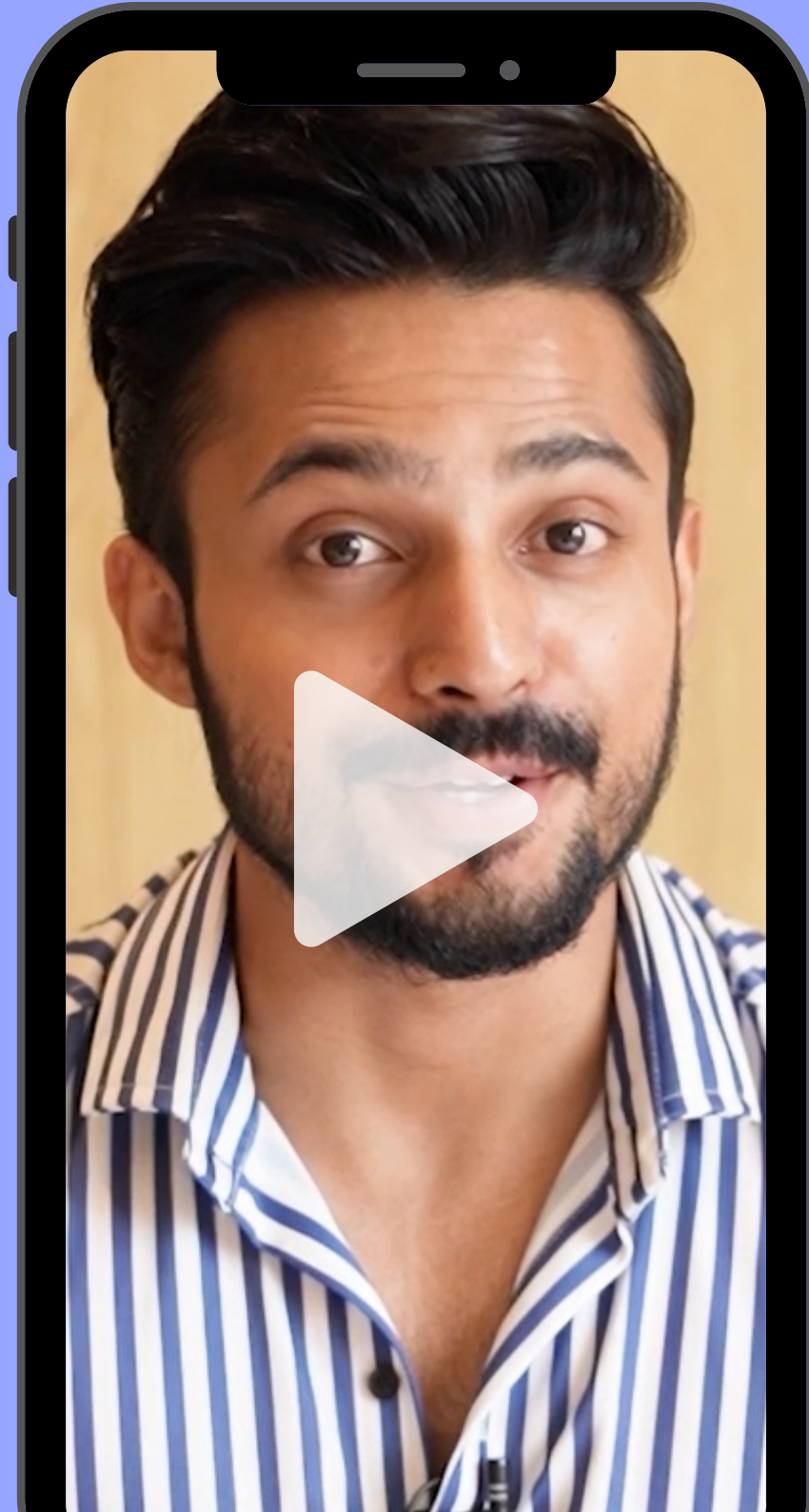
To align with the brand's goals, we crafted videos highlighting product USPs.

We shortlisted creators from the **Lifestyle, Beauty, Mom, Fitness,** and **Nutritionist categories** and allotted them different products that match the niche of the creator.

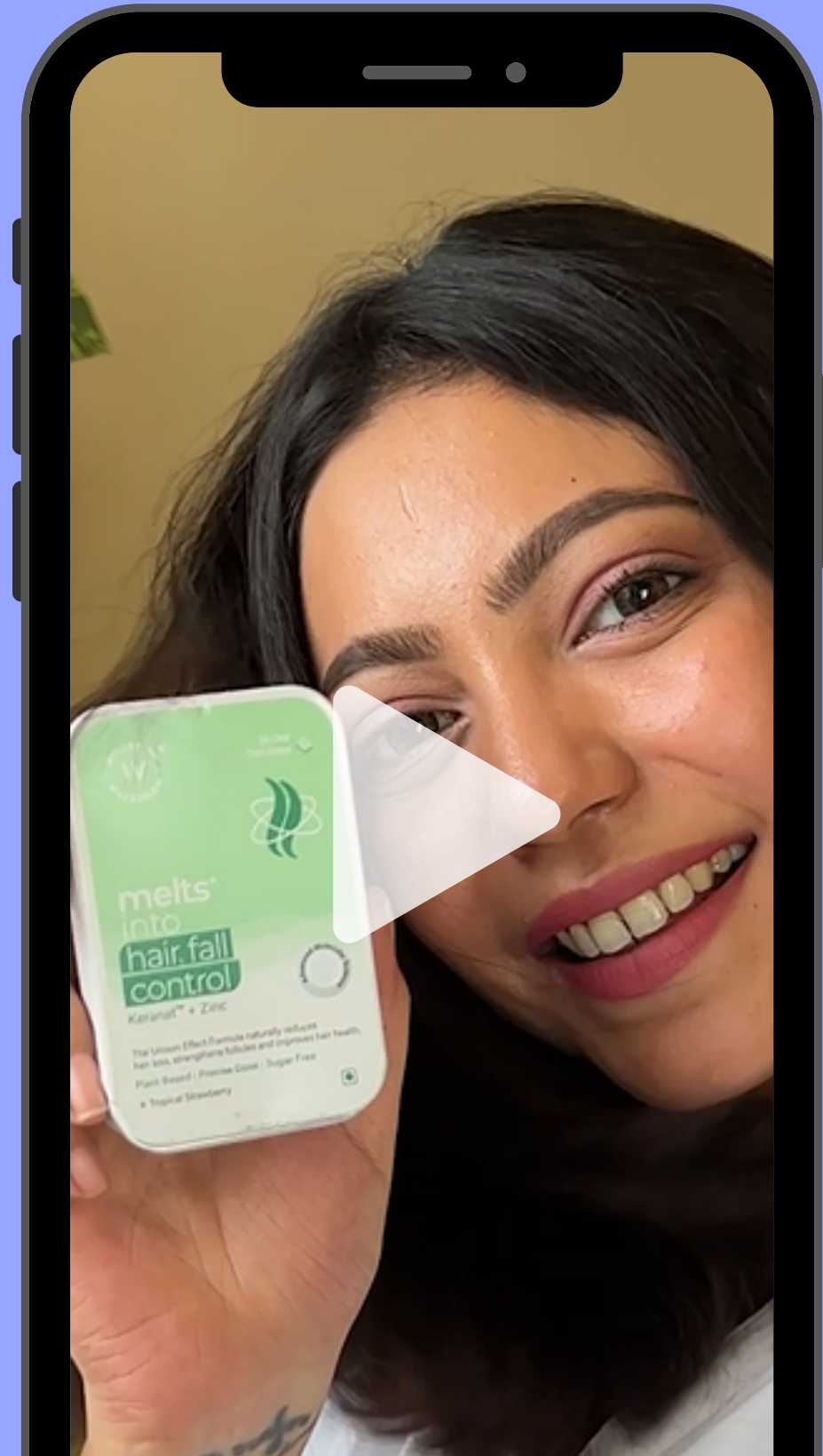
We supplied personalized scripts and directed them in crafting videos. Our in-house team then edited these videos and final videos were delivered.



Campaign Videos



Campaign Videos



Campaign Creators



TANUSH SETHI

Following - 99.5K



Kishveen Kaur Sidana

Following - 16.1K



ASFI JAVED

Following - 200K



Arpita Kathuria

Following - 93.7K



Angelica

Following - 3.9K



Parth Budhiraja

Following - 13.3k



TARUN SHARMA

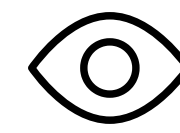
Following - 114K

Campaign Results



7

Videos



6.2M

Avg Views



9%

Engagement

The campaign videos used in performance advertisements resulted in an increment in conversions by 11% and decrement in customer acquisition cost.





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Contact Now



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