

SOCIO
GLITCH

CAMPAIGN CASE STUDIES

BY SOCIOGLITCH

↕ nasher miles

14

Micro & Macro-Influencers

100K+

Engagement

1.5Million+

Views

- Content link is attached to the images



✦ nasher miles

OBJECTIVE:

- The primary goal was to boost brand visibility and engagement by leveraging the power of influencers across various genres

EXECUTION:

- 14 influencers were carefully chosen for diverse audience reach
- The content focus was on creatively showcasing the luggage collection
- Prioritized storytelling, enabling influencers to share personal experiences with Nasher Miles' luggage

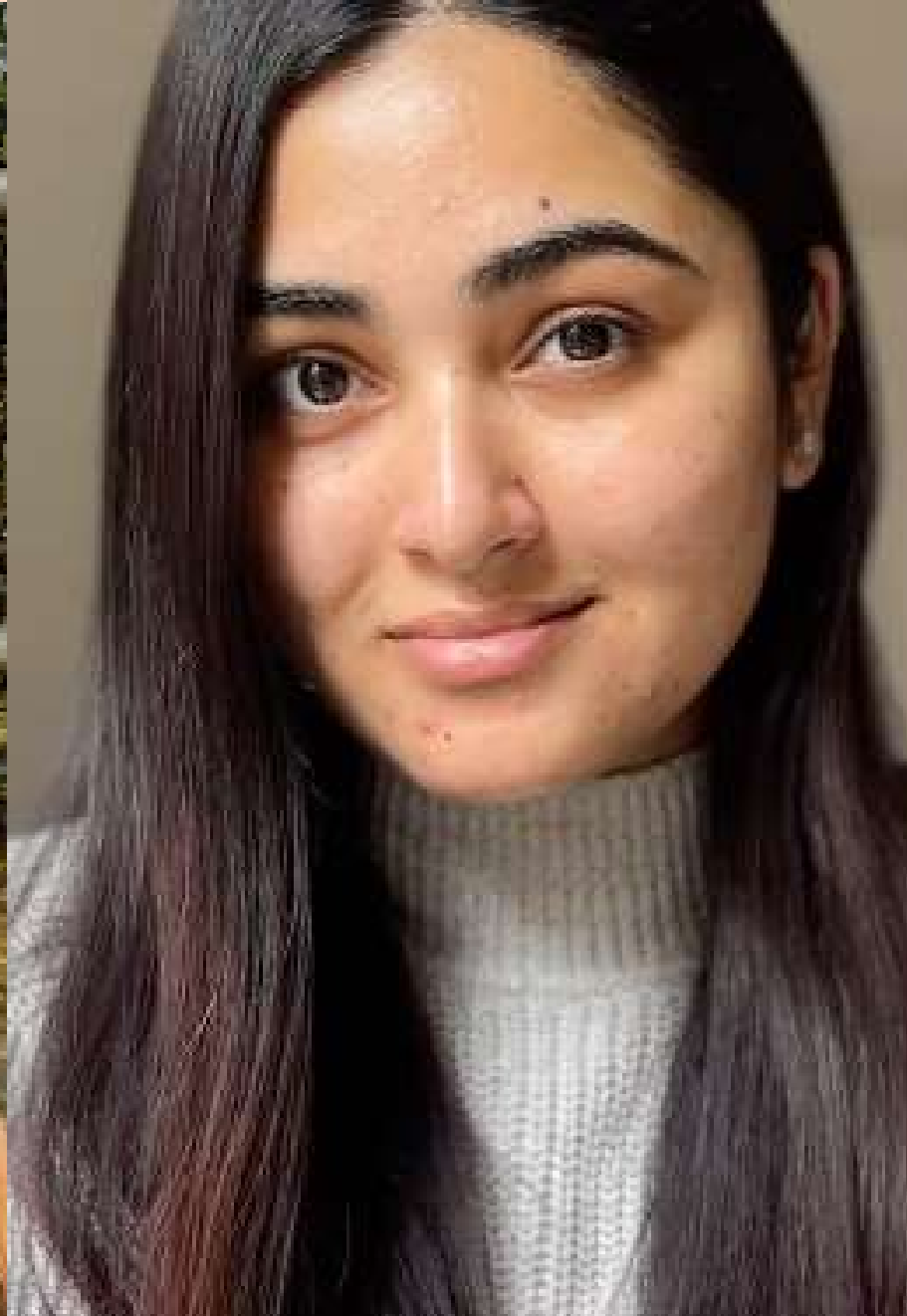




PILGRIM

USER-GENERATED CONTENT CREATION

- Drive Link to the videos is attached to the logo





BRIEF: USER-GENERATED CONTENT (UGC)

OBJECTIVE:

- To promote skincare, haircare, and makeup products for Pilgrim
- Generate engaging user-generated content (UGC) through influencer collaboration

EXECUTION:

- The campaign was initiated in November '23 and was executed till Jan'24
 - So far, we've collaborated with 100+ influencers
 - We have carefully selected influencers from skincare and beauty genre for maximum impact.
-
- Content link is attached to the image





PILGRIM

MONTHLY PERFORMANCE CAMPAIGN

MONTHS: JULY - SEPTEMBER

- Content link is attached to the image





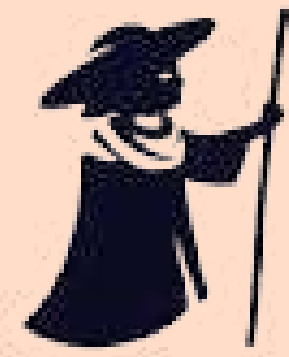
BRIEF: MONTHLY PERFORMANCE CAMPAIGN

OBJECTIVE:

- To promote Pilgrim's makeup range through influencer collaboration
- To promote Pilgrim's new IG page dedicated to their makeup products

EXECUTION:

- We have collaborated with 31 influencers from the beauty genre
- Deliverables: 1 Reel + 1 Month Usage + Paid Partnership Tag
- This brief is a monthly thing and is still going on.



PILGRIM

LIQUID LIPSTICK CAMPAIGN

- Content link is attached to the images





Objective:

- To promote Pilgrim's matte lipsticks and build communication around No More Touch-Ups
- To promote Pilgrim's new IG page dedicated to their makeup products

Execution:

We collaborated with 50 influencers from the beauty genre, comprising:

- 5 Macro Influencers, 30 Micro-Influencers and 15 Nano Influencers
- Deliverables for macro creators: 1 Collab Reel + 1 Month Usage + 1 Story
- Deliverables for Micro and nano creators: 1 Reel + 1 Month Usage + 2 Integrated Videos + 2 Stories

50

Macro, Micro & Nano Influencers

16.9 M+

Views

382 K+

Engagement



PILGRIM

DURGA PUJO CAMPAIGN

- Content link is attached to the images





Objective:

- To create buzz and generate excitement around Pilgrim's key makeup products —lipstick and foundation—leading up to the Durga Pujo celebrations in Kolkata.
- The goal was to showcase how Pilgrim's products can enhance the traditional yet glamorous looks that are synonymous with Durga Pujo, driving awareness within the Kolkata market.

Execution:

- We collaborated with **7 influencers**.
- The campaign aimed to highlight the versatility and long-lasting performance of Pilgrim's lipstick and foundation, encouraging the audience to incorporate these products into their festive beauty routines.

7

Total no. of Influencers

1.3M+

Views

35K+

Engagement

- **5 Collab Reel + 1 month usage**
- **2 UGC Videos + 1 Month Usage**



PILGRIM

KARWACHAOUTH CAMPAIGN

- Content link is attached to the images





Objective:

- To drive awareness and promote Pilgrim's high-quality makeup products among married individuals, particularly women, by leveraging the influence of popular content creators.
- The campaign aimed to build trust, elevate brand presence in Ludhiana, and drive conversions by highlighting the ease and beauty Pilgrim products can bring to festive occasions.

Execution:

- We collaborated with **4 creators** from Ludhiana and Delhi to create content aimed at boosting in-store traffic.
- Through a combination of in-store experiences and GRWM (Get Ready With Me) videos, influencers provided authentic, real-life demonstrations of Pilgrim's makeup collection, encouraging their audiences to try the products.

4

Total no. of Influencers

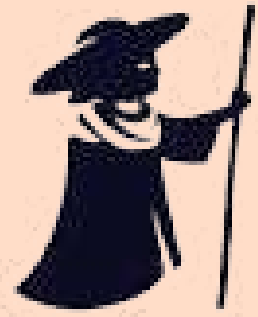
206K +

Views

10K+

Engagement

- **2 Store Visits + Collab Reel + 1 month usage**
- **2 UGC Videos + 1 Month Usage**



PILGRIM

BULLET LIPSTICK CAMPAIGN

- Content link is attached to the images



Shade: Cinnamon Lust
(Suits medium to dusky skintone)





Objective:

- To promote Pilgrim's new launch – their Spanish collection matte velvet bullet lipsticks lipsticks and build communication around bring your inner senorita out with pilgrim's bullet lipsticks

Execution:

We are collaborating with **16 influencers** from the beauty genre, comprising:

- 3 Mega Influencers, 6 Macro Influencers & 7 Micro-Influencers

Deliverables:

- 1 Collab Reel + 1 month usage
- 1 Reel + Paid Partnership Tag + 1 Month Usage
- 1 Reel + Cross Posting on YT shorts + 1 Month Usage

16

Macro & Micro Influencers

2.7 M+

Views

450 K+

Engagement



INFLUENCER CAMPAIGN

- Content link is attached to the images





OBJECTIVE:

- To position the TVS Apache RTR 160 4V as the ideal bike for young, adventurous individuals who value tradition, local experiences, and dynamic lifestyles.

EXECUTION:

- We collaborated with 27 south-based influencers across food, travel, and biking genres to create culturally resonant content.
- The influencers highlighted the bike's power, agility, and sleek design within the vibrant settings of Independence Day, Onam, Gandhi Jayanti, and Durga Puja.
- The video showcased the Apache RTR 160 4V as the perfect companion for celebrations and everyday adventures, focusing on its robust performance, versatile ride modes, and urban appeal.

27

Influencers

4M+

Views

140K+

Engagement

200,000

Followers

92,738

Views

17,760

Average Views

3.84%

Average engagement



OPPO

Gadgets



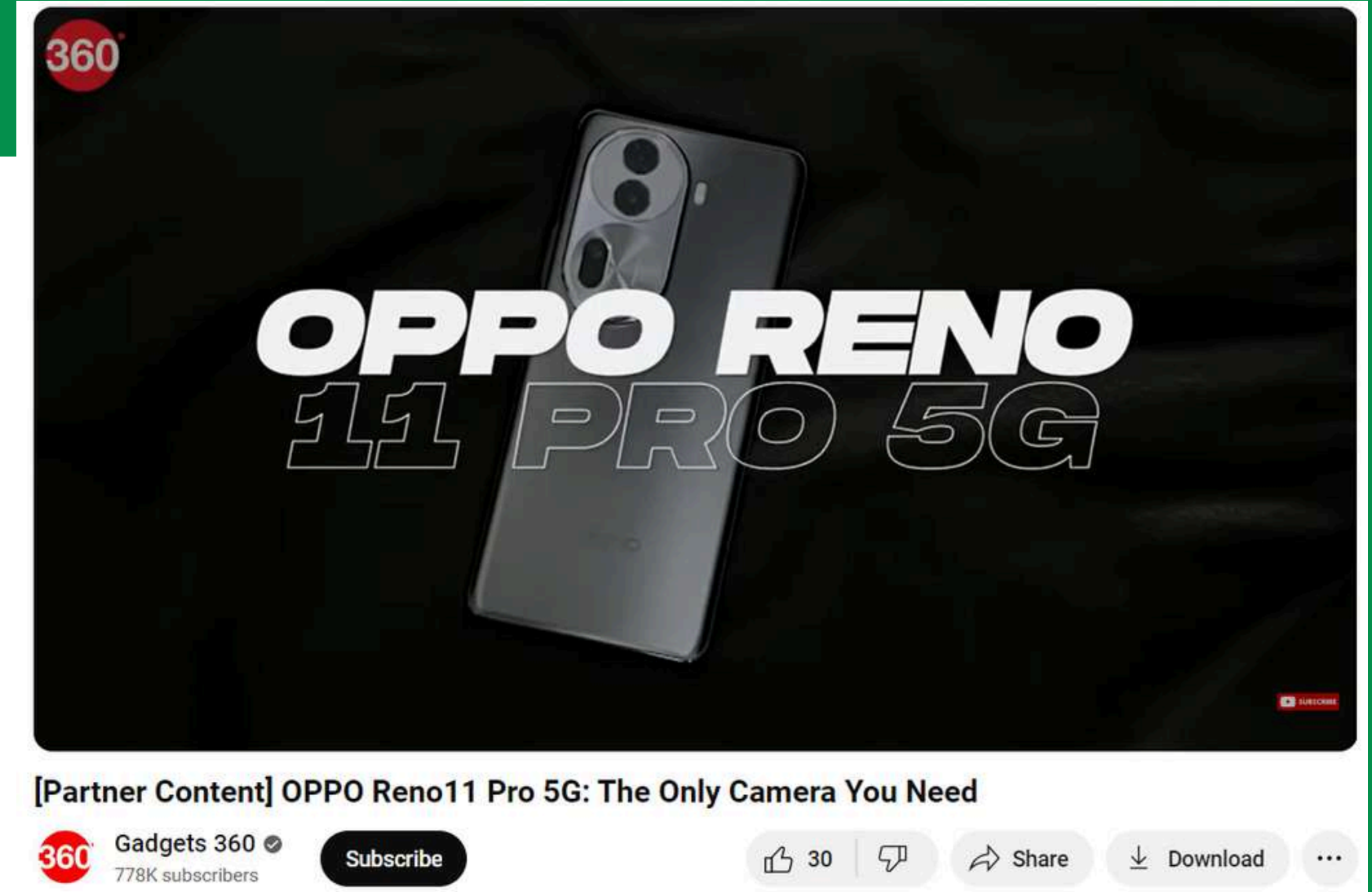
An **NDTV** venture

OBJECTIVE:

- Generate buzz around the Oppo Reno 11 Pro 5G launch.
- Position the phone as an aspirational product in the tech industry.

EXECUTION:

- **Partnership Formation:** Oppo partnered with NDTV (Gadgets 360) with the help of Socioglitich
- **Influencer Campaign:** Tech Singh hosted a show showcasing the Reno 11 Pro 5G's features and first impressions
- **Content Creation:** Engaging content highlighted key features and design elements



- Content link is attached to the images



OBJECTIVE:

- The aim was to promote Snitch through collaboration with male Fashion & Lifestyle influencers

EXECUTION:

- We collaborated with 7 premium influencers
- We selected influencers from Fashion category for maximum impact
- Content included Styling tips and Get ready with me concepts.

- Content link is attached to the images

7
Influencers

450K+
Views

120K+
Engagement





OBJECTIVE: SNITCH'S BIRTHDAY CAMPAIGN

- The aim was to celebrate Snitch's birthday with a special birthday sale, for which we partnered men's fashion and general fashion influencers.

EXECUTION:

- We collaborated with 35 micro and nano influencers
- Storylines were developed around celebration of Snitch's birthday and promoting the birthday sale.
- Content link is attached to the images

35
Influencers

70K+
Views



LUDIC[®]

PHASE 1, 2 & 3

- Content link is attached to the images



OBJECTIVE:

- To introduce Ludic's EC Low and EC Pro sneakers to a wider audience by highlighting their nostalgic, classic canvas appeal. We aim to position Ludic as the go-to brand for timeless, feel-good footwear, boosting brand recognition and recall.

EXECUTION:

- We collaborated with 23 fashion & sneakerhead creators in phase 1, 2 & 3 for broad social media exposure.
- Created a mix of reels, carousels, stories, and UGC videos featuring unboxing, GRWM, and styling content to showcase versatile styling options.
- Delivered: 19 Reels, 2 UGC, 2 YouTube Shorts, 2 Dedicated Videos, and 19 Stories.

23

Total no. of Influencers

1.8 Million +

Views

90K +

Engagement

phab

PHASE 1

- Content link is attached to the images





OBJECTIVE:

- To promote Phab's products, including the Barfi Box, 11g Protein Bar, Gift Box, 5g Energy Bar, and Energy Bars.

EXECUTION:

- We collaborated with 5 micro and macro influencers from the lifestyle and fitness genres.

Deliverables:

- 6 UGC videos
- 3 Reels with 1-month usage rights

5

Total no. of Influencers

176K +

Views

90K +

Engagement



NAVRATRI CAMPAIGN

- Content link is attached to the images





OBJECTIVE:

- To raise awareness about the brand's new Navratra Special Fasting Ice Creams, designed specifically for fasting periods.

EXECUTION:

- We collaborated with 2 influencers from the comedy and storytelling genres who visited the store to create engaging content.

Deliverables:

- 1 collaborative reel each featuring the influencers' experiences, with usage rights included.

2

Macro and Micro Influencers

1.4 Million +

Views

30K +

Engagement



DURGA PUJA CAMPAIGN

- Content link is attached to the images





OBJECTIVE:

- To raise brand awareness for NIC Ice Creams during Kolkata's Durga Puja festival.

EXECUTION:

- We collaborated with 3 Kolkata-based lifestyle influencers to showcase a festive, relatable experience.
- Created a video featuring the influencers exploring pandals, highlighting their visit to the NIC Ice Cream stall when they needed a refreshing treat.

3

Micro & Nano Influencers

185K +

Views

7K +

Engagement

juno
m&m
Beyond Birth

INFLUENCER CAMPAIGN

- Content link is attached to the images



OBJECTIVE:

- To increase brand awareness around their postpartum kit.

EXECUTION:

- We collaborated with 4 mom influencers (micro and macro) to reach a targeted audience of new mothers and families.
- Engaging content showcasing the postpartum kit's benefits and essentials tailored for postpartum care.

4

Macro & Micro Influencers

448K +

Views

8K +

Engagement



PHASE 1

- Content link is attached to the images





OBJECTIVE:

- To promote Neuphony's Flex Cap that collect Raw EEG Data of Brain.

EXECUTION:

- We collaborated with 3 creators, a mix of micro and macro influencers.
- To achieve this goal, we collaborated with Psychiatrist and Psychologist who have good credibility and engagement on social media.

3

Macro and Micro Influencers

90K +

Views

5K +

Engagement



LINKEDIN CAMPAIGN


- Content link is attached to the image

OBJECTIVE:

- To announce the unexpected closure of Neuphony and introduce their new B2C product, FOCUS, with a professional, impactful tone.

EXECUTION:

- We collaborated with **7 LinkedIn influencers** to convey the "shocker" news with a serious, professional approach, aligning with the brand's desired tone for maximum impact.
- The selected influencerse organically commented on the brand post.

 **Ria Rustagi** • 3rd+
Co-Founder & CEO at Neuphony (As seen on Shark Tank India S...
1w • Edited • 🔒

+ Follow ...

Until next time, it's a wrap!

A lot is going through my mind right now. It's a rush of emotions, but in summary, I'll pen it down here. Neuphony isn't just a startup. It was born with an emotion, a passion to create impact.

Did we fail? Maybe. But did we fall? No.

Like all good things, it's the closure of the chapter called Neuphony, in all our lives, but it's not the end of the book. It was a four-year journey I will always cherish, and I'm sure everyone involved feels the same.



To our customers, thank you for being with us through thick and thin, and we'll make sure we reciprocate the same. Whenever you want to reach out to us, you can. Drop an email at support@neuphony.com for any of your queries or concerns.

To our investors, thank you for believing in us, and giving us the much-needed guidance and support.

At last, but not the least, the team that believed in us, [Bhavya](#) and I as founders, for sticking with us no matter what.


"And in case I don't see ya, good afternoon, good evening, and good night."

[#Neuphony](#)

 **Ayush Wadhwa**  • 3rd+
Founder - OWLED | Forbes 30u30 | BITS Pilani | Helping Brands with Marketin...
1w ...

Brave of you to share this!

Looking forward to your next big endeavour

 **Siddhant Garg** • 3rd+
CFI | Finance | Business & Investments | Barclays | S&P Global | Helpi...
(edited) 1w ...

Thank you for sharing your journey with us, it takes a lot of courage to reflect on a startup's closure. I'm sure the impact Neuphony has made will continue to inspire others. Best of luck to you and your team on your future endeavors!

[Ria Rustagi Neuphony™](#)

 **Riya Upreti** • 3rd+
CEO at FOBET | Scaled an Ed-Tech startup to 8 figures | Tedx speaker...
(edited) 1w ...

As a founder and full-time business owner myself, I'm aware what it takes to scale a business this big. For a brand of this size and impact, it takes guts to come in front of your own customers, buyers & competitors and let them know that something didn't work out. Especially when you genuinely care about your product, message and the customer experience. Kudos to your fearless decision-making & transparency. I merely see this as one more step in your inspiration entrepreneurial journey. 🌟 ✨

KDM[®]
Connecting Forever

NAVRATRI CAMPAIGN



• Content link is attached to the images



OBJECTIVE:

- To enhance brand visibility and engagement for KDM's speakers and neckbands by leveraging the festive spirit of Navratri across key markets in Mumbai and Gujarat.
- The goal was to position KDM as the ultimate audio companion for Navratri and beyond, driving product awareness by capturing the excitement of the festival and aligning the brand with moments of joy, celebration, and music.

EXECUTION:

- We collaborated with 8 Influencers
- Each influencer went live daily throughout Navratri, the campaign sought to create real-time, interactive experiences where the influencers would demonstrate the superior sound quality and seamless connectivity of KDM speakers and neckbands.

8

Micro Influencers

273K +

Views

8K +

Engagement

solethreads PHASE 1

OBJECTIVE:

- The objective of our campaign was to increase footfall in the Hyderabad and Delhi stores. To achieve this goal, we collaborated with fashion and lifestyle content creators for location-specific store visits.

EXECUTION:

- We have partnered with 8 micro creators from Delhi and Hyderabad to create content aimed at boosting in-store traffic in these specific locations.
- The content focused on promoting the store's products, including sneakers, flip-flops, and sliders.

- Content link is attached to the images

8

Nano Influencers

11.5K+

Views



solethreads PHASE 2

OBJECTIVE:

- The objective of our campaign was to increase footfall in the Bangalore stores. To achieve this goal, we collaborated with fashion and lifestyle content creators for location-specific store visits.

EXECUTION:

- We have partnered with 15 micro creators from Delhi and Hyderabad to create content aimed at boosting in-store traffic in these specific locations.
- The content focused on promoting the store's products, including sneakers, flip-flops, and sliders.

- Content link is attached to the images

15
Total no. of Influencers

183K+
Views

10K+
Engagement



KIMIRICA

**RAKSHA BANDHAN
CAMPAIGN**



- Content link is attached to the images

KIMIRICA

OBJECTIVE: RAKSHA BANDHAN CAMPAIGN

- To promote Kimirica's luxurious Rakhi Hampers as the ideal gift for siblings, enhancing brand visibility and driving sales during Raksha Bandhan.

EXECUTION:

- Collaborated with 2 lifestyle influencers featuring their siblings to highlight the emotional significance of Raksha Bandhan.
- Focused on personal stories to showcase the hampers as heartfelt gifts, strengthening the brand's association with sibling bonds. Resulted in increased brand visibility and a compelling choice for premium Rakhi gifts.

2

Total no. of Influencers

250K +

Views

10K+

Engagement



DERMAFIQUE
cell by cell

INFLUENCER CAMPAIGN



- Content link is attached to the images



DERMAFIQUE
cell by cell

OBJECTIVE:

- To build brand awareness and trust for Dermafique by leveraging influencer partnerships to create engaging content, including real-life before-and-after product results, and authentic product reviews.
- This strategy aims to educate consumers about the benefits of Dermafique's products, build credibility, and showcase visible skincare improvements to foster deeper connections with the target audience..

EXECUTION:

- We collaborated with 10 influencers from the beauty and skincare genre to create authentic and relatable content.

- Content link is attached to the images

10

Total no. of Influencers

25K +

Views

1K+

Engagement

- **6 Reel + 2 month usage**
- **4 UGC Videos + 1 Month Usage**

BRILLARE® 

OVERALL CAMPAIGN



- Content link is attached to the images

BRILLARE[®] PHASE 1

OBJECTIVE:

- To leverage the influence of nano and barter creators across India to promote five specific products in skincare, beauty, and lifestyle categories.

EXECUTION:

- We collaborated with 76 Barter and 86 Nano creators pan India.
- Campaign Focus: Emphasized the benefits and features of the five products through diverse content formats tailored to the creators' audiences.

162

Nano & Barter Influencers

508K+

Views

25K+

Engagement

BRILLARE[®] PHASE 2

OBJECTIVE:

- To leverage the influence of nano and barter creators across India to promote their caffeine & phtytopепptide serum through skincare, beauty, and lifestyle influencers.

EXECUTION:

- We collaborated with 45 Barter and 27 Nano creators pan India.
- Campaign Focus: Emphasized the benefits and features of caffeine & phtytopепptide serum through diverse content formats tailored to the creators' audiences.

72

Nano & Barter Influencers

288K+

Views

15K+

Engagement



STORE VISIT CAMPAIGN (MUMBAI LOCATION)

OBJECTIVE:

- To increase brand visibility and product awareness through in-store experiences and content creation by Mumbai-based influencers.

EXECUTION:

- We collaborated with 3 Creators.
- Campaign Focus: Highlighted different treatments and services offered at the store through authentic experiences shared by influencers.
- Outcome: Generated content that showcased the store's ambiance, customer experience, and specific product benefits.

3

Nano Influencers

20K+

Views

1K+

Engagement



EVENT COVERAGE CAMPAIGN (KOLKATA)

OBJECTIVE:

- To build local brand awareness in Kolkata and increase exposure through event coverage by influencers.

EXECUTION:

- We collaborated with 5 Creators who visited an event hosted by the brand.
- Campaign Focus: The main focus was on raising brand awareness through direct influencer engagement and event coverage, showcasing the brand's ethos, product range, and overall experience.
- Outcome: The event provided an opportunity for influencers to create content, driving visibility and buzz around the brand in the Kolkata market.

5

Micro & Macro Influencers

27K+

Views

2K+

Engagement



OBJECTIVE: MOTHER'S DAY CAMPAIGN

- To thank Mothers for everything they do, Charmacy came up with a campaign #CHARMACYMILANO to show admiration to the mothers

EXECUTION:

- We collaborated with a diverse mix of 8 macro and micro creators.
- Some storylines were developed and executed, including a special summer sale discount.
- Content link is attached to the images

8

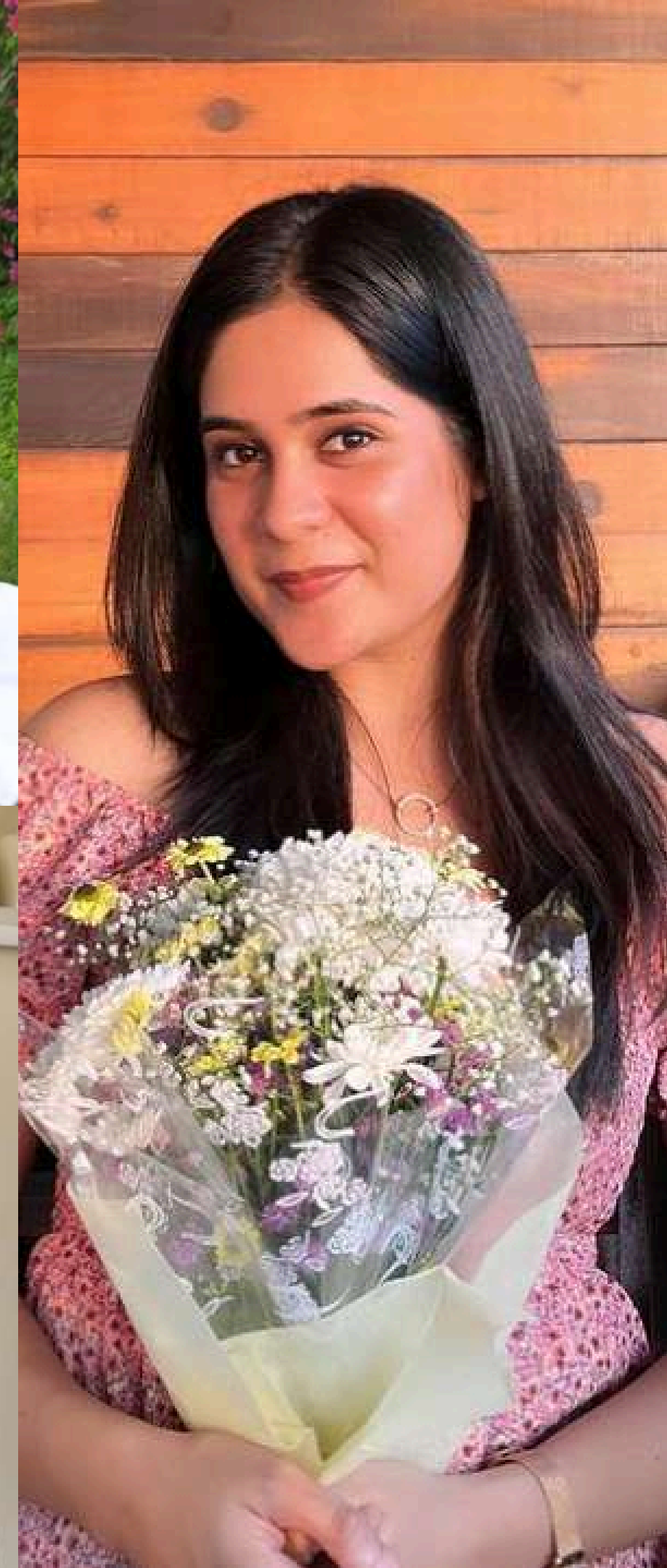
Macro & Micro-Influencers

310K+

Views

10K+

Engagement





OBJECTIVE:

- To promote IND Money's credit card and expense tracking services within the influencer community.

EXECUTION:

- We collaborated with 4 influencers in the tech and infotainment space to amplify IND Money's offerings, engaging their audiences and enhancing awareness of the platform's financial tools.

- Content link is attached to the images

4

Macro & Micro-Influencers

440K+

Views

5K+

Engagement

Amazing App
To Track Your Expenses





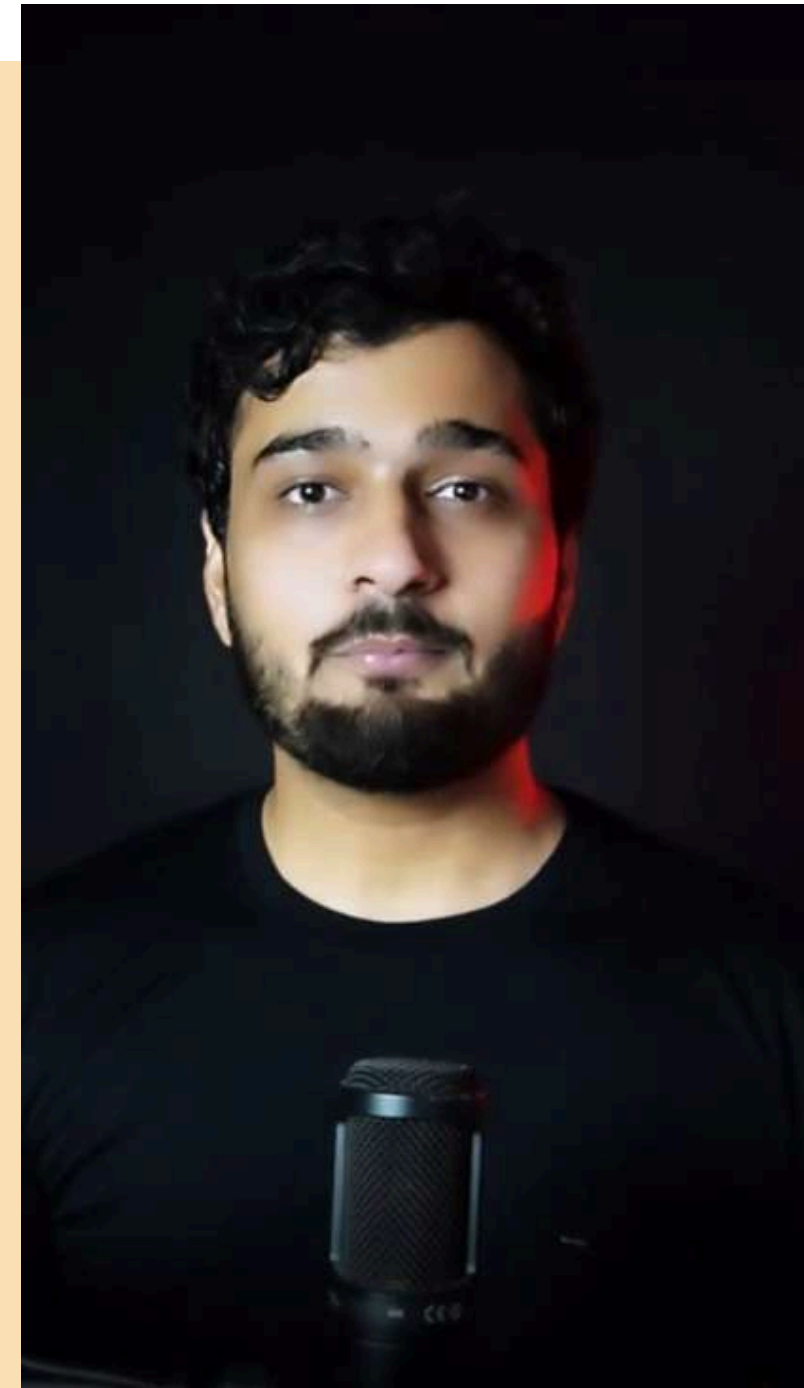
OBJECTIVE:

- To create engaging content for Scripbox that addresses topics commonly searched by users, seamlessly integrating the Scripbox app to highlight its features and benefits.

EXECUTION:

- We collaborated with 5 finance influencers who were ideally suited for this campaign. Their expertise and credibility made them effective advocates, helping audiences connect with and trust the Scripbox services. Each influencer created two user-generated content (UGC) videos, focusing on relatable topics and demonstrating the app's functionality.
- This approach not only enhanced the reach but also increased engagement by aligning with user interests and needs.

- Content link is attached to the images



zouk.

OBJECTIVE: UNMISSABLY INDIAN CAMPAIGN

- The goal is to raise awareness about two newly launched products: Hard luggage bags and Soft luggage bags and promote the heritage & culture of India.

EXECUTION:

- We collaborated with 5 macro influencers from the travel and fashion genre
- Storylines are crafted to highlight the rich heritage and diverse culture of India featuring the travel bag
- Content link is attached to the images

5

Macro influencers

447K+

Views



BEAST LIFE

SOUTH CAMPAIGN



- Content link is attached to the images



(ONGOING)

OBJECTIVE:

- To build brand awareness and trust for their whey protein among the audience and potential consumers.
- We tapped the south market for this campaign

EXECUTION:

- We have collaborated with 6 influencers from the fitness genre to create authentic and relatable content.
- The campaign was divided into 2 parts - 4 influencers for the barter campaign and 2 for the paid campaign.

Barter Campaign Deliverables:

- 2 Dedicated Long Format Videos
- 2 Integrated Long Format Videos

Paid Campaign Deliverables:

- 3 months Exclusivity + 9 Reels + 12-15 Stories - 2 Influencers

4

Barter Influencers

3K+

Views

100+

Engagement



OBJECTIVE:

- Enhance brand awareness, visibility, and positioning in the Social Media

EXECUTION:

- We have collaborated with 50+ influencers since February'24
- Celebs, macro, and micro creators were selected from multiple genres, such as lifestyle, beauty, humour and fitness
- The content curated by these influencers helped us build brand awareness and visibility



PHASE 1

10

Micro-Influencers

670,000+

Views

30K+

Engagement

- Content link is attached to the images





PHASE 2

12

Celeb, Macro & Micro-Influencers

2 Million+

Views

130K+

Engagement

- Content link is attached to the images





PHASE 3

15

Macro & Micro-Influencers

1 Million+

Views

35K +

Engagement

- Content link is attached to the images





PHASE 4

13

Macro & Micro-Influencers

800K+

Views

45K+

Engagement

- Content link is attached to the images





OBJECTIVE:

- Enhance brand awareness and giving insights into the store experience through influencer collaboration.

EXECUTION:

- We collaborated with Sana who is an interior designer and lifestyle creator.
- The content focus was to spread brand awareness and providing insights into the store experience at Trelif.

55K+

Engagement

19K+

Views

- Content link is attached to the images





OBJECTIVE:

- Enhance brand awareness and engagement through influencer collaboration.
- Achieve specific engagement targets:

*Phase 1: Reach 1 Million

*Phase 2: Reach 2 Million

EXECUTION:

- We collaborated with 700 Nano and Micro-Influencers in 2 phases in the beauty and lifestyle space.
- Through this authentic collaboration, we were successful in exceeding our numbers and delivering the campaign seamlessly
- Products Promoted: Face Razor and Body Razor



PHASE 1

300

Micro& Nano Influencers

80K+

Engagement

1 million+

Views

- Content link is attached to the images





PHASE 2

400

Micro & Nano Influencers

123K+

Engagement

2 million+
Views

- Content link is attached to the images





OBJECTIVE:

- To enhance brand awareness, visibility and engagement on YouTube

EXECUTION:

- We collaborated with 3 YouTube creators from beauty genre.
- Products promoted: Glutathione & Marine Collagen.

- Content link is attached to the images

3

Total no. of Influencers

240K+

Views

35K+

Engagement



beatXP

OBJECTIVE:

- Increase brand and product awareness and engagement through influencer partnerships

EXECUTION:

- We collaborated with 10 fitness & lifestyle influencers.

Products Promoted:

- Drift Massager
- Bolt Plus Massager
- Eva watch
- Unbound Era watch
- Tune Xpods

- Content link is attached to the images

10

Micro & Nano Influencers

46K+

Views

1K+

Engagement





OBJECTIVE:

- The aim was to promote Perfora's Teeth Whitening Serum.

EXECUTION:

- We collaborated with 100 premium Barter influencers
- We selected influencers from lifestyle and beauty categories for maximum impact
- Content included reviews, tutorials, and before-and-after comparisons

- Content link is attached to the images

100

Micro & Nano Influencers

660K+

Views

20K+

Engagement



The logo for Perforsa, featuring the brand name in a bold, black, serif font with a registered trademark symbol (®) to the upper right of the 'a'.

USER GENERATED CONTENT CAMPAIGN

- Drive link is attached to the brand logo

OBJECTIVE:

To promote Perforsa's key products through user-generated content (UGC):

1. ETB 001
2. Purple Teeth Whitening Serum
3. SLS-Free Toothpastes
4. Smart Dental Flosser
5. Oscillating ETB

EXECUTION:

- We collaborated with 5 Nano and Micro-influencers in the lifestyle genre to generate authentic UGC for brand use, enhancing product visibility and engagement.



OBJECTIVE:

- The aim was to promote ChicNutrix Glow as a skin glow enhancer through a barter collaboration with influencers

EXECUTION:

- We collaborated with 45 Instagram and 55 YouTube influencers in the beauty and skincare space

100

Micro & Nano Influencers

530K+

Views

25K+

Engagement



- Content link is attached to the images



OBJECTIVE:

- Enhance brand awareness and engagement through influencer collaboration in Bangalore

EXECUTION:

- We collaborated with Krishna Jorapur who is a humor content creator.
- The content focus was to integrate Beepkart's USPs and benefits seamlessly.

55K+

Engagement

600K+

Views

- Content link is attached to the images





OBJECTIVE:

- Increase brand visibility and engagement in the fitness and lifestyle community

EXECUTION:

- We collaborated with 30 Instagram and 20 YouTube influencers in the fitness and lifestyle space

- Content link is attached to the images

50

Micro & Nano Influencers

230K+

Views

5K+

Engagement





SWARNAK

OBJECTIVE:

- The aim was to promote Swarnak's skincare products on Instagram through influencer collaborations

EXECUTION:

- We collaborated with 45 influencers from the skincare and beauty space.
- The videos were also used as User Generated Content by the brand

- Drive Link is attached to the brand logo
- Content link is attached to the images

45

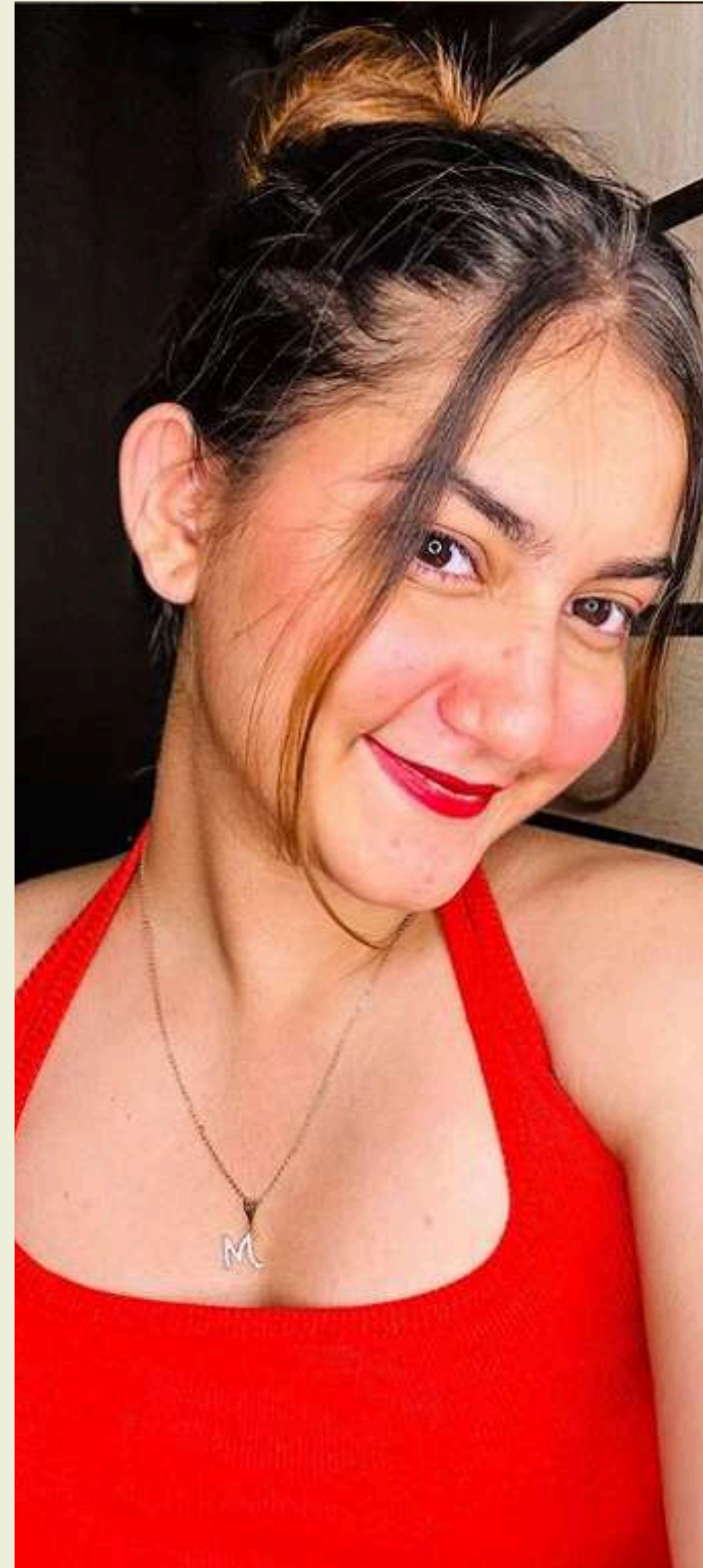
Micro & Nano Influencers

210K+

Views

10K+

Engagement





OBJECTIVE:

- Increase brand awareness and engagement through influencer partnerships in the fitness and wellness genre

EXECUTION:

- We collaborated with 12 fitness and wellness influencers
- Hashtags used: #GetMyMettleInspire and #GetMyMettleAchieve



- Content & Profile link is attached to the images

SOCIO
GLITCH

THANK YOU

Let's Work Together!