

AMARIS BY LIVA

Objective:

Launch the brand along with its first retail store in the country.

Ask from the Client:

The brand should be known for its fabric quality and the ability to be stitched into a variety of dresses and designs.

Our Unique Solution:

We organised a soft launch for the brand followed by the opening of its 1st retail outlet in Surat, Gujarat during the wedding season. We designed a social media campaign #ItaranaTohJayazHai that involved Gujarat-based influencer marketing, store walkthrough and product trial. We divided the campaign into pre-launch, launch and post-launch phase, creating social media buzz and attracting visitors from all over the state including and outreach through bulk SMS and Whatsapp marketing.

Results:

- 1st retail presence
- 7 regional influencers
- 500 1st time visitors
- 150k+ reach
- 350k+ impressions
- 7 upcoming retail stores

Reference Links:

- Vanita Rawat: https://www.instagram.com/p/B8p_veFhLk6/?igshid=13zhqju0b77i3
- Riya Lekhadiya: <https://www.instagram.com/p/B8nfpuABWeA/?igshid=1dtyz5b668ucz>
- Himadri Dave: <https://www.instagram.com/p/B8ZMy2JAAFZ/?igshid=1shstapuoz5cr>
- Priya: <https://www.instagram.com/p/B8ZLzKBn9Zx/?igshid=161v1y80twas>