

LIVA

Objective:

Launch the collection and highlight its designs as ideal for any and every occasion.

Ask from the Client:

Highlight key USP's of the fabric that is 100% natural, flowy and extremely comfortable. Simultaneously showcase different styles and product range while creating a social media buzz.

Our Unique Solution:

We designed a 2 months long integrated marketing campaign #LiveYourFlow focused upon identifying the flow of one's life. We invited Hina Khan, Shibhani Dandekar and Amyra Dastur as the celebrity guests along with various eminent fashionistas from across the country for a fashion meet followed by a press conference. Throughout the season, influencers created assets for the brand and it became one of the brand's most successful social media campaigns.

Results:

- 1 bloggers meet
- 3 celebrity guests
- 6 mega influencers
- 24 micro influencers
- 185+ digital assets
- 2000+ brand film re-shares
- 54.9 mn+ reach
- 87.9 mn+ impressions

Reference Links:

- Gia Kashyap - <https://www.instagram.com/p/B4XI4sJnDNT>
- Natasha Shrotri - <https://www.instagram.com/p/B34MvcggaJI>
- Aanam C - <https://www.instagram.com/p/B47qQpXJJep/>
- Aiana J - <https://www.instagram.com/p/B4XqazaJ7Bf/>