

Xpert Regional YouTube Influencer Marketing Campaign

26.7M+ Views



Helped RSPL Generate Awareness for Xpert Dishwash in Uttar Pradesh, Rajasthan & Maharashtra

Objective

- The aim was to create awareness in the targeted region
- Highlight the USPs to boost sales for Xpert Dishwasher's Double Action Formula

Strategy

- Collaborated with regional creators such as food bloggers, recipe makers, and homemakers
- Targeted those dealing with greasy utensils
- Crafted a storyline showcasing the features of Xpert Dishwash Bar
- The campaign was executed in Instagram and Youtube

Campaign Results:

20+

Video Delivered

26.7M

Views Achieved

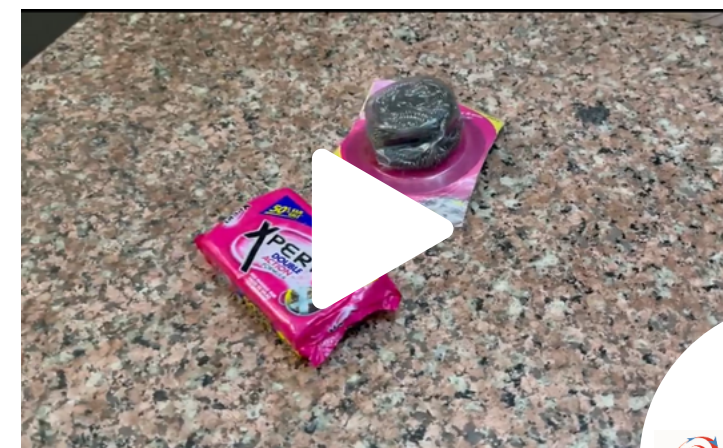
9.8%

Increment
in Engagement



Platforms

CLICK TO WATCH





X



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