



CASE STUDY | INSTAGRAM | 2019

THE BRIEF



Kica is a women active wear brand which focuses on quality, comfort, fabric, and fit - so you can **MOVE, STRETCH & BREATHE.**

For the campaign, they wanted to collaborate with influencers who encourage and live a healthy lifestyle and fitness is their main mantra.

THE PLAN



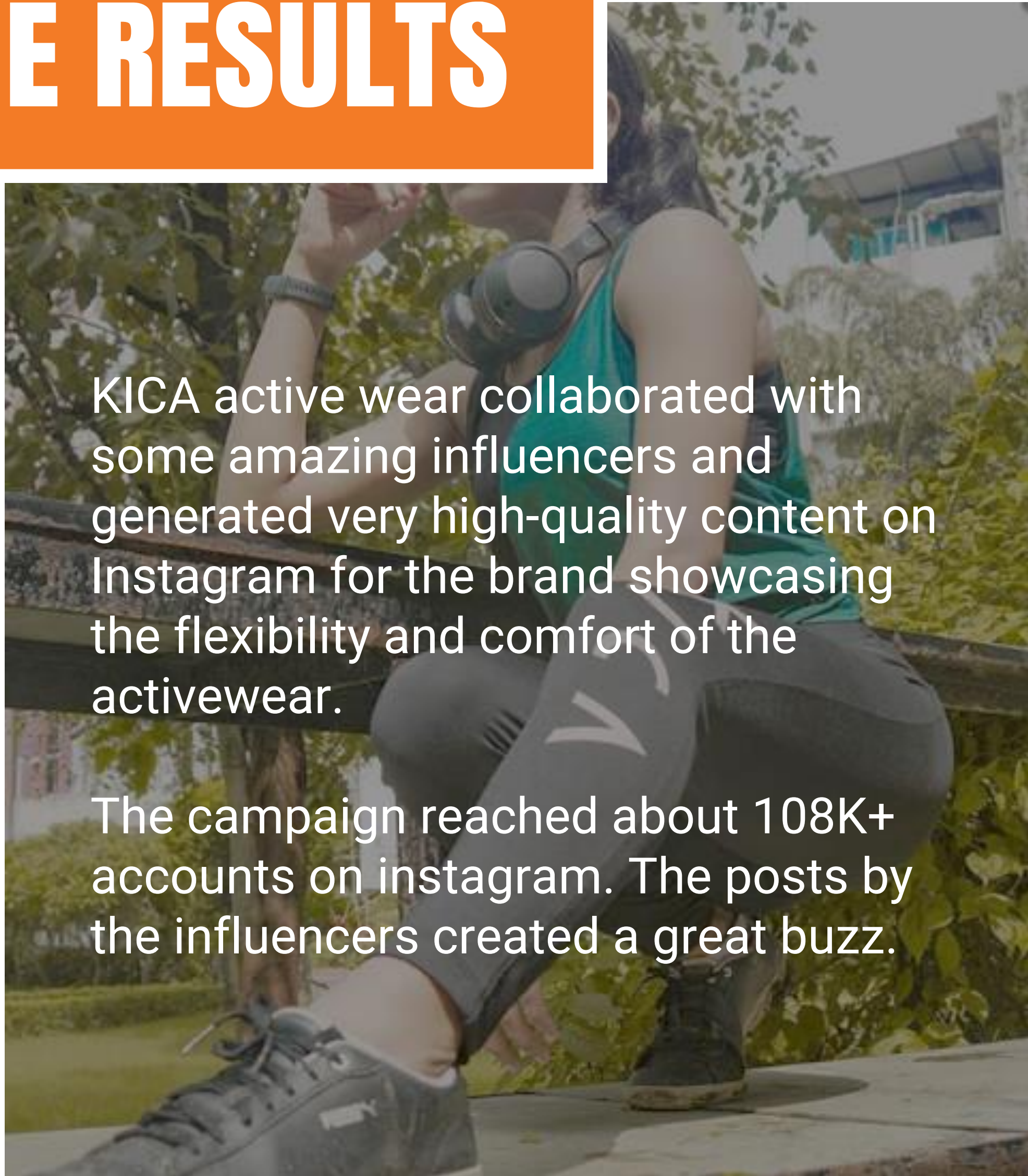
Medium: Instagram

Category: Health & Fitness, Lifestyle, Travel and Mommy bloggers

Influencer size: Under 100k

Communication: The brand wanted to showcase the brilliance of Kica active wear which is super flexible and easy, through which your body can breath and help in a proper workout using health and fitness influencers.

THE RESULTS



KICA active wear collaborated with some amazing influencers and generated very high-quality content on Instagram for the brand showcasing the flexibility and comfort of the activewear.

The campaign reached about 108K+ accounts on Instagram. The posts by the influencers created a great buzz.

No. of Influencers

10

No. of Posts

11

Influencer Geography:

**Tier 1 & 2
cities**

Engagement Rate :

7.60%

No. of Stories

11

Total Followers:

232K++

Total Impressions:

114K++

THANK YOU

Team

We are a team of passionate professionals working towards building a robust platform to drive transparency and scalability.

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