



SWAROVSKI

CASE STUDY | VALENTINE'S DAY 2019

THE BRIEF



Swarovski wanted to collaborate with Influencers that were great content creators. They also wanted influencers from across a range of verticals to show that Swarovski is a brand for everyone.

Swarovski was launching their new Valentine's Day collection of feminine statement pieces that married modern styles with timeless elegance.

This posed the challenge of finding diverse influencers who were all well versed in one thing - the art of great content creation.

1 MESSAGE, 10 DIVERSE INFLUENCERS

Swarovski partnered with 10 varied influencers from the travel, photography and lifestyle space. All the content was approved by the brand before it was made live and was also aligned with Swarovski International brand guidelines.

There were a total of 53 pieces of content created (43 stories and 10 posts). 22.34% of the people who saw the post engaged with it.

KPI: Increase Brand Awareness and New Collection Launch

Medium: Instagram

No. of Influencers

10

Total Followers

957K

No. of Posts

10

Total Stories

43

Posts Reach

480K

Post Impression

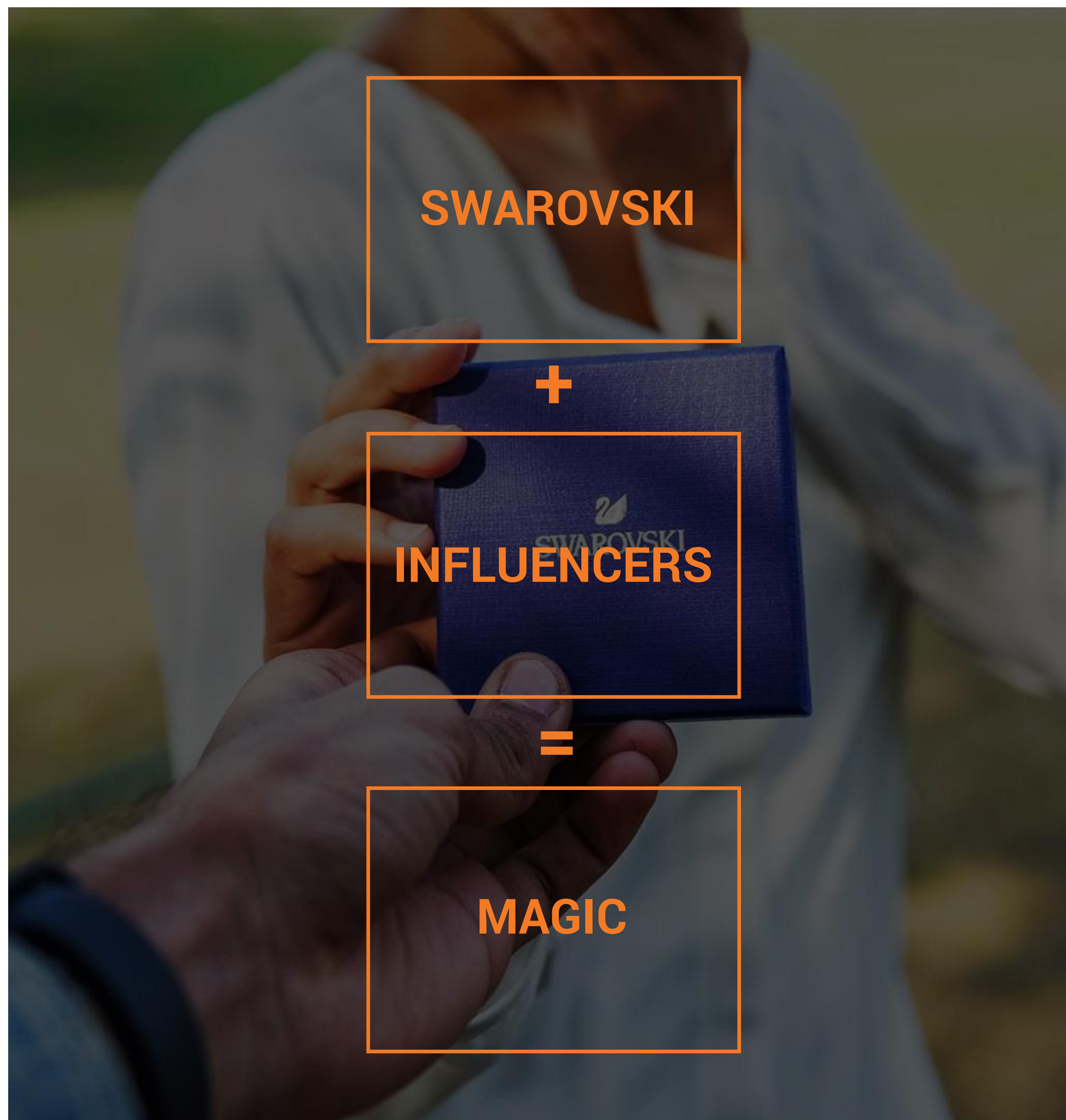
610K

Posts Engagement

106K

% Followers Engaged

11.14%



Through this campaign, Swarovski wanted to not just get conversions for their new line, but create brand awareness.

Influencer marketing makes a memorable impact on the audience that is a lot more valuable than reach and clicks! It's designed to surpass ad blockers and go beyond traditional ad spend to create quality content that keeps on giving long after the campaign



7 Years and still going strong. 💕💕 Love is all about the understanding you have between each other. For me It's always easy to express my Love for him, But For him he is little shy.

I can just say #Followyourheart and be true to yourself. Love finds it's way in every situation, no matter what. ✓ So loved this Sparkling Gift by him from @swarovski

The only way he express his love is With @swarovski and Sparkling Gifts like this.

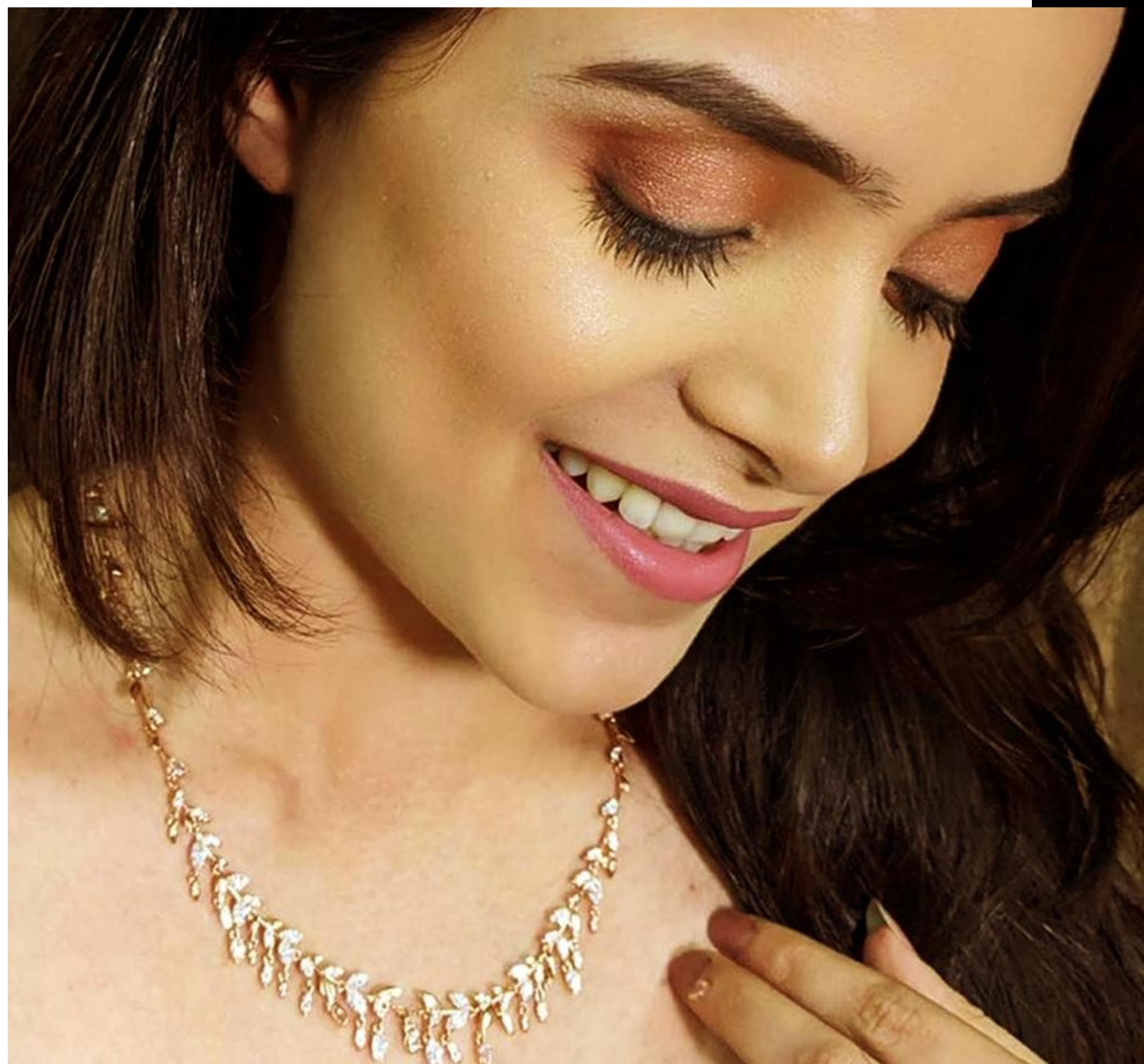
Spread love this season, Express it in any form you want. Celebrate the charm and sparkle of your Relationship. .

@the_fstop2.8

#TheDreamctchrXSwarovski

#Swarovski #followyourheart#valentinesday #swarovskigifts #ad

@thedreamctchr



Sparkling gifts promise to make you shine from the inside,
ultimately reflecting on the outside. Make your loved one feel
special this Valentine's Day

with @swarovski #FollowYourHeart ♥

Make up by - @thebelleartistry

Captured by - @tarunparyani

@simran_dhanwani



This Valentine's Day, I am Indulging myself in sparkle with a gift of love from @swarovski.

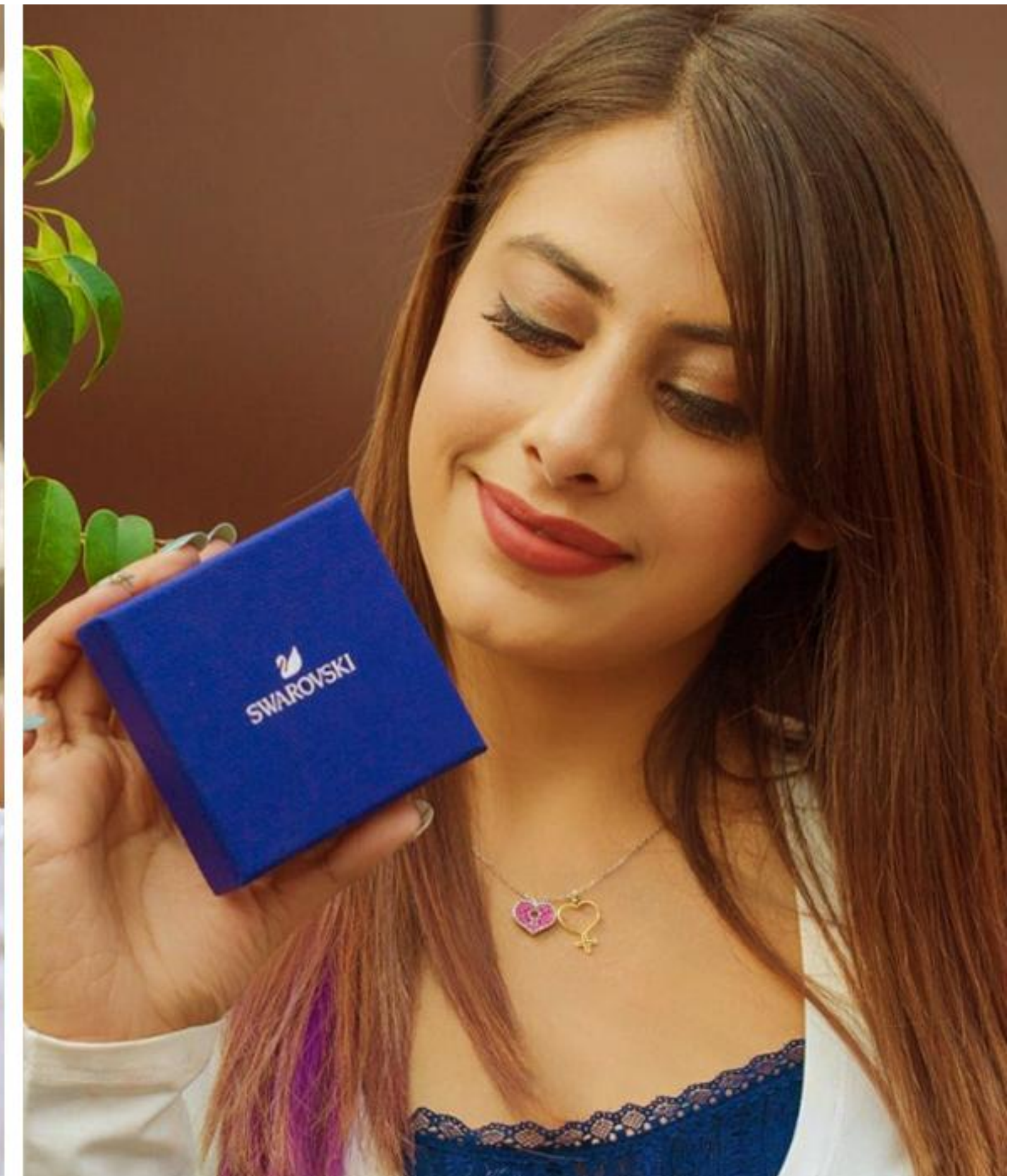
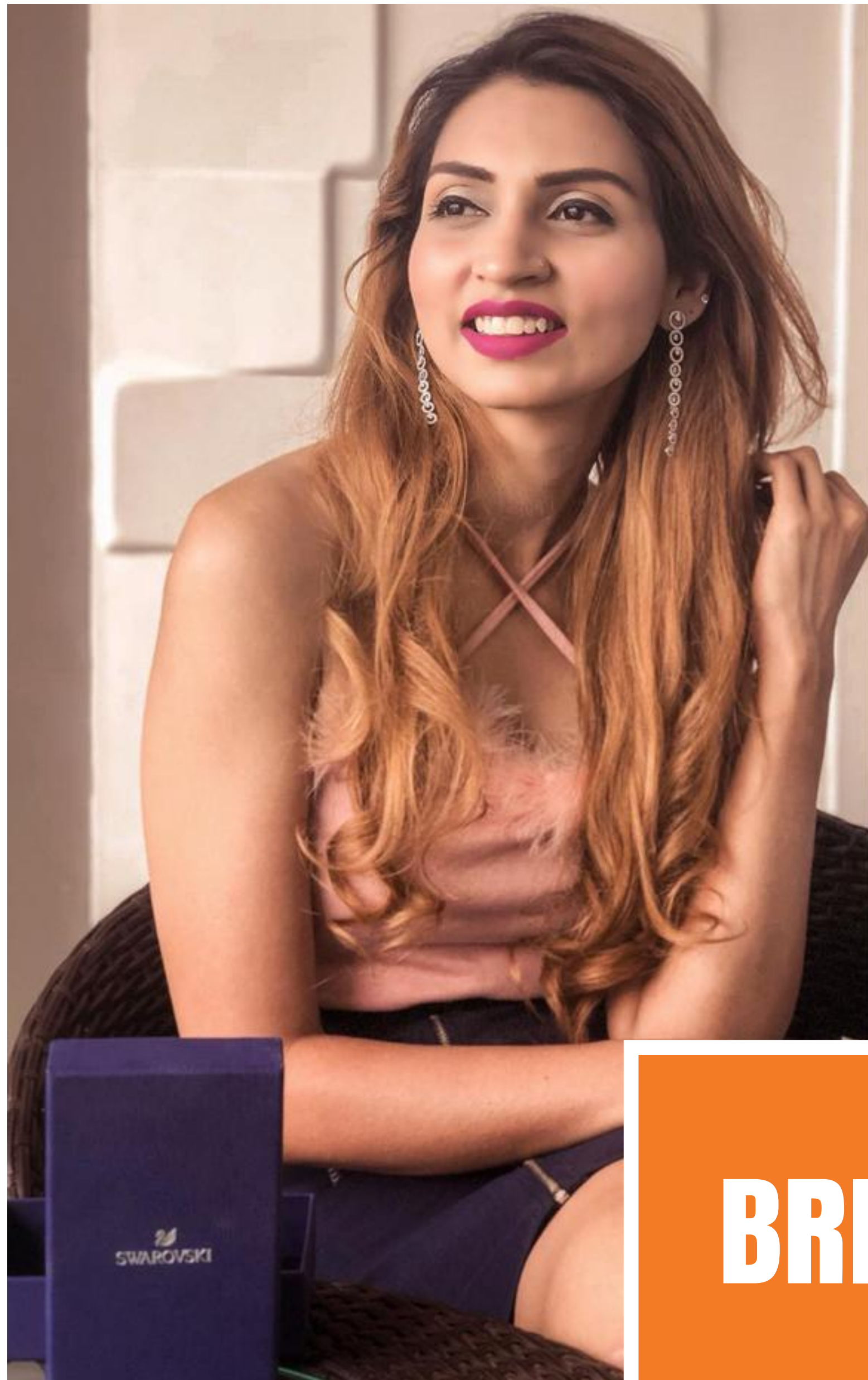
Do what you love
and #FollowYourHeart :)

Do you plan to #FollowYourHeart and express your love with a gift?

@surbhikaushik



#FOLLOWYOURHEART



BRINGING SMILE SPREADING HAPPINESS

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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Some of the Brands that love us

