



# HOW ITW HELPED STITCH AN AWARD WINNING INFLUENCER ACTIVATION.



## INTRO

- Bindu is among one of the most well-known FMCG brands in South India. Bindu wanted to leverage the reach of new-age marketing strategies for their Bindu Fizz Jeera Masala product, a widely available & sold beverage in the southern states.



## CONCEPT

- The brand decided to do an influencer-based marketing campaign rather than go through the traditional route of celebrity brand endorsement or a mass media campaign, understanding the need & depth of new-age strategies & the power of social media.
- Bindu wanted an influencer who was trending, socially up-to-date, well known in South India and had a unique style that brought marketing strategies to life.
- Using ITW'S help Bindu chose to go with Danish Sait, who's reach and buzz could help build their user base and grow the number of digital impressions the brand has due to his effective use of social media and the captivating content he creates.





## EXECUTION

01. When the requirement from the brand was put across, in-depth research was done by the ITW team to curate unique & on-point marketing campaign strategies. The ideas were filtered through, and the idea of an influencer campaign was thought ideal.
02. A catchy storyline was created using Danish's various digital characters who are directly connected to the targeted audience. Each character has their own share of the in-line story and the video follows the template of videos that had been getting a lot of buzz on Danish Sait's profile
03. The final video was shared on Danish Sait's Instagram, Twitter & Facebook handles tagging the brand



## RESULT

- The campaign was a success with respect to the intended reach & impressions that were set ahead of the release. The video on the brand's Instagram page registered nearly **30K** interactions, **8K** post shares and over a hundred comments.

### REACH

**2.0 Million**

▲ **100,000%**  
(configured to average)

### IMPRESSIONS

**4.4 Million**

▲ **100,000%**

**21K LIKES | 21.9K PROFILE VISITS**



## AWARDS

