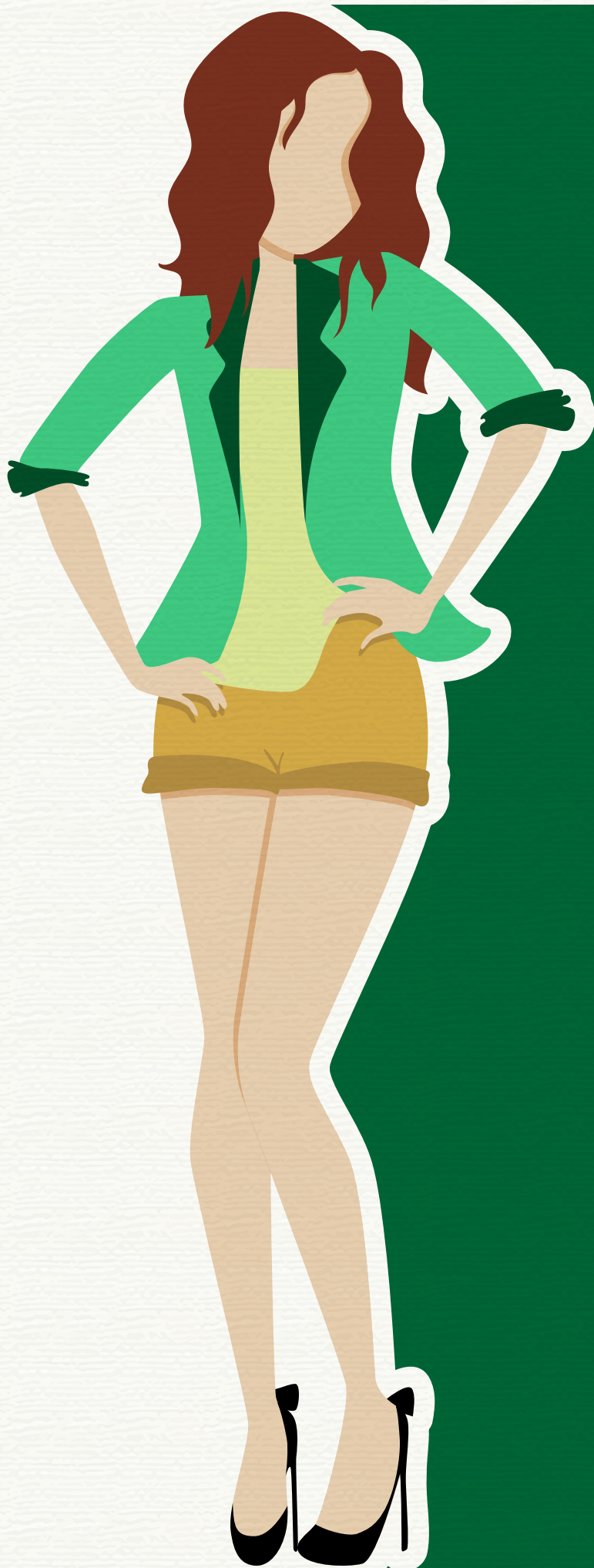


Streak Cream Colour



Case Study

www.prödigiconnect.com




CLIENT INTRODUCTION

Streak Cream Colour is one the leading hair colors in India and were looking to launch their brand in UAE. Their target was women between the age of 25-45 who explored their identity by coloring their hair. They had Indian movie star Sonakshi Sinha as their brand ambassador. The brand need was brand awareness, engagement and conversion.



CONTENT MARKETING

We made the content based on the objectives of consumer education, engagement, maximizing celebrity endorsement, style guides. Content was made in English and Arabic.





PERFORMANCE MARKETING

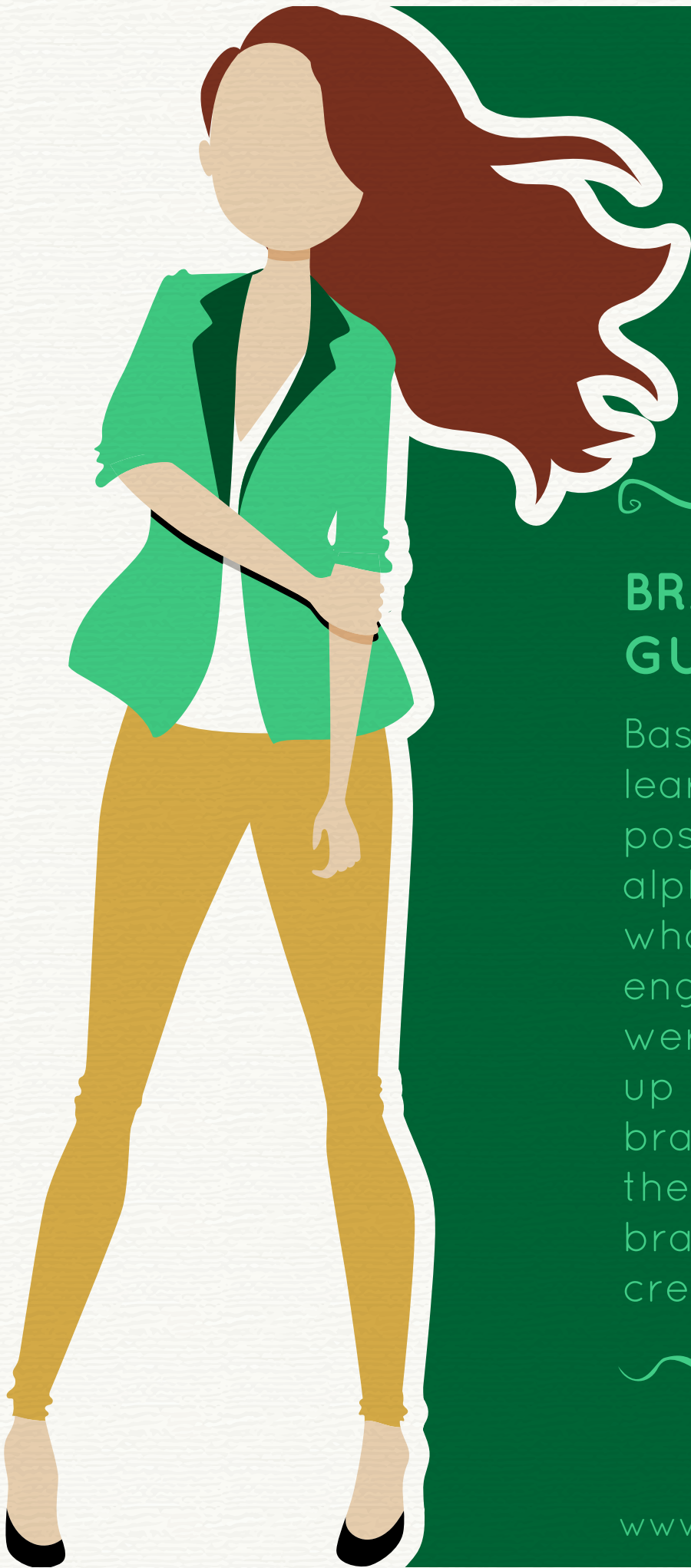
We worked closely with brand to spend advertising budget on Facebook and Instagram. Phase 1 of the strategy was to create awareness about the launch of the brand and build engagement in phase 2. We used Google Data Studio to share customized template with client to give visibility to cost per likes, cost per engagement, video views analytics, cost per reach and split by demographics.



SOCIAL MARKETING

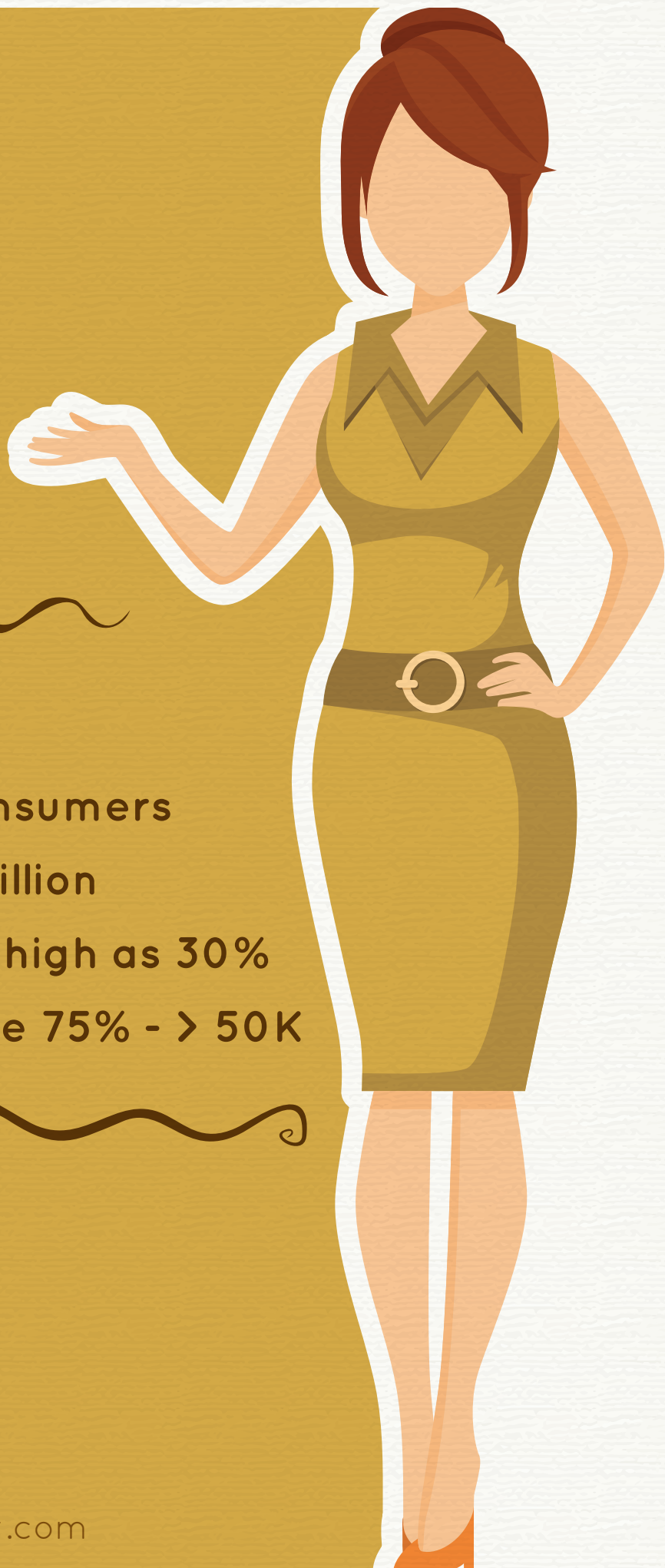
Building basic
presence across
Facebook and
Instagram from
scratch for the UAE
market.





BRAND GUIDELINES

Based on the learnings of first few posts and alpha-beta testing of what consumers engage more, we were able to come up with a set of brand guidelines for the stakeholders on brand tone, content, creative colors.



RESULTS

Reach > 800K consumers

Impressions > 1 million

Engagement - As high as 30%

Video views above 75% - > 50K



