

Etam
PARIS

Exclusively on

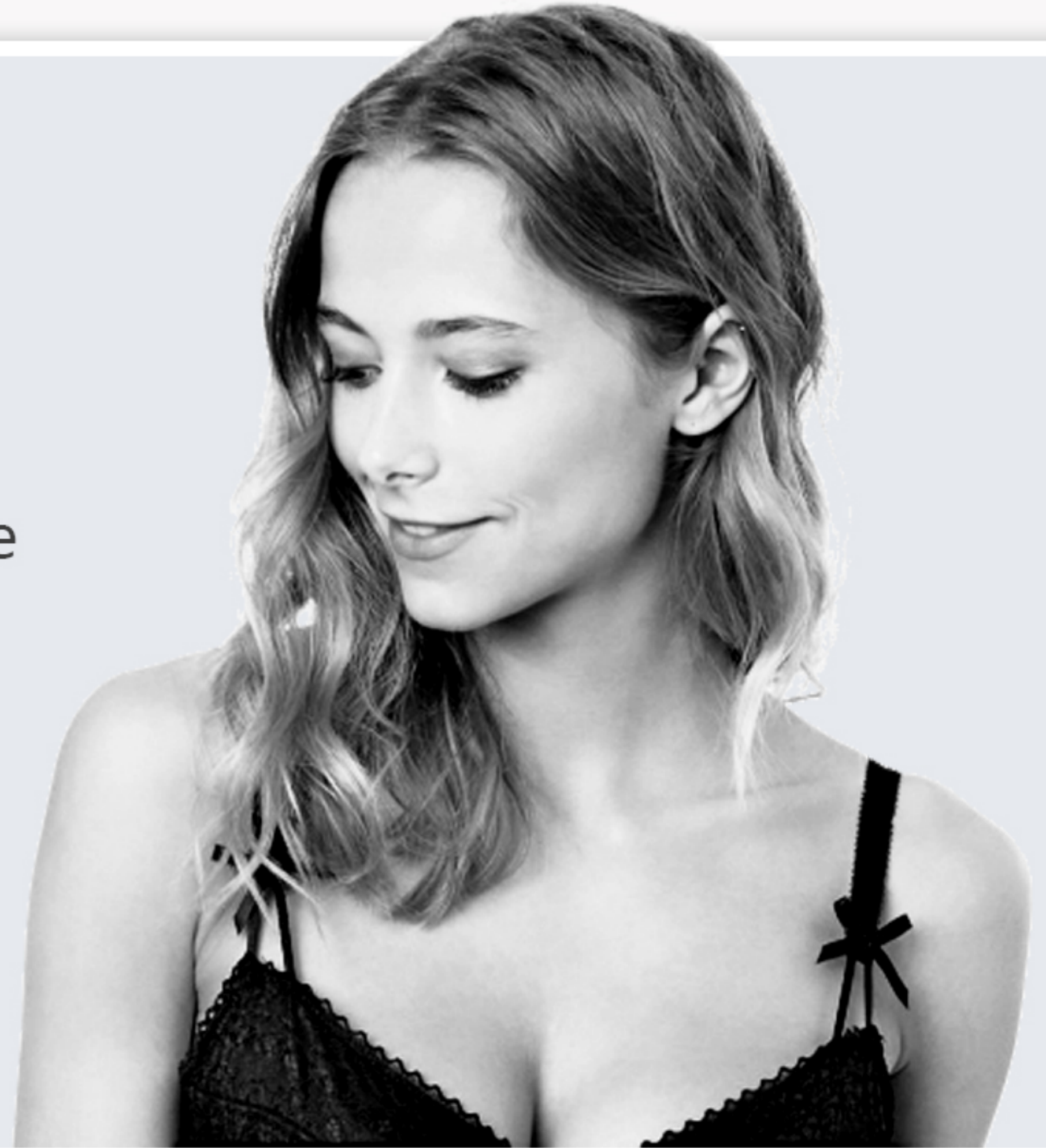


WeareEtamWomen

Powered by
Qoruz



Tata Cliq was Exclusively launching ETAM (Fine French Lingerie) for the first time in India and was looking to gauge an initial awareness about the launch.



Objective



To create a Buzz around the brand and its exclusivity using influencers where in they talk about the comfort and joy of ETAM finally being available and accessible.

Challenge

Tata Cliq wanted to cement ETAM's brand positioning with the help of influencers while also considering the budget and Return on Investment.

KEY CHALLENGE

How to get the right influencers who are suited for the campaign and also willing to showcase inner wear on their feed



Target Segment

The influencers targeted for this campaign were:

Women Influencers

Age Group :

18-30



Key Areas : Metro Cities



(as the product is expensive)

Our Solution

Through Qoruz, influencers catering to the target segment was selected from a pool of 2 lakh+ Indian influencers. This was done through:



Searching across style and fashion influencers who post about lingerie from major metros



Qualifying the relevant influencer based on their social profiles, follower demographics and sphere of influence



Reaching out to relevant influencers along with managing and monitoring their performance through platform

The screenshot shows the Instagram search interface for the term "Lingerie". At the top, there is a search bar with "Lingerie" entered and a magnifying glass icon. Below the search bar, there are three filter categories:

- Categories: No Matching Categories
- Influencer posting content related to Lingerie
- Influencer whose profile Bio includes Lingerie
- Influencer who interact with @Lingerie

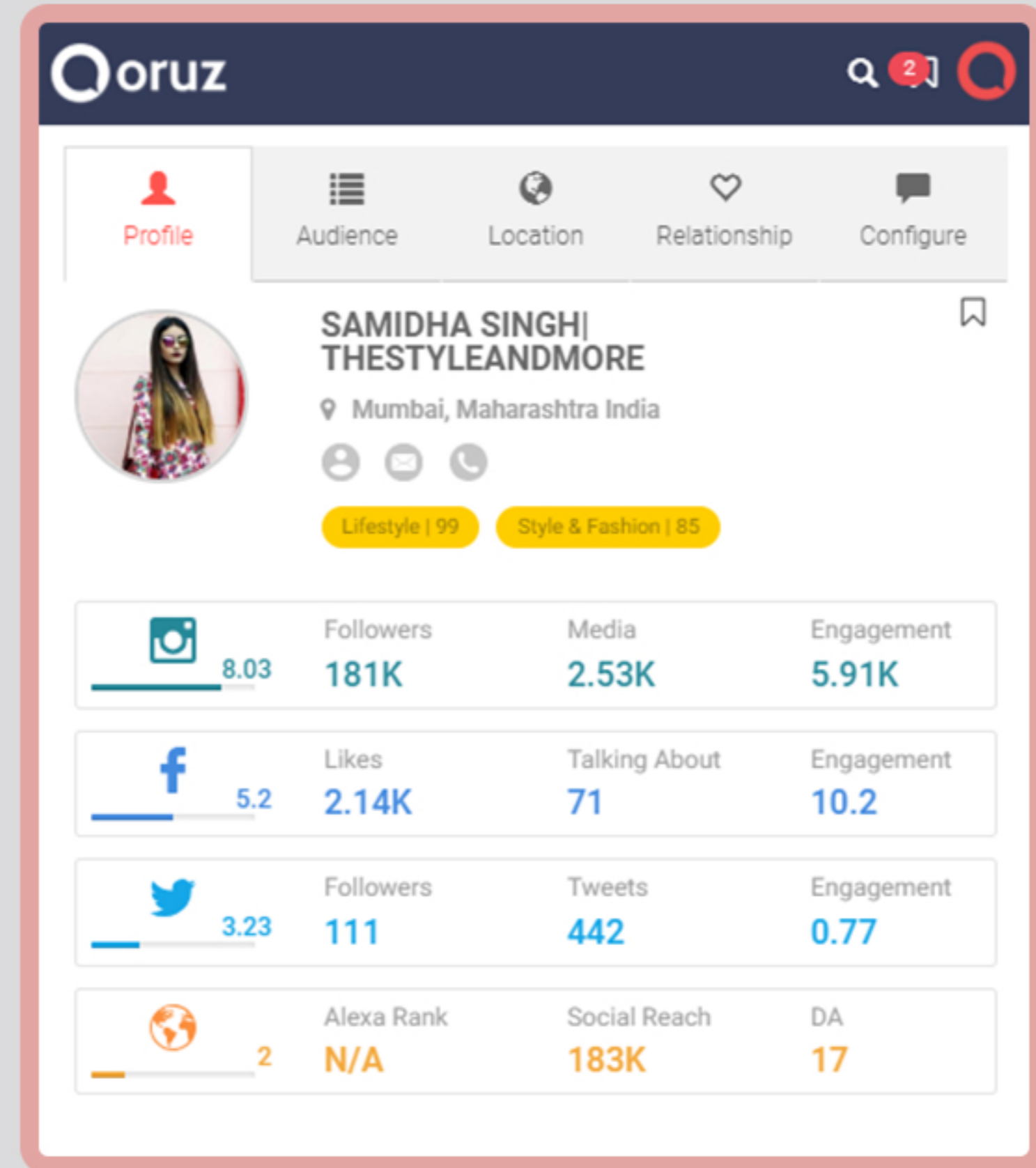
Below the categories, there is a section titled "Profiles" displaying a grid of six influencer profiles:

- Lonely Linge (lonelylinger)
- Hopeless Lin (hopelessling)
- Lingerie Swi (wildcherry_l)
- Julie (julieklinger)
- Lutecia Ling (lutecialinge)
- LASHESNLACE. (lashesnlace)

At the bottom right of the search results, there is a link for "Advanced Search »".

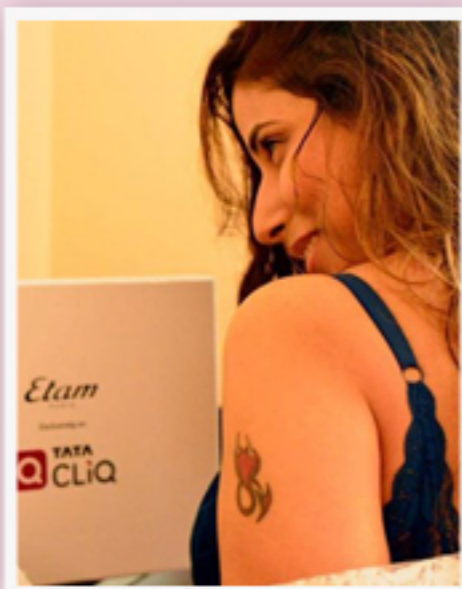
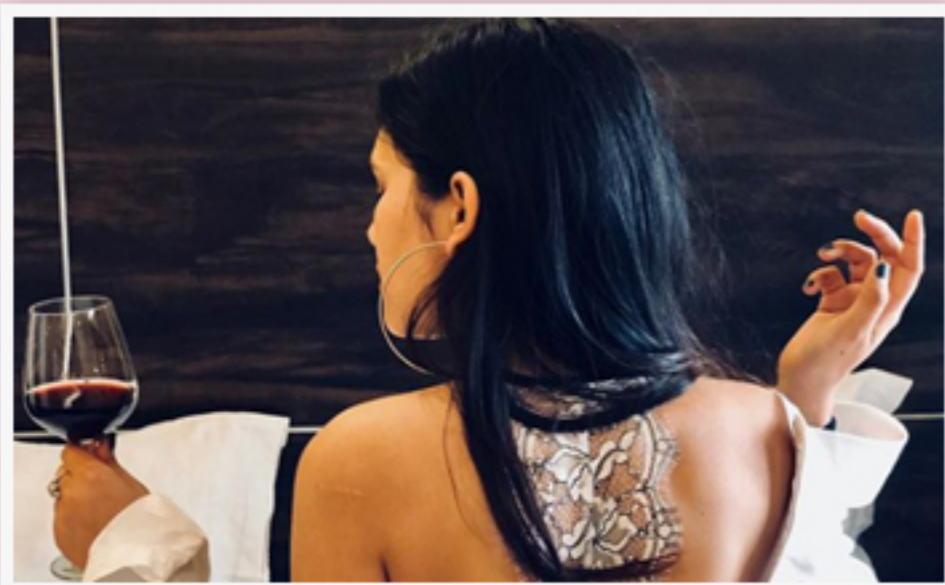
Our Solution

Each influencer selected for the campaign was further qualified, compared and benchmarked with 20+ metrics with special emphasis on their audience demographics.

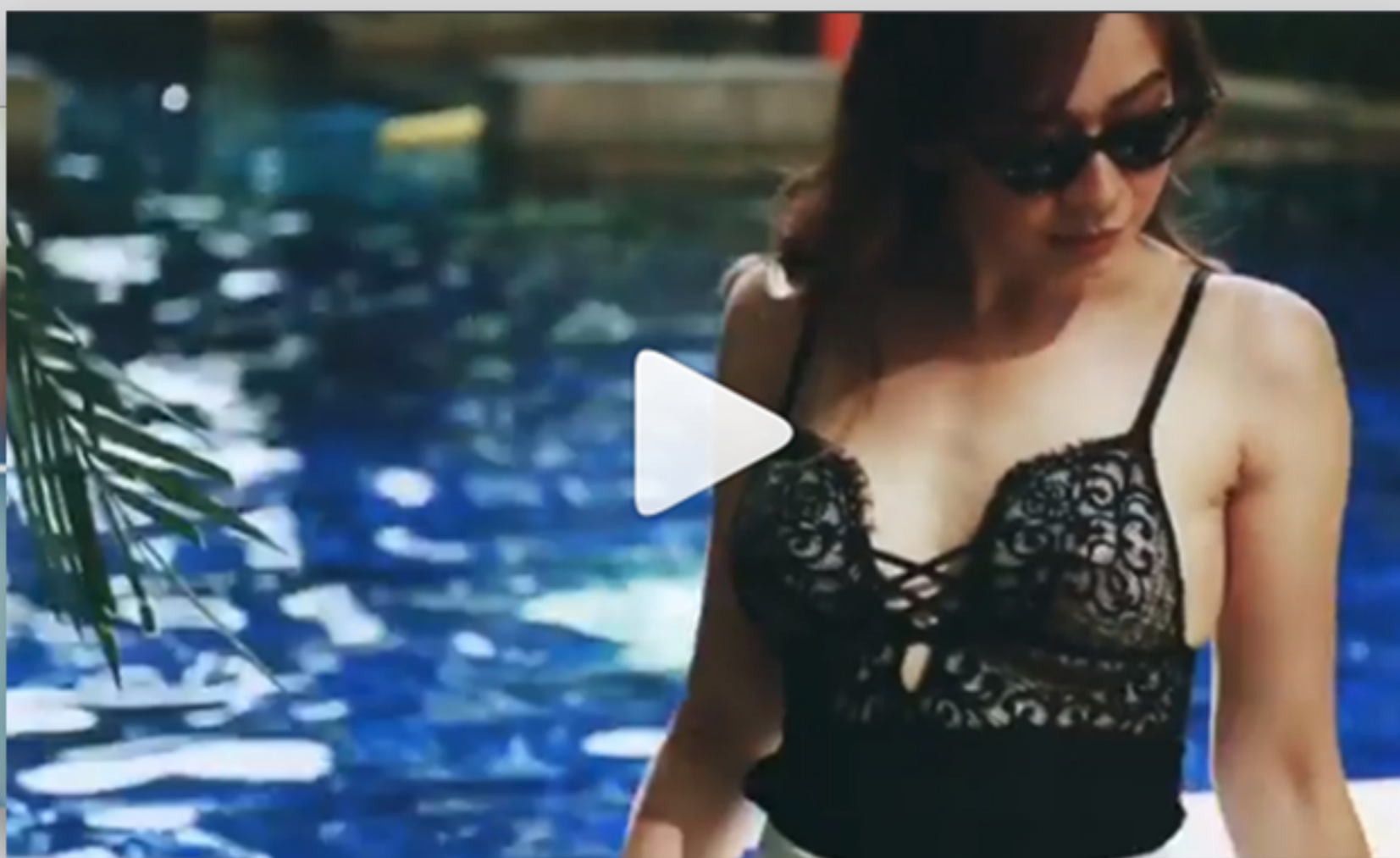




Snapshots



Snapshots





25

Influencers
Engaged

58

Content Pieces
Generated

2.5 M

Total
Impressions

18 k

Total
Engagement

All this without paying any money to the influencer



QORUZ IS A NEW-AGE, END-TO-END INFLUENCER MARKETING PLATFORM.

QORUZ COMES PACKED WITH A HOST OF TOOLS, THAT BRING EVERYTHING FROM INFLUENCER DISCOVERY, PROFILING, OUTREACH, CAMPAIGN MANAGEMENT, AND ANALYTICS UNDER ONE DASHBOARD.

WE AIM TO CREATE A DATA-DRIVEN ECOSYSTEM WHERE BRANDS CAN ENGAGE AND COLLABORATE WITH INFLUENCERS IN SMARTER, MORE MEANINGFUL WAYS TO AMPLIFY THEIR BRAND VOICE AND DRIVE BRAND AFFINITY THROUGH INFLUENCER MARKETING.

CHECK OUT MORE AT <https://qoruz.com>



INFLUENCER DISCOVERY, OUTREACH, AND CAMPAIGN MANAGEMENT TOOL.



HASHTAG BASED REAL-TIME SOCIAL MEDIA TRACKING TOOL.



FULL SERVICE WIZARD FOR NON-PAID, EXPERIENTIAL INFLUENCER MARKETING.