



THE MAN COMPANY

**#TheManCompany**

*Valentine's Day Campaign*





The Man Company is a range of premium male grooming products.

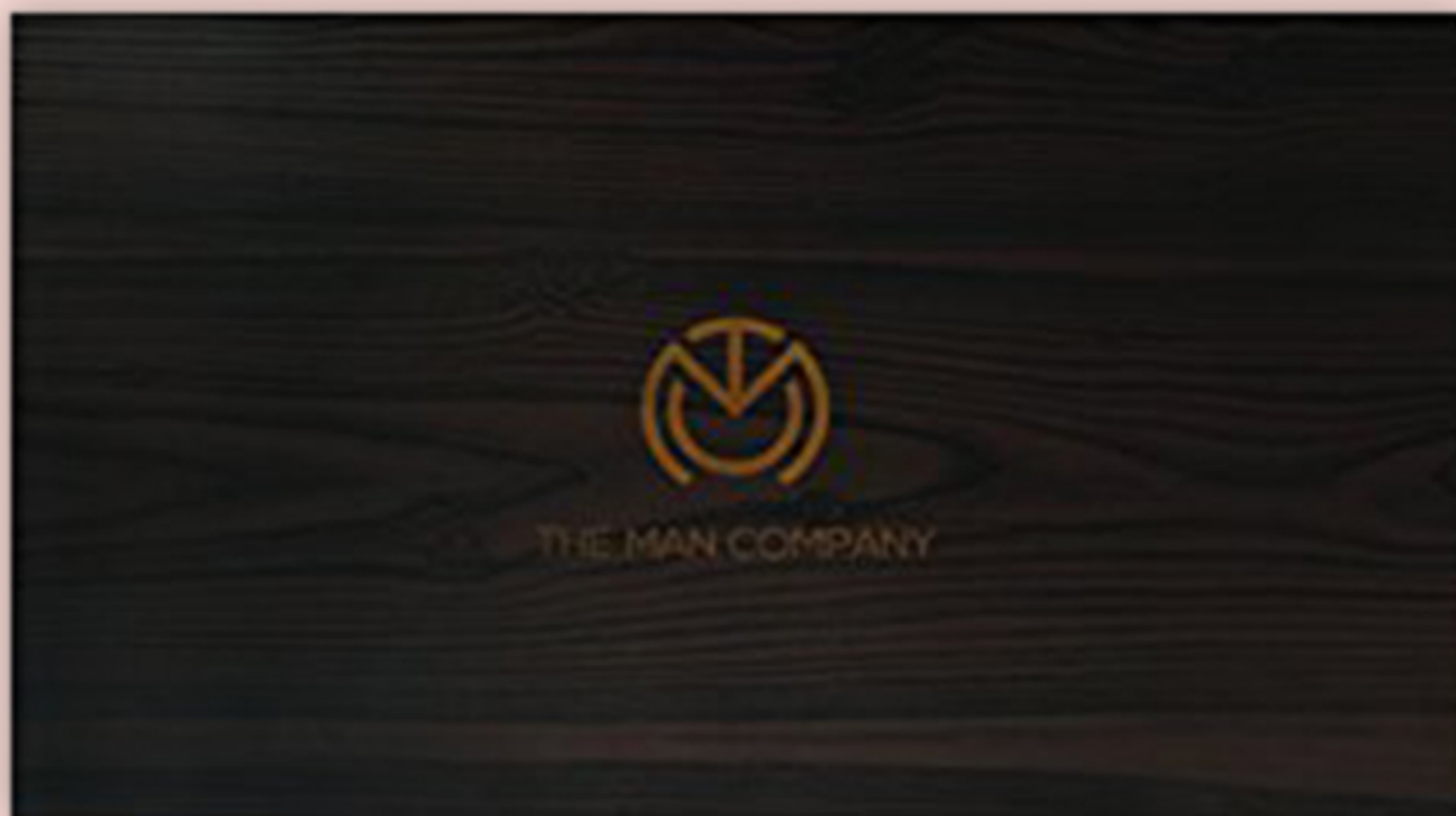
They have a collection of hair, face, and body grooming essentials for men.

This Valentine's Day, the company wanted to promote it's range of specially curated, limited edition gift boxes



## ♥ Objective

The objective was two-fold :



- 1 Spread awareness about the limited edition gift boxes.
- 2 Increase sales of boxes.



## Challenge

The brand wanted to execute this campaign with minimum marketing spend, and bring out the uniqueness and value of the Valentines box through creative social content.

- 1 How do we ensure that influencer content leads to **higher purchase consideration**
- 2 How do we execute the campaign with **minimum possible spend**



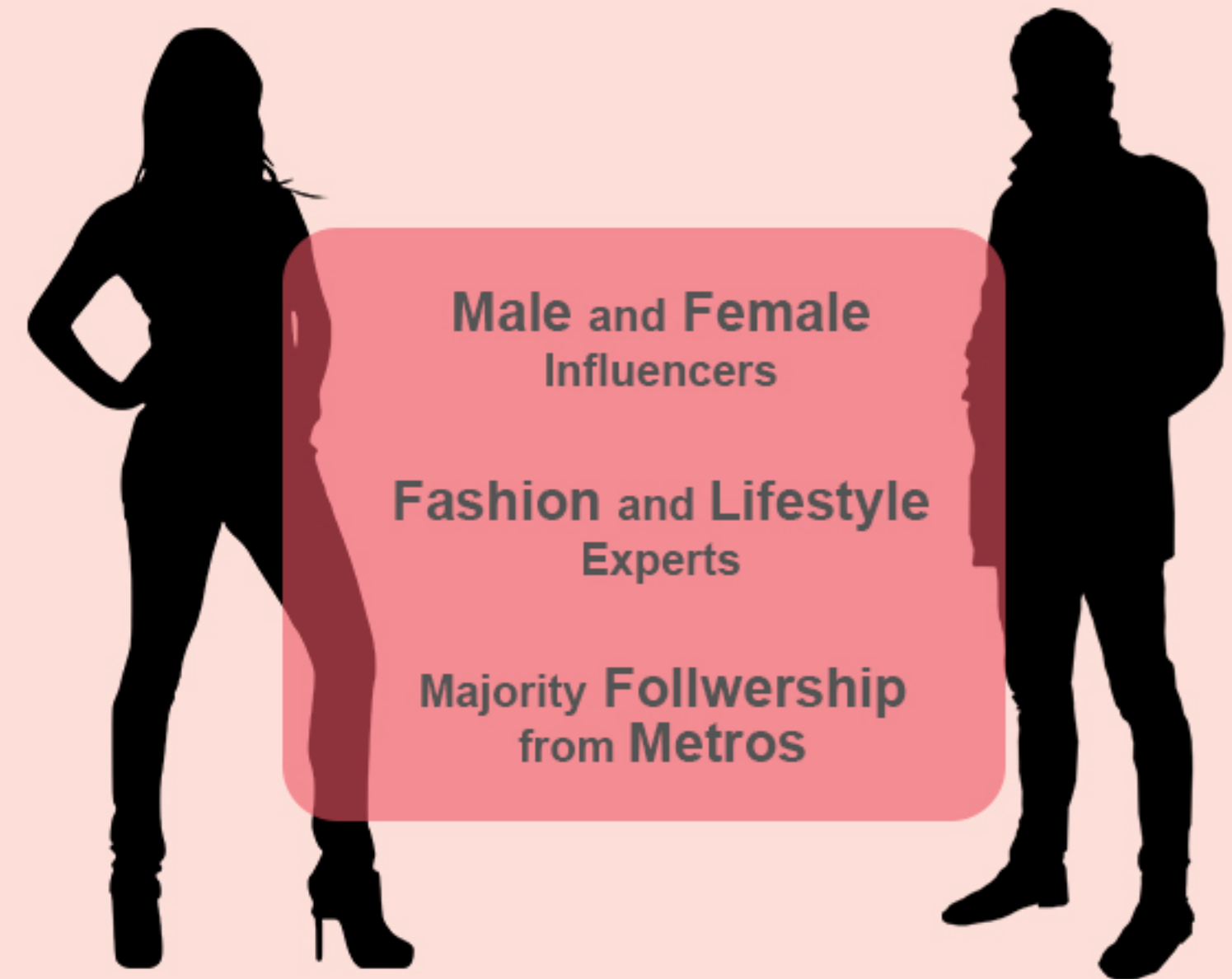
## Solution

To achieve the objectives that we set out with, Team Qoruz deployed Rewards.

Using Rewards, we executed an influencer campaign where we sent out the same Valentine's Day gift boxes to influencers that were soon going on sale.

The influencers created curiosity about the boxes, while demonstrating the content and packaging in detail, and talking about the various unique products in the gift box.

As a sales nudge, each influencer shared a unique promo code that their followers could use to avail discount on their purchase of the gift box.

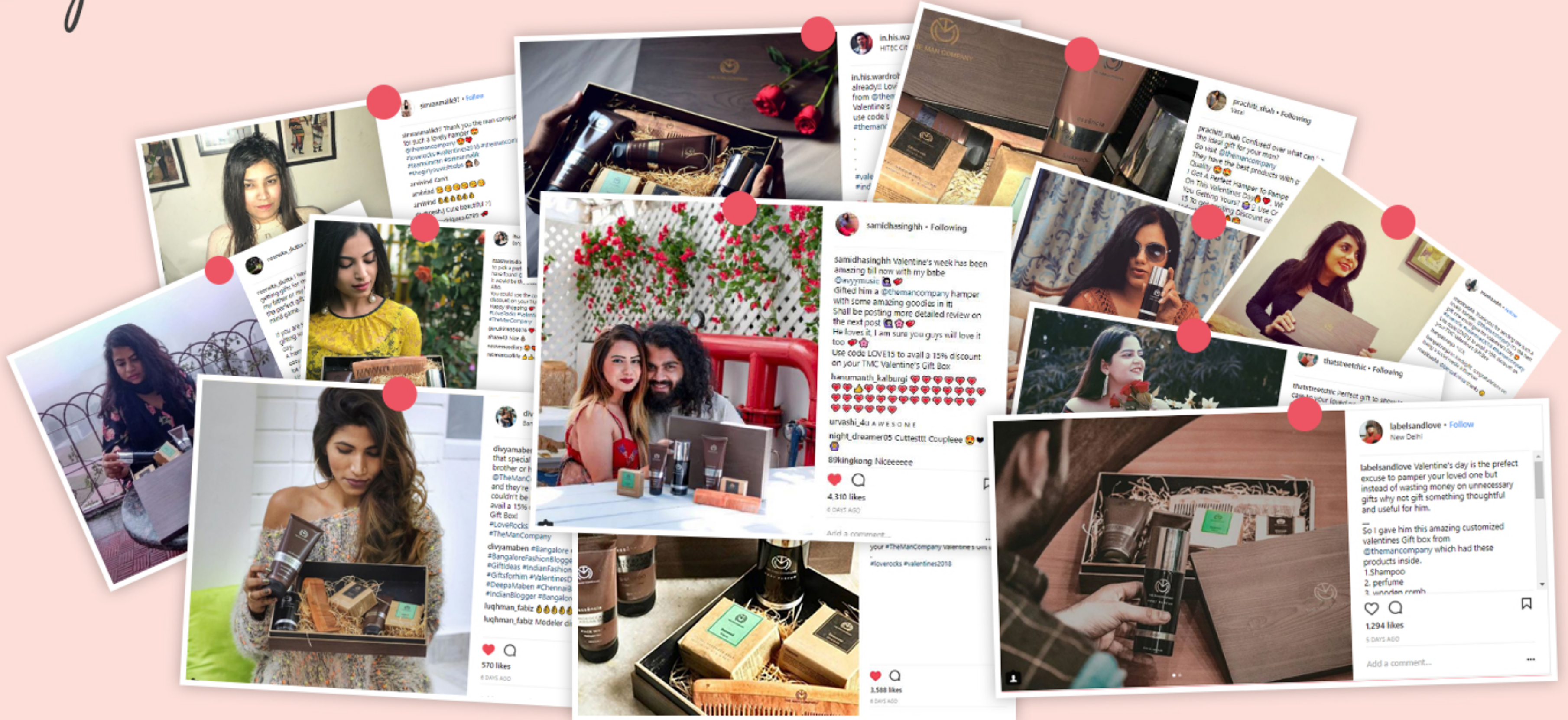


**We created a unique 'Show, Tell and Sell' campaign with authentic, first-hand product experience from influencers.**





# Snapshot







**ALL THIS, WITHOUT PAYING ANY MONEY TO ANY  
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.