





Created buzz around all new Ariel Lavender through influencer partnership

Objective

• To raise awareness and create buzz around the all-new arial lavender showcasing it to be Ariel's best-ever fragrance

Strategy

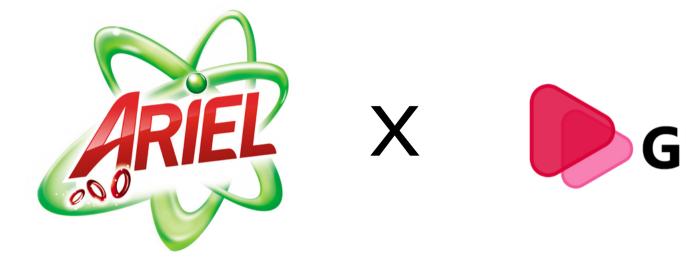
- Collaborated with mega influencers to reach a wider audience
- Designed a campaign to highlight Ariel Lavender's enduring scent with a 48-hour freshness challenge.
- Under our guidance, Influencers wore lavender tops and did daily tasks, implying that the fragrance would last, regardless of the surroundings.

Campaign Results:



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