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**GRYNOW** . UAE



## Created buzz around all new Ariel Lavender through influencer partnership

### Objective

- To raise awareness and create buzz around the all-new ariel 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:

<b>7</b> Videos Delivered	<b>50M</b> Avg Views	<b>1</b> Month Campaign	<b>7</b> Creators	 Platforms
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**Contact Now**



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