

STORYTELLING THAT SELLS

How Unikqo Activated 863K+ Views and 51K+ Engagements for Stackoo Kolkata Store Visit Campaign

EXECUTIVE SUMMARY: This case study evaluates the high-impact influencer activation executed by **Unikqo** (unikqo.com) for the **Stackoo Kolkata** store visit campaign. Spanning August 19 to September 2, 2026, the campaign leverages authentic, scroll-stopping creator storytelling to drive local retail foot traffic [1, 2, 4].

By deploying a performance-driven influencer strategy powered by **AI-driven discovery and verified creators**, Unikqo generated **863,352 total campaign views** and **51,556 interactive engagements** across just 10 curated Instagram Reels, delivering an exceptional average **Engagement Rate of 5.97%** [1, 7, 8].

THE CHALLENGE & OBJECTIVES

Activating Local Foot Traffic via Creative Creator Content

Stackoo needed to create massive regional excitement and drive physical store visits in Kolkata. Typical brand advertisements fail to build authentic trust. Unikqo's objective was clear: partner with the right hyper-local creators to produce highly relatable User Generated Content (UGC) that makes the retail experience look and feel 'insta-worthy' [2, 3, 4].

Focus Metrics for Success:

Rather than just pursuing 'empty views,' Unikqo focused on **interactive engagements (Likes, Shares, and Saves)**. Saves indicate that potential customers have bookmarked the retail store address, and Shares represent organic word-of-mouth recommendations that multiply the campaign's reach exponentially [13].

UNIKQO'S DATA-DRIVEN CREATOR STRATEGY

AI-Powered Discovery & Creator Vetting

Unikqo does not rely on guesswork or raw follower counts. Utilizing our proven 4-step campaign lifecycle—**Plan, Add, Check, and Choose**—we ran deep audience matching and engagement analyses to select high-performing and fully verified regional creators in Kolkata [8, 9, 14]. Our team (managed by Performance Head Sarthak and Talent Managers Harkiran, Astha, and Tanya) ensured strict adherence to brand guidelines while giving creators the creative freedom to craft real stories [10, 12].

SCROLL-STOPPING USER GENERATED CONTENT PRODUCTION

No Stock Vibes, Only Content That Connects

Under the direction of copywriters Jasmeet and Chaitra, alongside video editor Prince, we focused on producing **fast-paced, high-hooks retail walkthroughs** [10, 12]. We highlighted specific store corners, products, and exclusive deals, resulting in content that stood out on users' feeds [4].

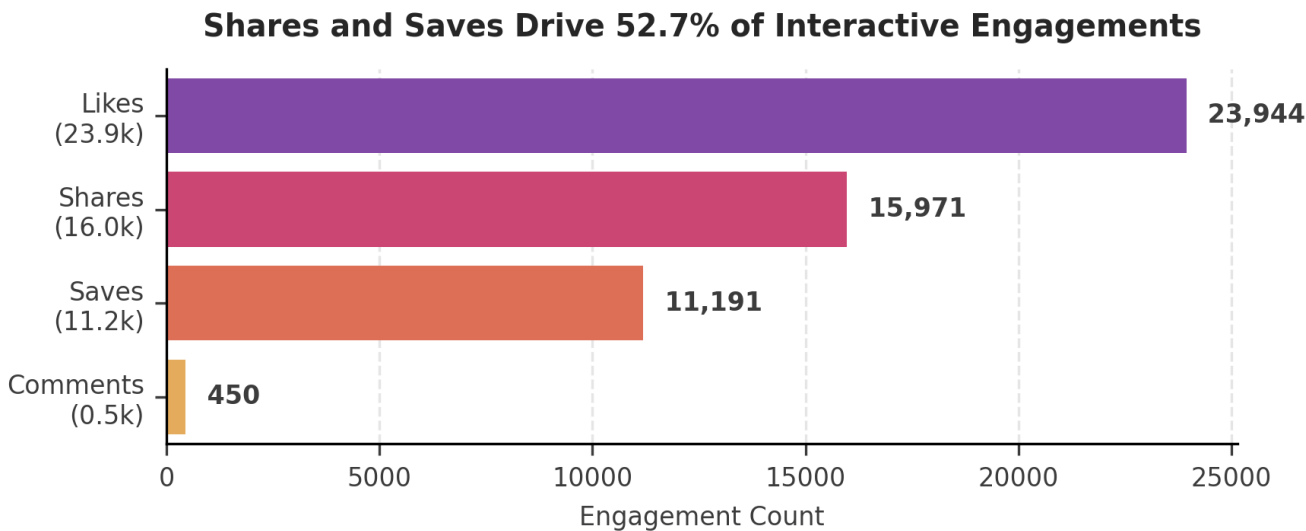


Figure 1: Campaign Engagement Composition (Saves and Shares combined represent 52.7% of total action).

THE VIRAL OUTLIER FORMULA

On **August 22, 2026**, one of our key selected reels achieved massive virality, gathering **369,000 views** and ****36,324 engagements**** [1]. This single asset registered an impressive **9.84% engagement rate**, driving **11,300 organic shares** and **8,575 saves** directly to users' folders, demonstrating how authentic UGC can ignite high intent [1]. Another high-impact reel on **August 24** supported the momentum with **222,000 views** [1].

CAMPAIGN PERFORMANCE DEEP-DIVE

The complete dataset below documents the performance of the 10 Instagram Reels delivered for Stackoo over the 2-week campaign activation. It highlights the efficiency and power of our creator portfolio [1].

Ran k	Posted Date	Views	Likes	Shares	Saves	Total Eng.	Eng. Rate
1	22 Aug 2026	369,000	16,400	11,300	8,575	36,324	9.84%
2	24 Aug 2026	222,000	1,606	410	221	2,342	1.05%
3	27 Aug 2026	116,000	3,449	2,859	1,959	8,316	7.17%
4	19 Aug 2026	45,900	479	246	204	1,013	2.21%
5	26 Aug 2026	45,800	602	272	28	915	2.00%
6	25 Aug 2026	35,200	557	634	34	1,254	3.56%
7	24 Aug 2026	10,700	330	127	90	554	5.18%
8	21 Aug 2026	9,184	236	60	48	427	4.65%
9	27 Aug 2026	7,705	201	54	29	292	3.79%
10	02 Sep 2026	1,863	84	9	3	119	6.39%
Total	-	863,352	23,944	15,971	11,191	51,556	5.97%

KEY TAKEAWAYS & STRATEGIC IMPLICATIONS

- **Deep Saves Signal Intent:** The **11,191 saves** are highly valuable because they function as bookmarks for a physical store visit, showing a high likelihood of conversion [1, 13].
- **Dark Social is King:** Over **15,971 shares** occurred organically via DMs, multiplying our reach without any incremental ad spend [1].
- **Creator Match Matters:** Curating verified creators with hyper-local audiences yields a **5.97% overall campaign engagement rate**, outpacing generic agency benchmarks [1, 8].

WANT TO CREATE SOMETHING GREAT TOGETHER?

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