

**unikqo** x



# Influencer Marketing - Case Study

Targeting the top 2 funnels of Influencer Marketing - TOFU and MOFU



## About

Linc is one of India's most trusted writing instrument brands, established in 1964. Known for pens, markers, and stationery — loved by students, professionals, and artists across generations.

## Product Portfolio

Linc is one of India's most trusted writing instrument brands, established in 1964. Known for pens, markers, and stationery — loved by students, professionals, and artists across generations.






## Offline Dominance

Linc has a massive pan-India distribution network through retail kirana stores, stationery shops, and institutional channels. Their brand recall is extremely high in tier-2 and tier-3 cities.





## OFFLINE STRENGTH

-  **PAN India Retail Distribution**
-  **Strong Brand Recall in Tier -2 & 3 Cities**
-  **Institutional and school channel dominance**
-  **50+ years of trust and loyalty**
-  **High offline sales volume across categories**

## ONLINE OPPORTUNITY

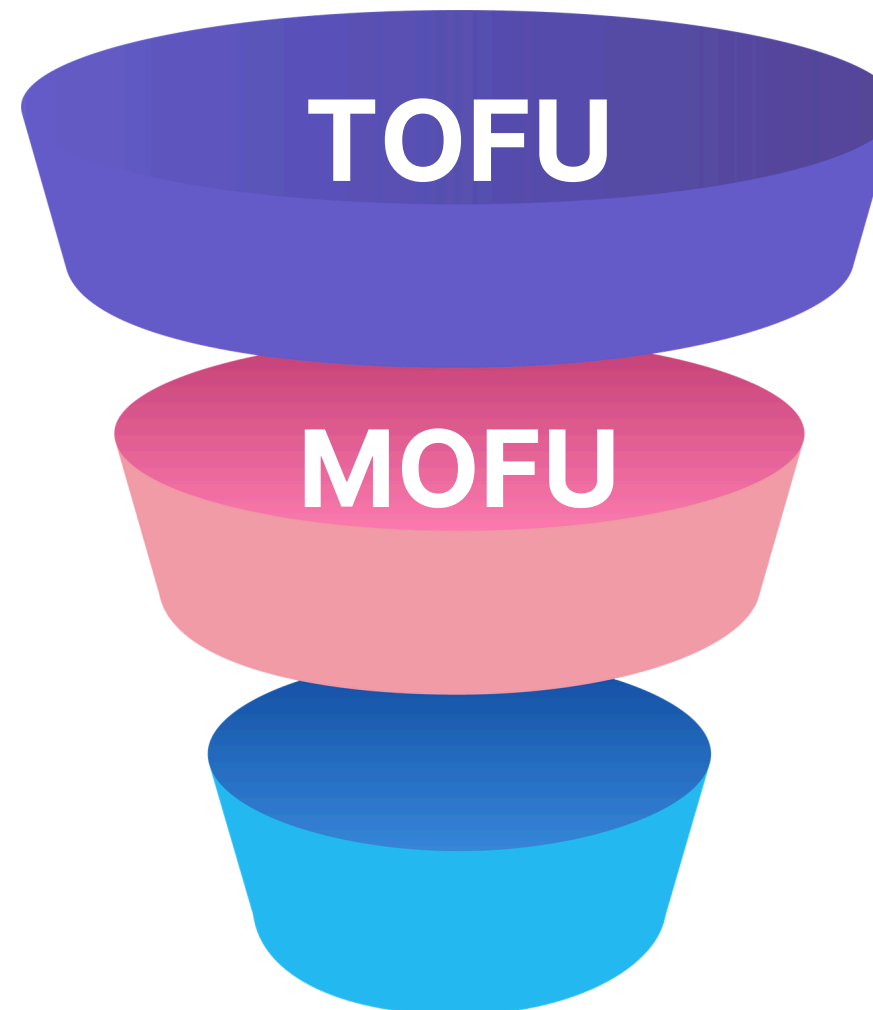
-  **Low Social Media Presence**
-  **Youth audience underpenetrated digitally**
-  **No Influence-led awareness campaigns**
-  **Brand Storytelling missing online**
-  **Significant whitespace on Instagram**

# Unikqo's Strategy

Our strategy was centered on the top two stages of the funnel—TOFU (Awareness) and MOFU (Consideration)—with a strong focus on building brand awareness and driving audience engagement. The objective was to maximize reach, strengthen brand recall, and nurture consumer interest through data-driven campaign execution and audience insights.

## In focus:

- Building digital awareness at scale
- Strengthening brand recall and visibility
- Driving audience engagement and consideration
- Creating a stronger online-to-offline brand connection



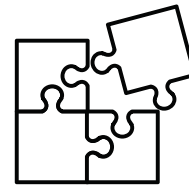
**Focusing on  
offline Awareness**

**Focusing on  
Consideration**

# Awareness Campaign (Instagram)

Turning products into conversations and audiences into communities

## The Challenge



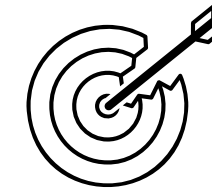
- Limited Digital Presence (8k Followers)
- Content focused on static posts majorly
- Low Engagement
- Limited Creator Driven Visibility
- Minimal Community Engagement

## Outcomes

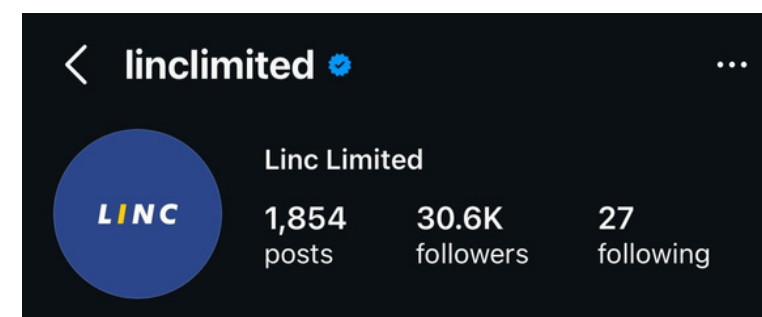


- Follower Growth: 8K → 30.6K (+282% growth)
- Increased consumer trust through authentic influencer advocacy
- Enhanced product awareness and stronger online brand positioning
- Stronger online presence and community building

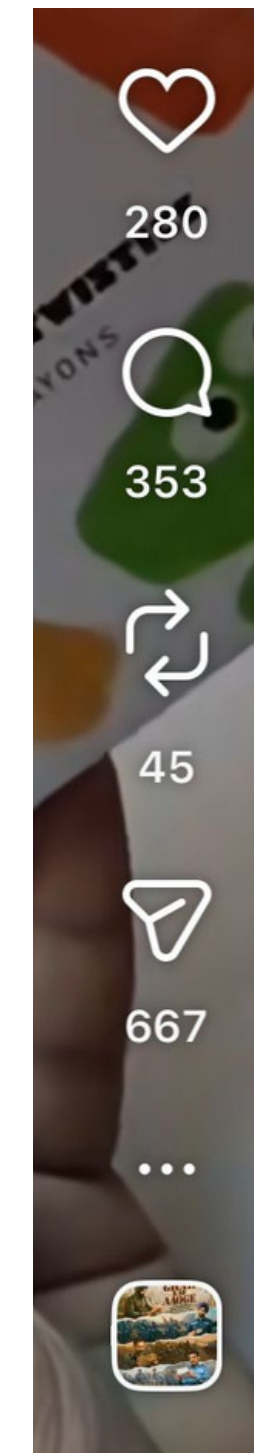
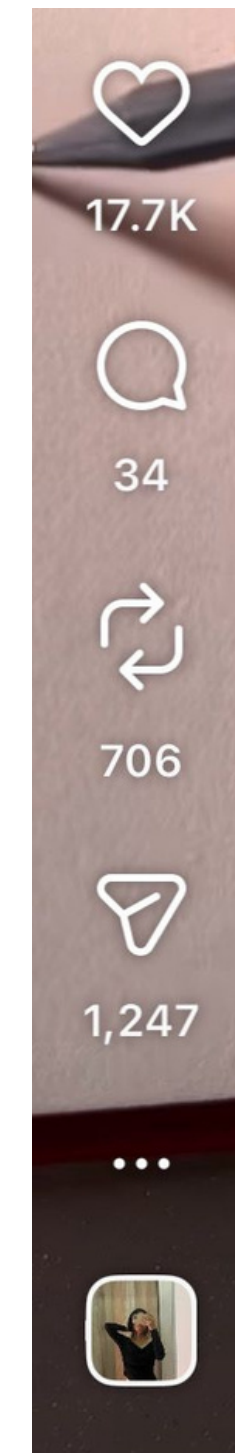
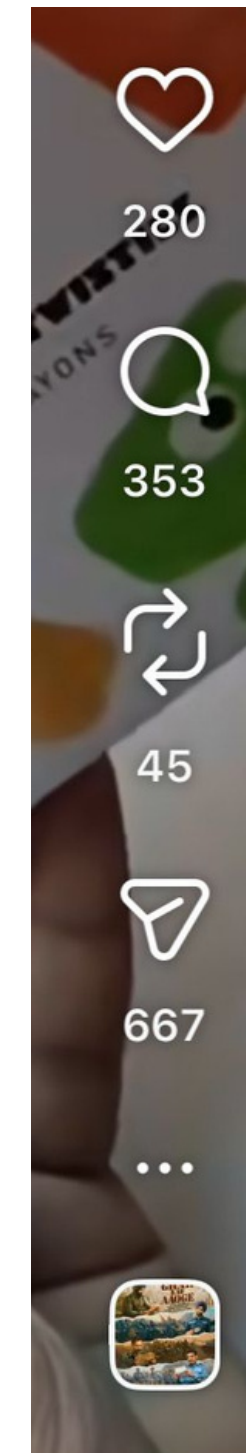
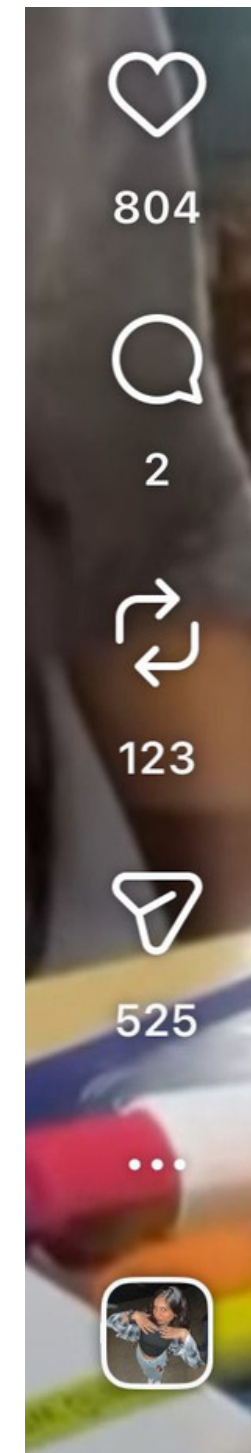
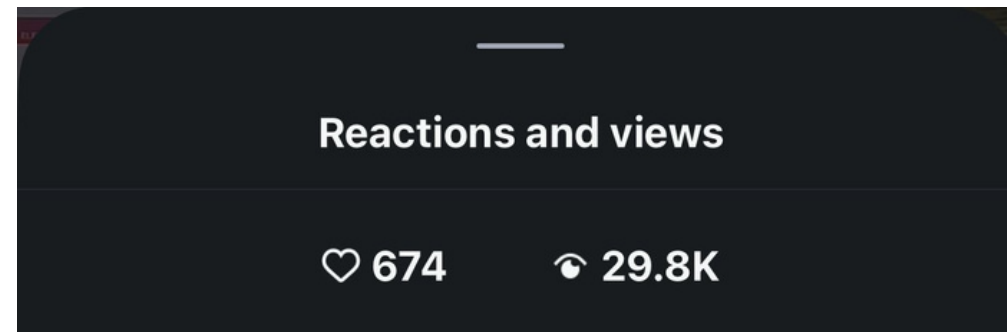
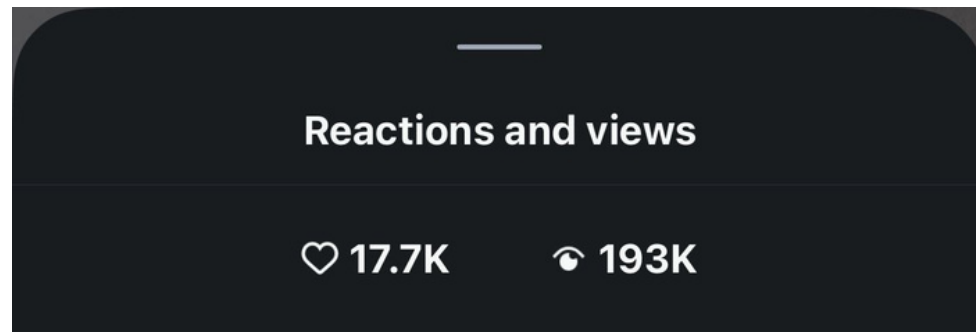
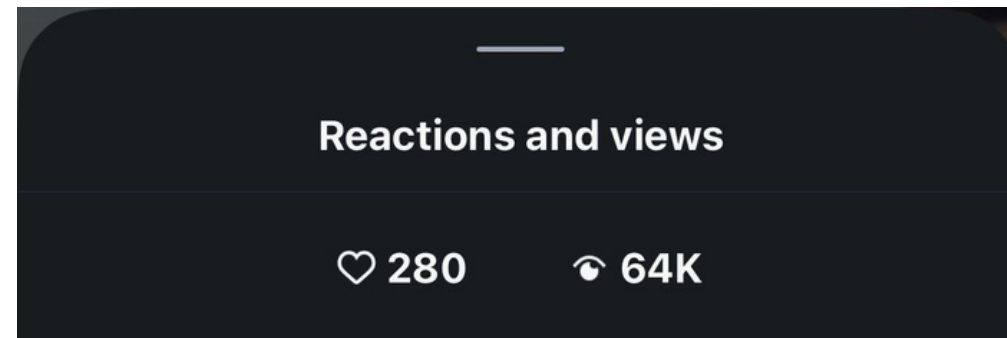
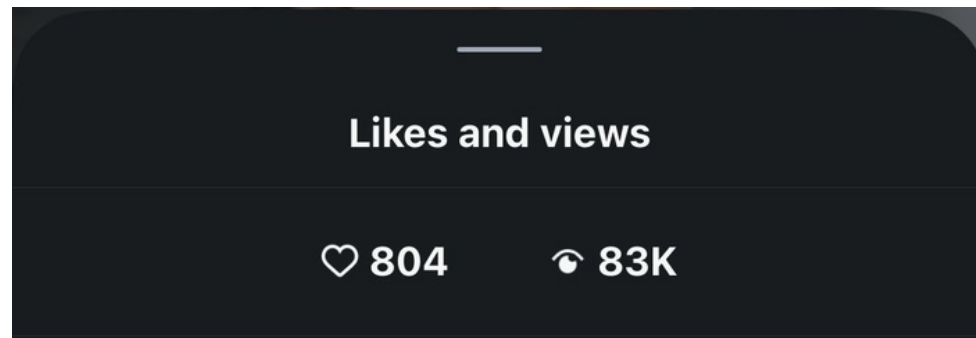
## Our Strategy



- Built Niche-Related Influencer community
- Engaging creator-led storytelling
- Authentic Showcasing
- Optimizing creator campaigns for maximum ROI



# Awareness Campaign Results - Instagram



- Influencer-led content amplified Linc's digital presence and expanded brand reach across key audience segments.
- Achieved 370K+ cumulative views across campaign content.
- Top-performing content generated 193K views and 17.7K engagements.
- Strong audience interaction strengthened brand visibility, recall and engagement.

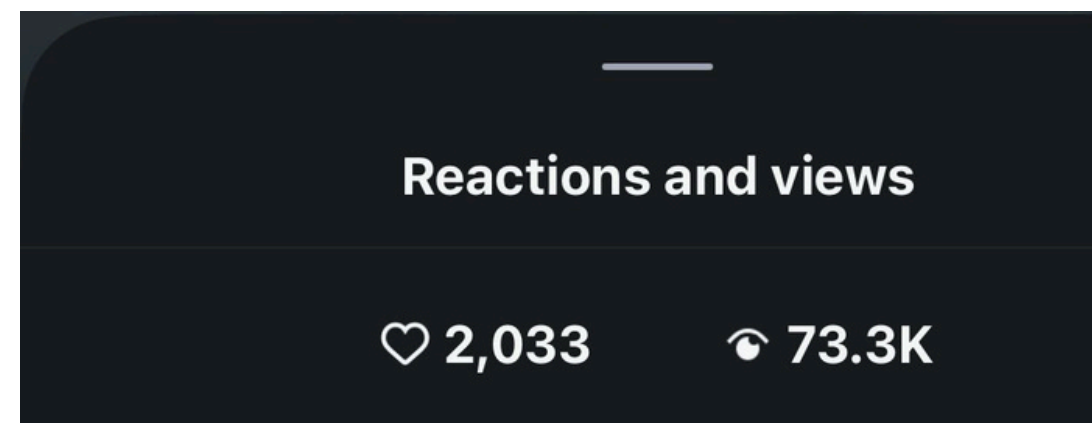
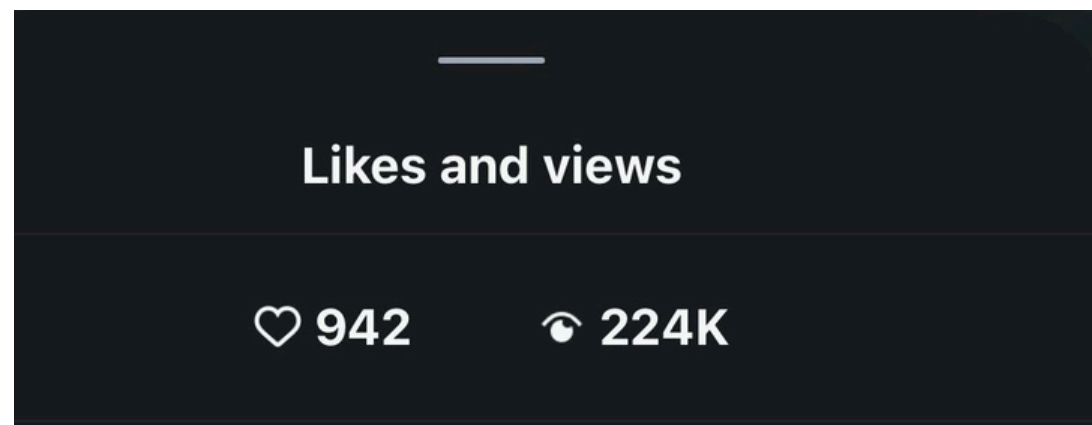
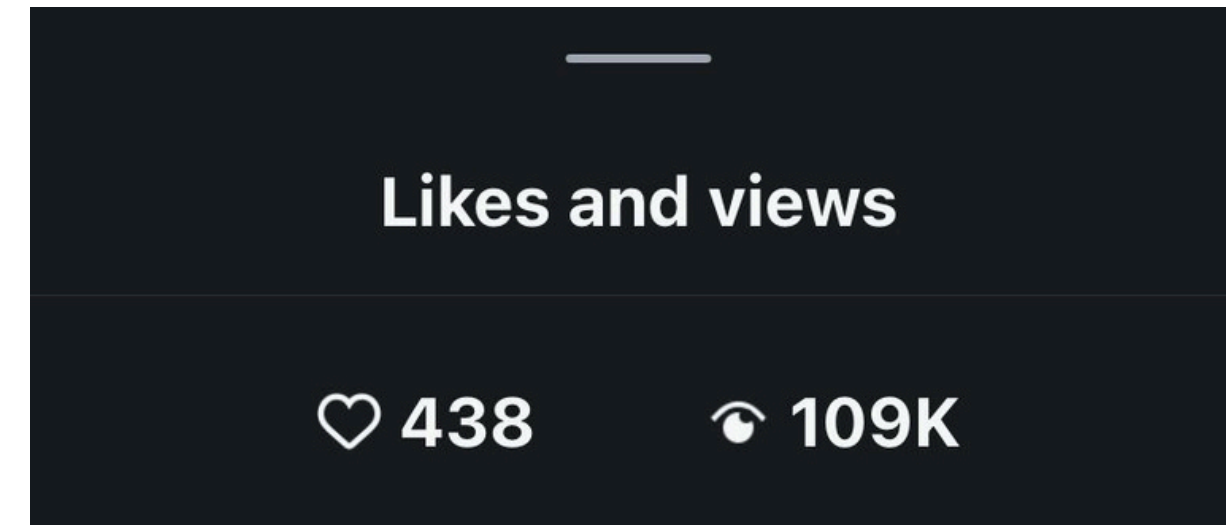
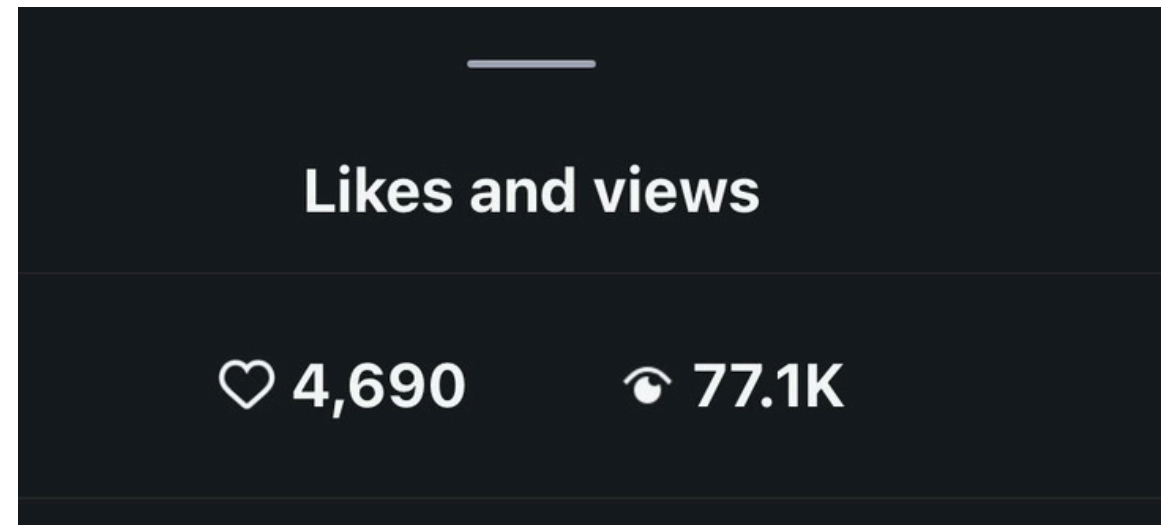
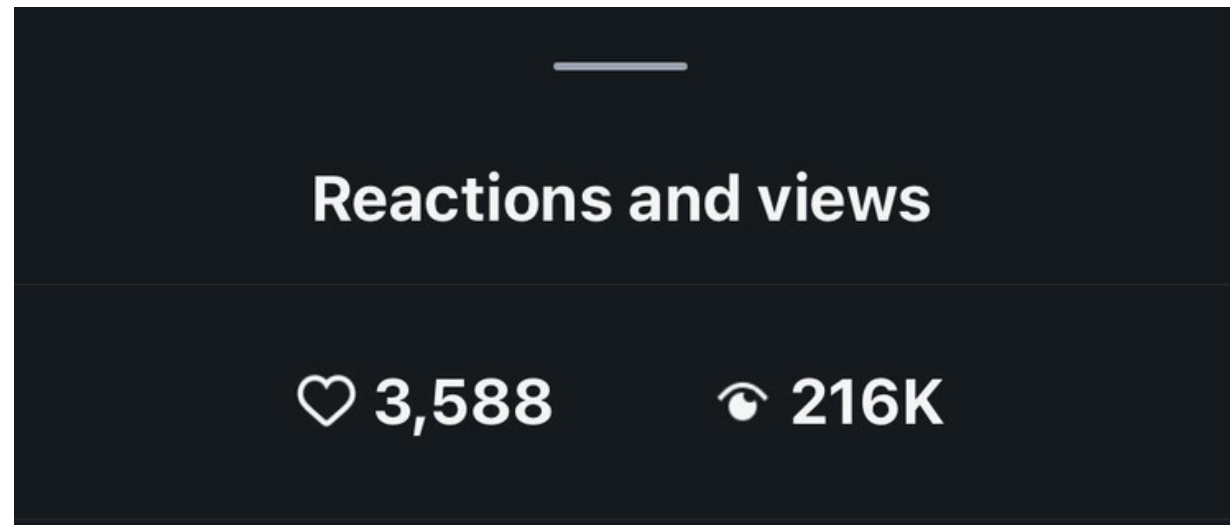
# Campaigns Attended

Linc strengthened its on-ground presence at the International Kolkata Book Fair by creating a strong brand touchpoint for its core audience. To amplify the activation digitally, we collaborated with influencers to experience and showcase the Linc store, extending the event's reach online and driving stronger visibility, engagement, and brand recall.



Linc marked its presence at the Karunamoyee Book Fair, strengthening its connection with readers and stationery enthusiasts in a high-engagement cultural space. To amplify the on-ground activation, we collaborated with influencers to capture and showcase the brand experience—extending its reach digitally and driving stronger visibility, engagement, and brand recall.

# Results



- Linc's presence at the International Kolkata Book Fair and Karunamoyee Book Fair generated 699K+ views.
- The campaign drove 11.7K+ engagements through influencer-led content.
- Peak content reached 224K views, boosting brand visibility and recall.

# Best Channels To Reach **Your Audience**

## Reach

Organic impressions across platforms

## TOFU + MOFU

Full funnel awareness and consideration built

## 2 Events

On-Ground activations content repurposed for Digital Visibility

## UGC Created

Authentic Creator Content seeded across Instagram



# Our Execution

THINKING GLOBAL, ACTING LOCAL

