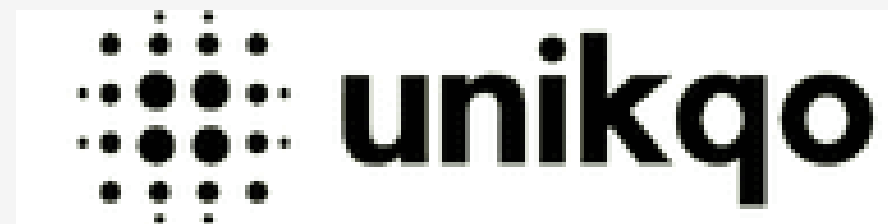




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INFLUENCER MARKETING CAMPAIGN CASE STUDY





AGENCY PROFILE – UNIKQO

Blending data science with human creativity to deliver measurable, authentic influencer campaigns for D2C and lifestyle brands across India.



1

AI-Powered Creator Discovery

Machine learning matches brands with high-converting micro creators based on niche, audience quality & past performance.

2

Data-Driven Campaign Strategy

Clear KPIs from Day 1. Engagement rate, reach, conversions, and sentiment analysis tracked across the lifecycle.

3

UGC & Performance Amplification

Creator content repurposed as performance ads. Influencer storytelling meets paid media efficiency.

4

Full-Funnel ROI Tracking

From awareness to purchase — every metric aligned to brand goals and measurable business outcomes.

Specialty: Micro-influencer campaigns for food, wellness & organic lifestyle brands — exactly the niche Pure & Sure needed.



Dual Experience :-

An organic café offering wholesome food, coffee, and healthy snacks.

A retail store featuring organic groceries and products.

USPs :-

1. Certified organic products (160+ choices)
2. Café + Store under one roof
3. Clean eating, healthy snacking
4. "Everyday food, made good"
5. Bangalore's fresh organic destination

Visuals :-

1. Arriving at Pure & Sure Café & Store
2. Food visuals must look tempting, rich, and appetizing- encourage them to bring that to life vividly
3. Browsing/choosing groceries (store)
4. Transition: Food experience → shopping
5. Group/friends moment (optional)
6. Outside/Counter/Inside Interior shot for location vibe

Our Content Brief



Brand Overview

- **Farm to Plate**

Brand DNA

India's pioneering certified organic food brand with 25+ years of expertise in organic farming and sustainable supply chain management. Founded on the belief that 'farmers are peacemakers of today

Product Portfolio

Pulses, grains, snacks, millets, flours, and ready-to-cook products. All certified organic, free from artificial additives and preservatives, sourced from smallholder farmers.

Cafe and Store

Launched February 2026 in Jayanagar, Bengaluru — an experiential farm-to-table café where consumers can see, taste, and shop certified organic products under one roof.

Market Position

Fastest-growing organic brand in India. Jaivik Bharat Best Organic Food Brand of the Year. National retail + digital + export markets. Tag line: 'Everyday Food, Made Good.'

25+

Years of Experience

10M+

Units Packed (Milestone)

250+

Pesticide Residues Tested

100%

Renewable Solar Energy



CLIENT BRIEF

Brand Age:	25-year-old certified organic brand with farm-to-plate authenticity
Core Ask:	Market their own-grown vegetables and ingredients — let consumers taste the difference
USP to Highlight:	Organic integrity: from seed to shelf, no chemicals, no additives, complete traceability
Campaign Goal:	Build authentic awareness and trust for the café & store launch narrative
Platform:	Instagram — Reels, Stories, and Feed Posts
Timeline:	December campaign execution; March post-analysis

UNIKQO STRATEGY

Format:	Unique Collage Campaign — a visual mosaic of individual micro-creator stories
Creator Count:	15 Micro Creators (high engagement, niche organic/food/lifestyle audiences)
Creative Approach:	'Whatever story they tell' — maximum creative freedom within organic brand values
Content Angle:	Personal narratives: first-time farm visit, comparing organic vs non-organic taste, etc.
No Script:	Authentic, unscripted content drives higher trust than brand-directed posts
Projected Outcome:	Set conservative benchmarks; designed to over-deliver on genuine engagement

Results and KPI Performance

+10%

Above Projection

Campaign outperformed all set KPIs by 10% — a meaningful overdelivery for an organic brand

40–50

Organic User Tags

Users tagged Pure & Sure without any incentive — indicating genuine brand affinity

15

Micro Creators Deployed

Carefully curated food, wellness & lifestyle creators with authentic organic audiences

Segmentation

Urban health-conscious consumers, 25–40, SEC A/B, Bengaluru + metros.
Interested in organic, sustainable living.

Targeting

Micro-influencer audiences — high-trust, niche followers who actively seek clean-eating content.

Positioning

'Farm-to-Plate Authenticity' — the only organic brand where you can trace every ingredient back to the farm.

Results

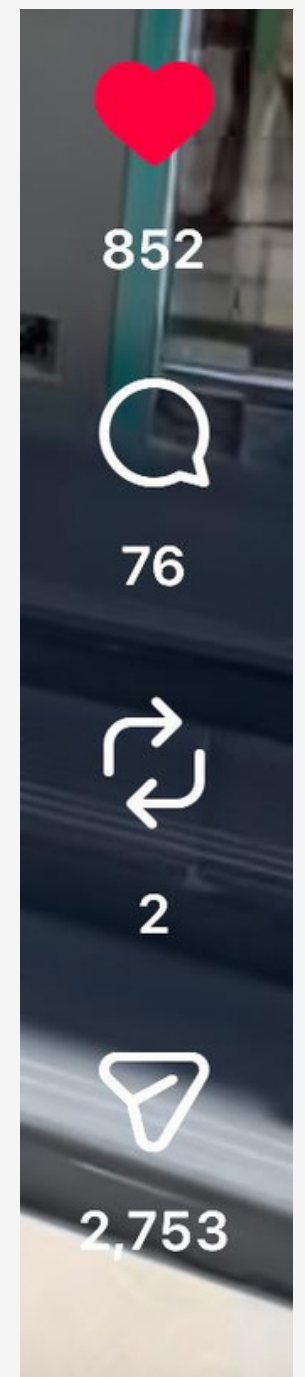
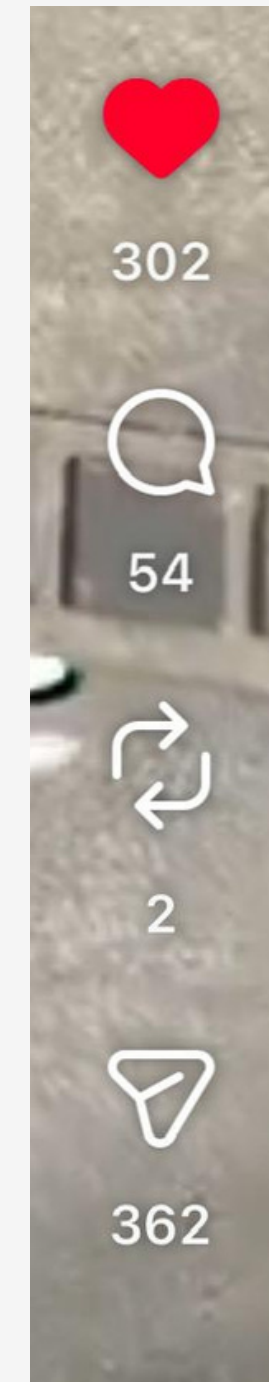
Qualitative Wins

Shares Exceeded Likes - Organic Virality Signal

40-50 User Generated tags with no incentive

Campaign resonance discovered only in post-assessment (March), showing sustained impact beyond the November-December push

Creator collage format generated curiosity and brand discovery



AIDA MODEL



Attention

- **Micro Creators of particular Niche**
- **Highlighted Brand's 20 Years of Legacy**
- **Farm to Table**
- **Creative Hooks for engagement**



Interest

- **Creators told personal stories (not scripted ads)**
- **The farm-grown vegetables angle sparked curiosity**
- **Variety foods for each and every need fulfilment**



Desire

- **Farm-grown, organic produce narrative tapped into the growing consumer desire for clean, authentic food**
- **User-generated tags (40–50 organic tags) showed real people wanting to be associated with the brand**



Action

- **Shares > Likes (Indicating Organic engagement)**
- **User Tags built with burn**
- **Niche Centered and calm environment for scroll stopping**



Our Execution

THINKING GLOBAL, ACTING LOCAL

