

The logo consists of the letters 'K' and 'S' in a bold, orange, sans-serif font. A thick orange arrow starts at the top of the 'S' and curves around it, pointing towards the right.

KS

A large, light orange arrow with a textured, brush-stroke-like appearance, pointing from the left towards the right. It is positioned behind the text.

CASE STUDY

CASE STUDY:

 @fedeaaso

CREATIVE BRIEF

amazon

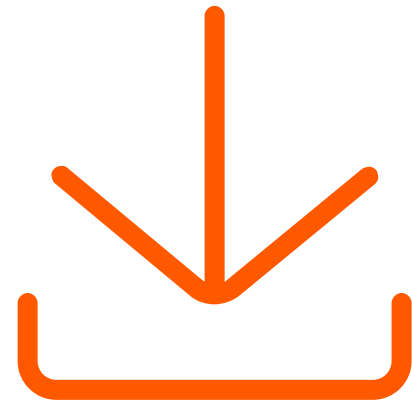


2.1M Follower
155.3M Likes



OUT JOB

MAIN PURPOSE



- ASK THE FOLLOWERS TO VISIT THE "BACK TO SCHOOL" SECTION
- DISCOVER NEW #BACKTOSCHOOL PRODUCTS AND SERVICES

REQUIREMENTS



- ACT QUICKLY TO CONTACT THE INFLUENCERS
- BE PRESENT FOR THE CLIENT
- GOAL-ORIENTED APPROACH

CREATIVITY



- WRITE A BRIEF THAT MEET BOTH THE AGENCY AND THE INFLUENCERS POINT OF VIEW

INFLUENCER MANAGEMENT

CONFRONTO ONE TO ONE

- PUT EMPHASIS ON THE KEY MESSAGES: "PRIME STUDENT", A SELECTION OF HIGH QUALITY PRODUCTS AND ON SUSTAINABILITY

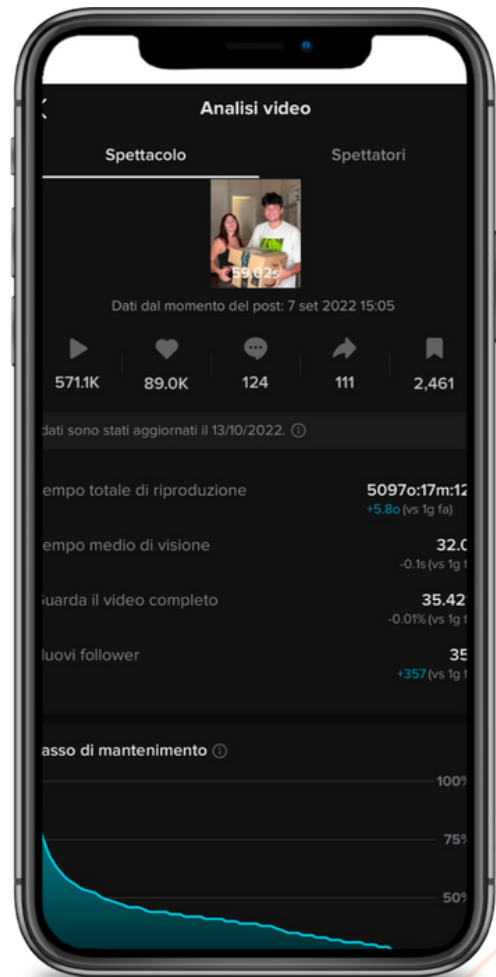
- USE OF A CTA IN ORDER TO HELP CONVERT VIEWS INTO PURCHASES OF #BACKTOSCHOOL PRODUCTS.

- USE OF A SPECIFIC TIMELINE NOT ONLY FOR THE BRIEF BUT ALSO FOR THE VIDEO RELEASE

OUR RESULTS



Thanks to our strategy, we obtained amazing results.



570k Views
89k Likes
124 Comments
111 Share
2.4k Saved

The screenshot shows the Instagram profile of 'fedeasso', an Asso (Association) with 688 followers, 2.2M followers, and 160.2M likes. The profile bio includes 'Proprietà dei Maranza', 'CEO di me stesso e di Kroma', and the email 'Asso@kromagency.it'. Below the bio is a grid of 16 video posts. The first row includes videos with view counts: 176.9K, 221.4K, 452.3K, 167.6K, 156.4K, 253.5K, 11M, and 165.1K. The second row includes videos with view counts: 11M, 277.4K, 172.4K, 685.9K, 571.3K, 605.1K, 711.1K, and 659.2K.

