

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 interior points from the left towards the right, spanning most of the width of the slide.

CASE STUDY

CASE STUDY:

 @leoucifero

INFLUENCER MARKETING
CAMPAIGN ON A BRIEF
PROVIDED BY THE CLIENT

SONY



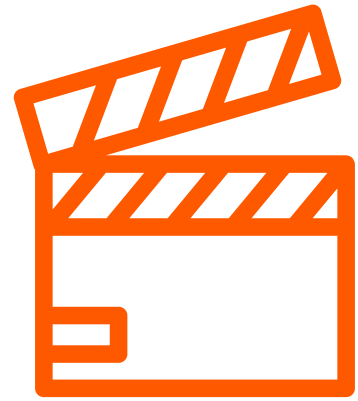
803.7K Follower
38.8M Likes



OUR JOB

SONY

MAIN PURPOSE



- CREATE SOME HYPE TO PROMOTE THE NEW MOVIE BULLET TRAIN
- BRING PEOPLE TO THE CINEMA TO WATCH THE MOVIE

REQUIREMENTS



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

CREATIVITY



- WE HELPED THE INFLUENCER TO UNDERSTAND THE PROVIDED BRIEF AND TO CREATE A VIDEO ACCORDINGLY
- USE OF AN IRONIC AND ENGAGING TONE OF VOICE

KS

INFLUENCER MANAGEMENT

ONE TO ONE APPROACH

- ANALYSIS OF THE BRIEF AND OF THE PROVIDED GUIDELINES
- BRAINSTORMING WITH THE INFLUENCER TO CREATE THE BEST VIDEO ACCORDINGLY

- USE OF A CTA TO COMMUNICATE THE MOVIE RELEASE DAY
- USE OF A FUNNY DISCLAIMER

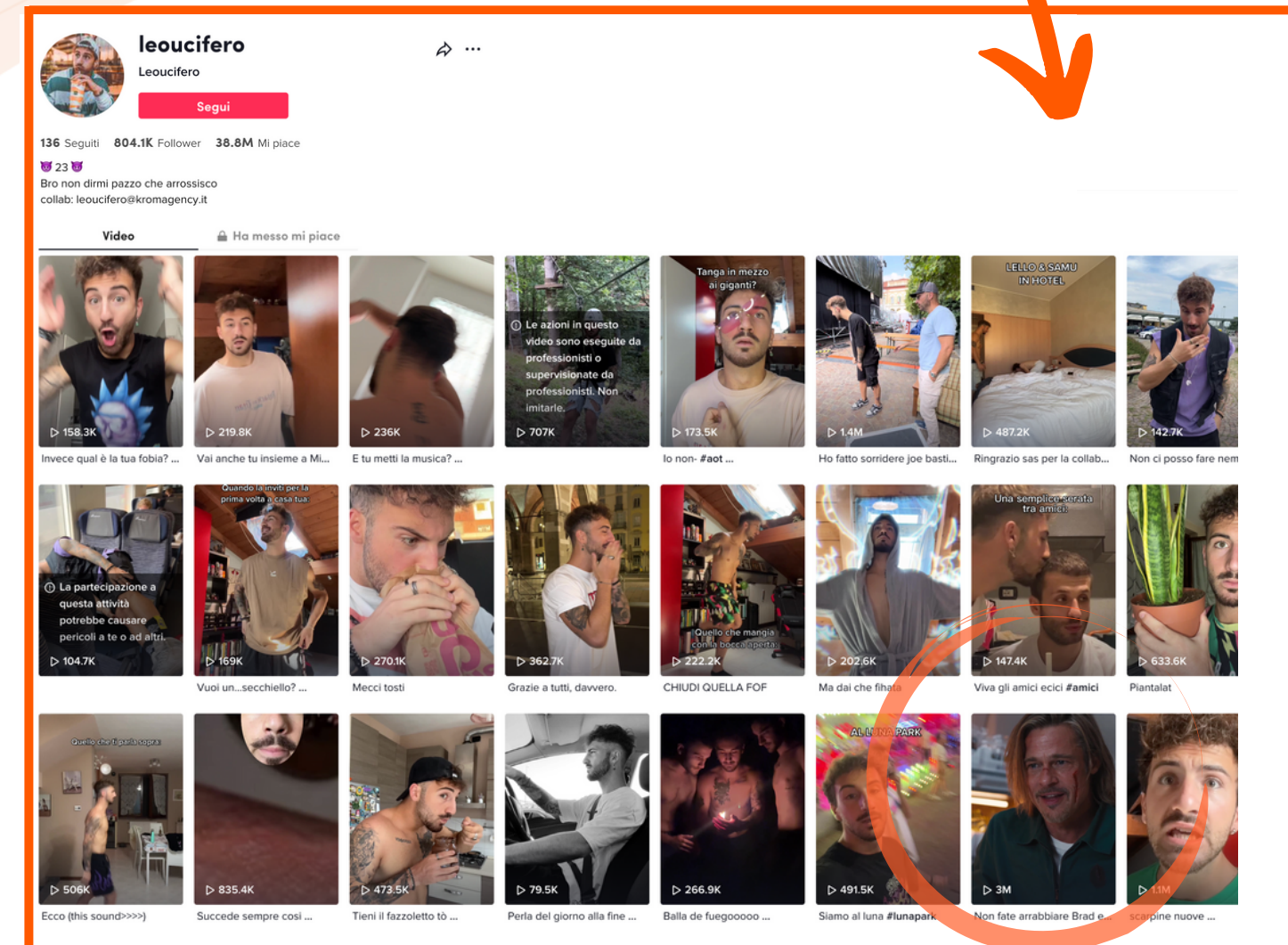
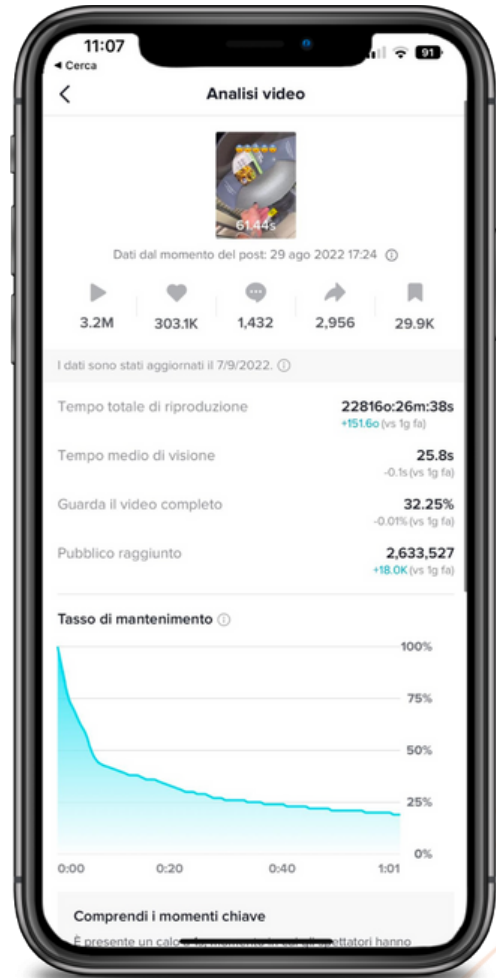
- USE OF A SPECIFIC TIMELINE NOT ONLY FOR THE BRIEF BUT ALSO FOR THE VIDEO RELEASE

OUR RESULTS

SONY

The results we obtained were great especially in terms of views.

3M Views
70k Likes
191 Comments
403k Share
3.5k Saved



KROMA AGENCY

CERCAVI UN'AGENZIA, HAI
TROVATO QUELLA GIUSTA

