



Brand Architects and Designers of Demand

PHILIPS

Divalicious

Home Salon by Philips

Case Study



PROJECT BRIEF & SCOPE OF WORK

Develop an umbrella communication strategy to highlight Philips' Hair Care category, focusing on hero products. Enhance visibility and emphasize professional quality through different assets placed in events like Divalicious.

Key Visual Creation:

- Objective: Communicate Philips' superiority in beauty products, emphasizing innovation, quality, and trustworthiness.

Influencer Box and Invitation:

- Objective: Collaborate with female influencers to attend the event, aligning with brand values and target audience.

Content Creation:

- Develop engaging Instagram content highlighting Philips' innovative technology and user-centric design.
- Utilize Instagram for posts, stories, and Reels to maximize reach and engagement.

Measurement:

- Monitor KPIs for engagement and sentiment analysis.
- Provide post-event analysis and insights.



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ACHIEVEMENTS

The influencer reels collectively garnered a remarkable **total engagement of 14,025**, while achieving an impressive **total reach of 278,521**, showcasing the campaign's significant impact and extensive reach among the target audience.



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