



CASE STUDY

BLACKMORES®

INSIGHT: Blackmores empowers people to live the life they want to live, through their products and brand (generated insight).

IDEA: Good health changes everything.

EXECUTION: Working with Key Opinion Leaders to dramatise the good health moment of change in their everyday lives (created Influencer strategy).

RESULTS: Across this Influencer-led campaign engagements were over 4.4k, growing both share of voice and brand trust.

