

CLIENT
BIOK LABORATORIJA

BRAND
KILIG

OBJECTIVE
PRODUCT LAUNCH

LOCATIONS



INFLUENCERS

1

CONTENT CREATED

26

TOTAL REACH

2.2 M

ENGAGEMENTS

44 K

ENGAGEMENT RATE, %

5.87%

CPE, EUR

0.04

OBJECTIVE

The city is your playground! For true urban jungle residents, Kilig created the Urban line for facial skin affected by air pollution and other urban environmental factors. The campaign aimed to boost the launch, establish credibility and inspire users to try the new products.

SOLUTION

This line was playfully and colorfully presented by Karolina Meschino - no. 1 Instagram influencer in Lithuania. Karolina's communication included attending the Kilig Urban line's introduction event, organic product reviews on Instagram stories, and inspirational posts that made the product's functional features meaningful.

EXAMPLES OF INFLUENCER-GENERATED CONTENT

[@karolinameschino](#)

