

CLIENT  
**BIG IDEA LT**

BRAND  
**ORBIT WHITE**

OBJECTIVE  
**STRENGTHEN POSITIONING**

LOCATIONS



INFLUENCERS

**10**

CONTENT CREATED

**52**

TOTAL REACH

**1 M**

ENGAGEMENTS

**31 K**

ENGAGEMENT RATE, %

**9.02%**

CPE, EUR

**0.09**

OBJECTIVE

This integrated campaign aimed to strengthen the positioning of Orbit White in all Baltic countries and to spread the message about the special Valentine's Day initiative. Influencers encouraged their followers to send love messages to their beloved ones which appeared on outdoor screens in the capitals of each Baltic State.

SOLUTION

In this campaign, 6 out of 10 influencers were used in different communication channels - OOH, digital, at the points of sales and social media. Other 4 influencers were chosen to support the communication through Instagram stories by inviting their followers to participate in Valentine's Day campaign.

EXAMPLES OF INFLUENCER-GENERATED CONTENT

[@simutee](#)

[@tanelpadar](#)

[@leldecerina](#)

