

CLIENT  
VIČIŪNAI

BRAND  
VIČI

OBJECTIVE  
PRODUCT LAUNCH

LOCATIONS



INFLUENCERS

6

CONTENT CREATED

66

TOTAL REACH

2 M

ENGAGEMENTS

21 K

ENGAGEMENT RATE, %

2.76%

CPE, EUR

0.17

OBJECTIVE

Herring is a well-known product, especially popular during the big holidays of the year. The objective of the campaign was to present a novelty from VIČI - oil-free herring fillet of three different flavours.

SOLUTION

Six food and lifestyle influencers were used to implement the campaign. They presented their favorite recipes with herring on their Instagram and introduced the followers to this new product by VIČI.

EXAMPLES OF INFLUENCER-GENERATED CONTENT

@naglimantas



@antmedineslenteles



@gintarepietutyte

