

CLIENT
SOCIALUS MARKETINGAS

BRAND
DVARO

OBJECTIVE
**STRENGTHEN
POSITIONING**

LOCATIONS



INFLUENCERS

9

CONTENT CREATED

176

TOTAL REACH

2.6 M

ENGAGEMENTS

22 K

ENGAGEMENT RATE, %

3.4%

CPE, EUR

0.29

OBJECTIVE

DVARO dairy brand stands out as a synonym to quality dairy products. With this campaign we aimed to maintain and further strengthen this positioning and reveal the best features of different DVARO products and encourage consumers to try them out in their daily cooking.

SOLUTION

To carry out this campaign, we invited three different types of influencers to join our communication: food bloggers, cooking moms and inspiring lifestyle influencers. All influencers had the same goal - to reveal the quality and versatile uses of DVARO products through their own personal point of view. So they shared interesting, but at the same time practical recipes, accompanied with personal stories and memories with their followers and invited to try cooking with DVARO at home.

EXAMPLES OF INFLUENCER-GENERATED CONTENT

[@patricija_gadzijeva](#)

[@simonaburbaite](#)

[@liucina.rimgaile](#)



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[@sauletavirtuve](#)



[@pusryciams](#)



[@antmedineslenteles](#)

INSIGHTS

1. Influencers created not only aesthetic but also organic and personal content. They shared stories from their childhood, memories from travels, presented recipes which kept their audiences up to date with social media trends and the time of year, and even made narrative connections between different integrations.
2. The recipes which were presented by the influencers resembled their personalities and lifestyles, so the campaign included both sweet dishes and salty ones, as well as healthier alternatives and ideas for each meal of the day. As a result campaign ended up including an extremely wide and versatile variety of content.
3. It is worth mentioning that the content of this campaign has gained an even longer life cycle, as five influencers have saved their recipes in their Instagram highlights and the client has re-used the content of five integrations on their landing page.
4. Campaign audience appreciated the recipes shared by influencers, as posts have been saved more than 3100 times. This indicates that consumers intended to return to influencer content in the future.

[@orijusg](#)

[@patricija_gadzijeve](#)

[@singsheep](#)

