

CLIENT
GROWARD GROUP

BRAND
RIDO

OBJECTIVE
STRENGTHEN POSITIONING

LOCATIONS



INFLUENCERS

6

ENGAGEMENTS

7.7 K

CONTENT CREATED

101

ENGAGEMENT RATE, %

3.73%

TOTAL REACH

1 M

CPE, EUR

0.17

OBJECTIVE

The objective of the campaign was to inform the target audience that all hens laying RIDO eggs are raised without antibiotics.

SOLUTION

The campaign was implemented by choosing six influencers and three different communication channels - Instagram, YouTube and blogs. Each influencer created a recipe with RIDO eggs, sharing the main message of the campaign and revealing the different uses of the product.

EXAMPLES OF INFLUENCER-GENERATED CONTENT

[@indre_trusove](#)



[@amelijak](#)



[@ingazuolyte](#)

