

CLIENT  
**VILNIAUS PERGALĖ**

BRAND  
**GAIDELIS**

OBJECTIVE  
**STRENGTHEN  
POSITIONING**

LOCATIONS



INFLUENCERS

**5**

CONTENT CREATED

**77**

TOTAL REACH

**1.2 M**

ENGAGEMENTS

**11 K**

ENGAGEMENT RATE, %

**4.2%**

CPE, EUR

**0.11**

## OBJECTIVE

This campaign was aimed at strengthening positioning of Gaidelis brand while communicating a message that Gaidelis cookies is the right ingredient for the best tasting chocolate salami! In addition to this message, our campaign introduced three new cookie flavours, which ensured that an even wider variety of chocolate salami recipes could be made with Gaidelis cookies.

## SOLUTION

We invited five influencers moms to introduce chocolate salami recipes, made with Gaidelis cookies. As this campaign took place during a quarantine time, our influencers communicated that Easter celebration was going to be different due to the unexpected situation in the society. During uneasy times we offered consumers an easily made treat, introduced new flavours and a wide variety of recipes. In the meantime we invited followers to participate in giveaways to win huge boxes of every flavour cookies while sharing their favourite ways of eating Gaidelis.

## EXAMPLES OF INFLUENCER-GENERATED CONTENT

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