



**NAYARA**  
ENERGY

# CASE STUDY

## CAMPAIGN OVERVIEW



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**Nayara Energy**, the second-largest oil refinery brand in India, thought to explore the diverse aspects of influencer marketing for a **Diwali Campaign**.

They teamed up with **auto and lifestyle influencers** to represent the brand and build its awareness through unique content that resonated with their target audience.

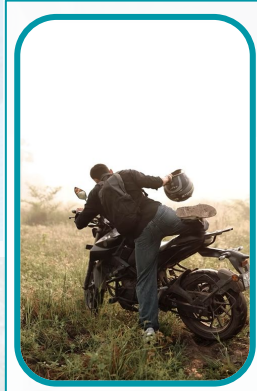
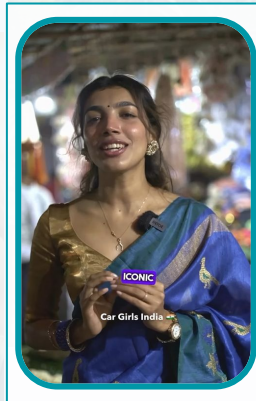
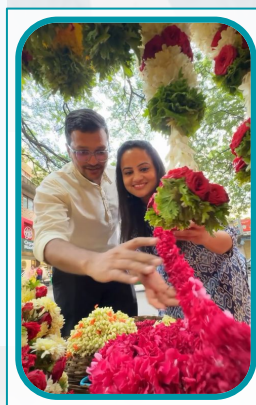
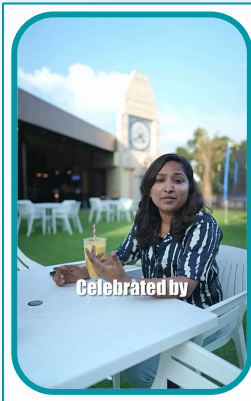
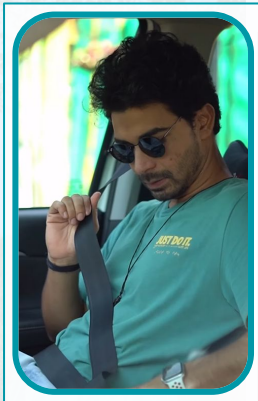
Keeping Diwali in mind, the brand subtly integrated its message, aligning perfectly with the festive spirit. This approach worked to their advantage, as audiences today are more drawn to organic content rather than overtly branded content.

The campaign not only boosted brand awareness but also enhanced **visibility** and contributed to **increased sales**.

# CAMPAIGN CONTENT



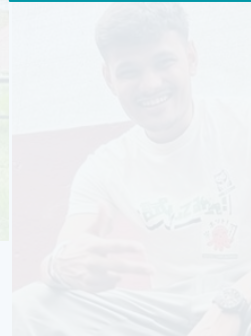
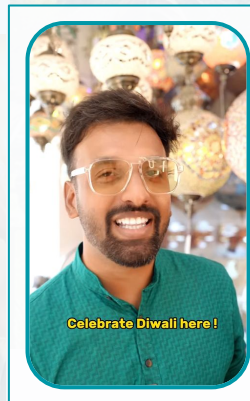
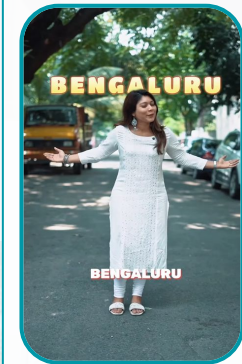
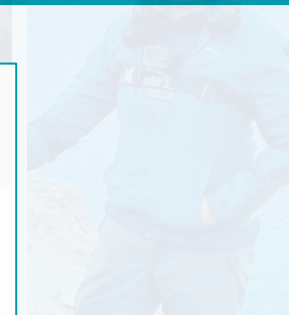
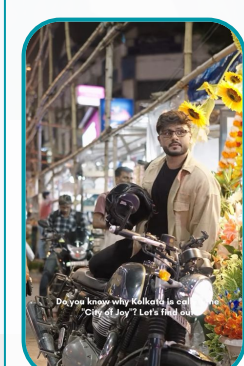
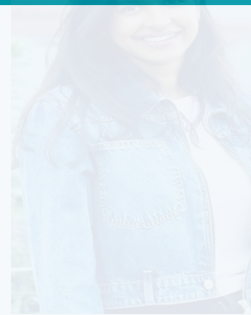
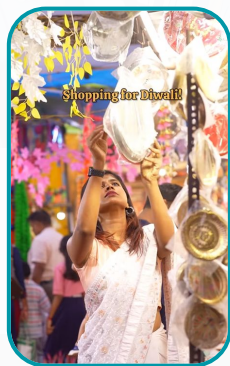
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# CAMPAIGN CONTENT





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## CAMPAIGN OUTPUT

The campaign achieved its desired results by successfully onboarding 14 auto and lifestyle influencers, each with their own established following in their respective genres.



**No. of Influencers: 14**  
**Total Views: 13,18,000**  
**Total Reach: 8,37,237**  
**Total Impression: 41,86,185**  
**Total Likes: 60,493**  
**Total Comment: 696**  
**Total Share: 1801**  
**Total Saves: 1025**



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**Let's Talk**