



**#FestiveGlowWithGarnier
Campaign Case Study**



CAMPAIGN OVERVIEW

As we know, Garnier is a leading brand that specializes in a range of Skin and Hair Care products. To further enhance their brand visibility and reach out to their target audience, they launched an extensive campaign during the Durga Puja of 2022, targeting the Festive Season. With the tagline **#FestiveGlowWithGarnier**, the brand aimed to bring out the festive glow in everyone.

For this campaign, Garnier collaborated with two popular TV personalities from West Bengal, **Annwesh Hazra and Soumitrisha Kundu**, who had recently won the prestigious Zee Bangla award. With their charm and appeal, they added an extra edge to the campaign and helped to make it more relatable to the local audience.

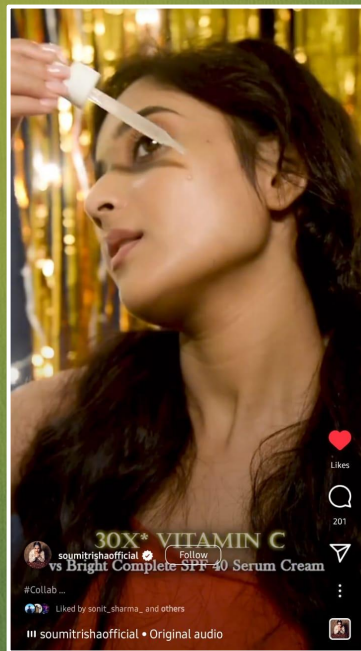
The main objective of this campaign was to create brand awareness and relevance during the Festive Season. The brand made use of various marketing channels such as television, social media, and print media to spread the message of **#FestiveGlowWithGarnier**. The brand also hosted various events and contests on their social media platforms to engage with their target audience and create a buzz around their products.

Overall, Garnier's **#FestiveGlowWithGarnier** campaign was a huge success, and it helped the brand to establish a deeper connection with their target audience during the festive season. By collaborating with local TV personalities, the brand was able to create a more personalized and authentic campaign that resonated with their targeted audience.



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CAMPAIGN CONTENT





CAMPAIGN OUTPUT

By effectively onboarding two TV personalities, who have around 351k & 828k followers respectively on Instagram and a huge fan base across WB, the campaign successfully managed to get the desired output.

No. of TV Personalities: 2

Views: 508000

Likes: 54600

Comment: 307

Reach: 327203



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THANK YOU!