



TalentWala



LINEN CLUB

CAMPAIGN OVERVIEW



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Linen Club, the well-known brand, partnered with six Kolkata-based influencers from diverse content categories to engage with the local audience during Durga Puja

The collaboration aimed to capture the essence of Durga Puja, connecting with emotions and cultural significance.

Each influencer showcased unique aspects of the festival through various creative concepts and video content.

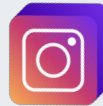
PROFILES COLLABORATED



TalentWala



Satyajit Majumder



Fashion & Lifestyle

Sukanta Kundu



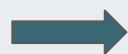
Lifestyle



PROFILES COLLABORATED



TalentWala



Rudrajit Mukherjee

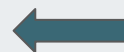


Lifestyle

Dipta Shankar Bakshi



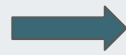
Relatable Content Creator



PROFILES COLLABORATED



TalentWala



Debi Saha

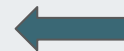


Emcee & Lifestyle

Srijoni Chatterjee



Fashion & Travel



CAMPAIGN CONTENT



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The brand created a master video featuring all six influencers, beautifully highlighting the emotions and essence of Durga Puja.

The narrative centers on six friends returning from a shopping spree at Linen Club when they cross paths with "Kalyan Kaku," aka "Puchka Kaku" who fills their day with joy, nostalgia, and irresistible vibe of Durga Puja

CAMPAIGN CONTENT



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The brand collaborated with **Debi Saha**, an influencer and anchor; **Dipta Shankar Bakshi** aka **Lazy Bong**, a YouTuber known for his relatable and humorous content; and **Rudrajit Mukherjee**, a prominent television actor.

Together, they showcased the brand's festive collection in a quirky and engaging way, capturing attention and creating buzz around the content.

CAMPAIGN CONTENT



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The brand partnered with **Satyajit Majumder**, a prominent figure in the West Bengal industry with a massive following in the millions, to showcase their festive wear.

He visited their Ballygunge store to create content, highlighting the brand's exclusive collection for Durga Puja.

CAMPAIGN CONTENT



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The brand teamed up with **Sukanta Kundu**, a lifestyle influencer, and **Srijoni Chatterjee**, a fashion influencer, both of whom have their own dedicated follower base to highlight their festive collection.

The content focused on styling Sukanta in various looks for Durga Puja, blending creativity with festive flair.

CAMPAIGN OUTPUT



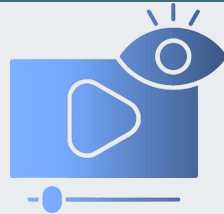
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The campaign successfully achieved its goals by onboarding six influencers from diverse content categories, each with a well-established following within their respective audience ranges.



No. of Influencers

6



Total Views

87,35,295



Total Reach

53,18,573



Total Comment

634



Total Impression

26,592,865



Total Likes

1,64,493



Total Share

1,409



Total Saves

2,684

THANK YOU